



Case Study:

Creating Multilingual Websites

“String adapts to our tech (not vice versa), incorporates our volunteers (no need for separate tools) and automatically updates live interface texts every time we release new features. It’s a perfect match for a global startup.”

- Tõnu Runnel, CEO

Case

Edicy localizes their website builder and marketing materials into 16 languages with the help of MyGengo.

myGengo Product

Translate.Express and String

Languages

of Languages: 16

Client

Location: Estonia

Edicy is an online tool for creating websites without prior knowledge of programming or design.

Its light-weight user interface allows for an interactive drag and drop approach letting Edicy users create professional websites in mere hours.

<http://www.edicy.com>

The Challenge

Co-founded by the guys from the initial Skype team, Edicy has always been focused on the global market. From day one, it has been built to be a great tool for managing multilingual websites. At first, the translations were managed in-house supported by a handful of volunteers. Within a few years, Edicy had paying customers from 60 countries, 16 supported languages and a growing volume of content that needed high quality, efficient, translations. Managing this had become a full time job as streamlining the work of different volunteers working in different time zones and from various cultural backgrounds needed some optimization.

The Solution

Looking for a suitable translation service, myGengo was an instant match for Edicy. String’s core functionality was very similar to a solution the Edicy team had planned to build themselves. Instead of having to customize their architecture to match String, String was able to adapt to Edicy’s existing technical set up. In addition, as String already supported collaboration with volunteer translators, Edicy didn’t even have to devote precious engineering resources towards developing a separate solution.

String allows Edicy to manage the whole translation workflow — both volunteers and myGengo translators use the same tools. And each time Edicy is updated, translated texts are taken from String automatically.

Edicy continues to evolve quickly. They add new features regularly and keep constant contact with customers around the world. Every update changes the interface content in all languages as every new feature needs to be introduced to the whole user base. By using myGengo, Edicy can live up to its goal of being the best multilingual website builder out there.



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