

# Case Study:

## Localizing with Ease

*“myGengo provides a cost effective, fast, flexible service without impacting on the quality of the final translations provided. Red Badger is sure to be a long-term client of myGengo.”*

-Cain Ullah, Co-Founder/Director

### The Challenge

With the introduction of Microsoft’s Windows Phone 7 platform in late 2010, Red Badger decided to develop Birdsong, a premium twitter client on that platform. Birdsong’s initial release turned out incredibly successful, rising to #1 in the paid social app rankings in 5 countries. To get maximum leverage out of this market response, Red Badger quickly decided to provide multiple language support for the application and description. The first target markets required localized support in English, French, German, Spanish and Italian, and future versions of Birdsong were all intended to support more languages once the platform matures further.

### The Solution

Red Badger did substantial research to find a quality translation service that was fast and provided professional translations from real people. Having looked at a number of providers, myGengo’s easy to use, flexible website and range of output formats, made it the obvious choice. Red Badger was particularly impressed with the support for .Resx files which fits perfectly into their development process. Being truly data driven, they gathered opinions from others that had used the service and only got positive feedback. With the reasonable and flexible pricing model, it wasn’t a difficult decision to make.

Birdsong continues to do very well, expanding its reach, and rising to the top of the paid social app rankings in Italy and also thriving in France, Germany and Spain. The project is a work in progress, and Red Badger will continue to use myGengo to increase Birdsong’s reach to support more and more languages.

#### Case

Red Badger is a #1 app developer that uses myGengo to translate each version of their applications.

#### myGengo Product

Translate.Express and String

#### Languages

# of Languages: 4

English to French, German, Spanish, Italian

#### Client

Location: Surrey, England

Red Badger is a full service digital solutions company that specializes in developing innovative solutions and solving complex problems using technology in new, innovative ways.

Red Badger has several years of experience with desktop, web and mobile applications and in recent years have also specialized in 3D gaming technology for consumer and business applications. Combining all of this together, they have built up an excellent capability to produce far reaching, engaging, interactive experiences and a unique expertise in developing 3D applications that provide real business value.

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