

## Case Study:

# Expanding SaaS to new markets

*“myGengo connects our developers to a world-wide network of highly qualified translators right from their desktops. This has allowed us to maintain a release schedule that deploys new features simultaneously around the world.”*

-Lail Brown, VP of Technology

## The Challenge

When localizing their online community app, PluggedIN needed a translation solution, and particularly one that was flexible enough to fit their development workflow. The task of translating their market research platform containing tens of thousands of words into multiple languages seemed daunting, but even more challenging was the prospect of finding a translation firm that resonated with PluggedIN’s technology centric workflow. For efficiency and reliability, they really wanted to work with localization straight from their content management system.

## The Solution

The PluggedIN developers needed to be able to initiate jobs of any size quickly, without relying on multiple internal and external resources to get the complete work done. Right away, PluggedIN realized that myGengo’s Translate.Extreme service would be the key to building a sustainable, continuous integration workflow that incorporated localization across many languages. Essentially like having an in-house translation team at standby, with the advantage of near infinite scalability and without incurring costs in periods of low utilization.

By building a few robust tools that integrated with myGengo’s API, PluggedIN could create an internal workflow that allowed localization to match the pace of application development, rather than bring it to a halt. This allowed them to localize their complete platform with minimum overhead and disruption to their core development activities.

### Case

PluggedIN, a U.S. app developer and SaaS provider, uses myGengo to translate their application and marketing materials in several languages in parallel.

### myGengo Product

Translate.Extreme and API

### Languages

# of Languages: 5  
English to Japanese, German, Arabic, Spanish, French.

### Number of Words

~40,000

### Client

PluggedIN helps leading brands and organizations like Kraft Foods, T-Mobile, FedEx and General Mills to continuously connect with the voice of their customer through private online communities for market research and consumer insight. These communities help companies better understand their customers, co-create new products and services, and power up innovation opportunities.

<http://www.pluggedinco.com>

