

## Case Study:

# Convenient App Localization

*“myGengo’s self-service model allows us to generate translations on-demand; new languages can be generated within a day and string updates for new features translated within hours. Upload your strings, submit for translation, review, download—and you’re ready to go! “*

-Jen Harvey, Co-founder, Voxilate

## The Challenge

Voxilate is a very small team – and having managed large translation projects for enterprise software products in their former lives, they’ve experienced first-hand how time-intensive localization projects can become. They were in search of a solution that would cut down on this time expenditure by streamlining the localization management process. With regular releases of updates to their app, Voxilate also needed a service that could quickly handle the translation of new strings of text without sacrificing quality.

## The Solution

Using myGengo’s self-service model, Voxilate was able to upload their string files and marketing text and, within 24 hours, myGengo’s translators returned high-quality translations at an affordable rate. Voxilate found that with myGengo, turnaround time was not an issue. Translations always came back well before they were finished testing and there were no worries about having to hold a release to wait for translations to come back.

In addition, using String as a management tool, it was a breeze inviting volunteer translators to translate sections that they were interested in. And for translators who felt more comfortable using the string files themselves instead of myGengo’s Web interface, it was very easy to upload their completed translations and quickly re-dispatch any new strings to myGengo translators as needed.

### Case

Voxilate, an app developer, uses myGengo to translate In-app text and marketing text for HeyTell® Voice Messenger on iOS and Android platforms

### myGengo Product

Translate.Express and String

### Languages

# of Languages: 7  
English to Japanese, German, Korean, Spanish, French, Italian, Portuguese (Brazil).

### Number of Words

~5,000

### Client

Voxilate develops the mobile app HeyTell®, which allows iOS and Android users around the world to send quick voice messages (and optional location information) to other HeyTell users and groups of HeyTell users with the press of a single button.

<http://www.voxilate.com/>

