

Case Study:

Solving Cross-Country Communication

The Challenge

With a global objective in mind, Evernote has crowdsourced their user base in order to fully localize their application in many different languages. Though their community-run translations allow Evernote to be available in many different local languages in countries around the world, they still needed a service to quickly and efficiently translate product announcements, mailing list emails, and terms of use agreements. Concentrating on Japan, one of their largest target markets, Evernote had to find a solution for their communication difficulties.

The Solution

Evernote quickly realized that in-house translations were an inefficient use of employee time. Though they wanted to translate their documents as quickly as possible, other services were either too slow or too expensive. It was much more efficient to use myGengo to translate their customer mailing list and product announcements.

With an extremely low-cost yet high turnaround structure, myGengo was able to deliver professional translations with ease, allowing Evernote to quickly communicate with their large Japanese user base.

Evernote plans on continuing to use myGengo for their translation needs, as they feel that this partnership allows Evernote to convey the same message and content throughout all of their target markets.

Case

Evernote is a developer using myGengo to translate their product announcements and marketing emails.

myGengo Product

Translate.Express

Languages

English to Japanese.

Number of Words

5,000

Client

Location: Mountain View, CA, USA

Evernote is a note-taking tool and platform for human memory, designed to “help individuals remember everything”. Their award winning application allows users to capture any moment, idea, inspiration, or experience over many different platforms.

Evernote is now available for Free on Mac, PC, iOS, Android, and just about every other mobile platform currently available.

<http://www.evernote.com>

