

## Case Study:

# Utilizing Efficient Translation

*“MyGengo has a convenient, flexible and cost-efficient model that provides us with a capacity for translation that has transformed the way we do business.”*

**-Dylan Robertson, CEO, Pure Enterprise**

## The Challenge

The type, volume and frequency of Pure Enterprise’s translation work all vary wildly. At times it’s just a single sentence that needs a quick translation, whereas at other times there may be an archive of 5-years’ worth of interviews for a client. To rely on in-house staff has generally not been feasible or is just too expensive, and Pure Enterprise found out that trying to find interns (or volunteers for their non-profit client projects) generally turned out to be unreliable and more trouble than it’s worth.

## The Solution

myGengo service provides the convenience, flexibility and responsiveness that Pure Enterprise had been desiring. Even though Pure Enterprise has bilingual professionals as part of the team, it makes no sense using them for translation when it can be outsourced so efficiently to myGengo. Given that the content rarely is of technical or highly specialized content, both myGengo’s Standard and Business levels are perfect matches.

By relying on myGengo, Pure Enterprise has an almost limitless capacity for translation that is fast and cheap. In addition, Pure Enterprise has found an incremental revenue stream through myGengo’s affiliate program.

### Case

Pure Enterprise - a Tokyo-based marketing company – uses myGengo’s services to better serve its international clients.

### myGengo Product

Translate.Express

### Languages

English to Japanese  
Japanese to English

### Number of Words

9,000

### Client

Location: Tokyo, Japan

Pure Enterprise provides strategic social marketing services, including developing and executing strategies for effective press releases, websites, newsletters and social media communication.

Pure Enterprise primarily targets international clients in Tokyo such as the Tyler Foundation and HelloYoga.

<http://www.pureenterprise.com>

