

Case Study:

Localizing into 18 Languages

“myGengo helped us expand our services by increasing our reach to 18 different languages. Their efficient system, combined with their localization tool String, allowed us to launch our new languages in no time at all!”

- Jane Dickinson, VP of Account Management

The Challenge

ShapeUp wanted to localize their website and platform for multinational and non-English speaking clients. A solution that relies on communication and establishing strong connections, ShapeUp needed to translate their 55,000+ word service into 18 different languages as efficiently as possible. Not only were quick and professional translations required, but ShapeUp also needed a reliable and user-friendly tool to help them manage these new languages in parallel and incorporate them into their platform with ease.

The Solution

myGengo’s Translate.Extreme service and localization tool “String”, exactly fit ShapeUp’s translation services needs. Because of the large volume of content to translate, myGengo’s ability to scale low cost, but accurate and professional translations allowed ShapeUp to translate their platform and manage their project in a tight, short timeline.

myGengo’s flexibility and ability to adapt to ShapeUp’s requirements was key to considering the best match for the undertaking. Though a few of ShapeUp’s desired languages were not provided standard by myGengo’s, they were specially provided at the same low cost. This made myGengo the obvious choice for ShapeUp’s localization requirements.

Using myGengo, ShapeUp was able to translate its platform into 18 different languages. String helped them manage the project easily and efficiently, allowing for quick localization and helped launch services that are adaptable to their clients needs.

After completing the project with myGengo, ShapeUp is better positioned to cater to an international market, and was immediately able to serve a large global company. With ShapeUp’s services accessible in many different languages, their new clients will be able to improve health and fitness worldwide.

Case

Social Network for wellness uses myGengo to translate their service.

myGengo Product

Translate.Extreme and String

Languages

of Languages: 18

English to:

Standard: Japanese, Chinese (Simplified), Korean, French (France and French Canadian), German, Italian, Spanish (Spain and Latin America), Portuguese

Custom: Chinese (Traditional), Vietnamese, Indonesian, Thai, Bulgarian, Malay, Tagalog, Hungarian.

Client

ShapeUp is the first corporate wellness company focused on leveraging the power of trusted social networks to promote healthy living.

Founded in 2006, ShapeUp has pioneered an innovative approach to behavior change that uses social networking technology to reduce health care costs and improve the health of large populations through peer motivation, support, and accountability.

ShapeUp’s evidence-based social engagement platform covers over two million lives and is used by more than 200 employers and health plans.

For more information, visit www.shapeup.com or follow ShapeUp on Twitter.

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