



Case Study:

Faster Internal Communication

"We plan to continue growing our own operation to be able to handle more work across more markets for more clients. myGengo is the ideal partner to support us in this goal."

-James Hollow, CEO, Alien-Eye

The Challenge

With numerous international clients speaking different languages, Alien-Eye has many documents that need to be translated fast in order to facilitate communication. Machine translations match this speed requirement, but often leave documents unintelligible or lacking credibility.

In addition, to help cut costs, many of Alien-Eye's clients prefer to translate rather than recreate content when localizing for other markets. Traditional translation agencies can provide the quality necessary for these localization projects, but have been found to be too expensive and inefficient. Therefore, Alien-Eye's challenge was to find a more cost effective solution that met both their speed and quality requirements.

The Solution

myGengo's Standard level translation service had a lower cost and was more accurate than any alternative. The speed with which myGengo could deliver quality translations in several language pairs was also better than any other option. In addition, the efficient job-ordering interface and transparent account-based finance system fit right into the workflow and provided for minimal friction when handling jobs.

myGengo's fast and affordably priced translations were used to create operational efficiency for Alien-Eye's clients who operate across multiple markets. As an agency that is rewarded based on finding smarter ways of doing business, Alien-Eye was rewarded financially, and through smoother project operation.

Case

Alien-Eye, a marketing agency, uses myGengo for communication with clients and preparation for localization.

myGengo Product

Translate.Express

Languages

of Languages: 6

English: to Japanese, Chinese, Korean.

Japanese: to English, Chinese, Korean

Number of Words

100,000

Client

Location: Tokyo, Japan

Alien-Eye is a marketing agency based in Tokyo whose clients include large international brands operating in Japan, Japanese brands expanding to international markets, and start-ups aiming for global domination. Alien-Eye's approach is focused on delivering innovative strategy that creates new value for partners, often by inventing original technology and branded content.

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