

Case Study:

Localizing With Limited Resources

"myGengo is fast, cost-effective, and extremely efficient. They're a great match for us because we want to be fast, cost-conscious, and efficient, too."

-Taku Harada, CEO

The Challenge

Based in Tokyo, a large part of Orinoco's business is localization of online services located overseas, and this comes with considerable volumes of translation work into Japanese. They needed fast, quality translations by translators who are familiar not only with Internet buzzwords, but also Japanese contemporary jargon in a variety of subject areas. Given strict requirements on the turn-around time and responsiveness, in addition to having a predetermined budget, finding a reliable and compatible translation partner was a significant challenge.

The Solution

Initially, Orinoco tried to do all the translation work by themselves as most of the company is bilingual. However, since Orinoco is still a small company with limited resources, it turned out much more efficient to turn to professional translators. While Orinoco has worked with traditional translation companies in the past, the high cost forced them to look for alternatives. Testing myGengo, Orinoco saw the technology venture as the perfect fit as myGengo translations were fast and cost-effective, with no compromises in quality.

myGengo delivered exactly what they promised: fast, reliable, translations at a low price. Thanks to myGengo, Orinoco was able to roll out localized services and marketing activities very quickly. In the future, they plan on using myGengo across most of their other services – particularly for their social event manager PeaTiX, rolling out in several other Asian territories during 2011.

Case

Orinoco manages its eCommerce sites using myGengo to translate marketing materials with a quick turn-around, low price, and consistent quality.

myGengo Product

Translate

Languages

English to Japanese

Number of Words

15,000

Client

Location: Tokyo, Japan

Orinoco operates e-commerce sites for well-known Japanese musical artists and brands, and is also the exclusive Japanese distributor of online services such as bit.ly, SurveyMonkey and FanBridge.

Additionally, Orinoco recently launched PeaTiX.com, an event and ticket management service for the Japanese market.

<http://www.orinoco.jp>

