



Orbus Software

How low-maintenance localization became a reality at Orbus

Introduction

Customer-centricity sits at the core of Orbus' vision: The British enterprise software provider goes to great lengths to provide a seamless user experience for its clients around the globe – including different language versions for their software-as-a-service (SaaS) product. With Milengo and Lokalise as a one-stop shop for all localization needs, Orbus managed to translate its web app into four languages within the span of a few months. Along the way, they created a highly productive localization setup that “gets translations done” on time, every time.

Key results



There are significant advantages to having localized languages in enterprise markets, so for us, translation remains a priority as we enter different regions.

– Jonathan Dean, Product Director, Orbus

About Orbus

Orbus Software is a global enterprise software vendor and a leading provider of cloud solutions for digital transformation. Founded in 2004, the company serves large government organizations and blue-chip enterprises across many industry verticals. Among its clients are brands such as IKEA, Dell, AstraZeneca, Fujitsu, and AXA. Driven by the increasing level of cloud adoption among global businesses, **Orbus has seen a record 700% growth for its iServer365 platform in 2021.** To fuel their rapid international expansion, localization takes on an increasingly important role.



Client	Orbus
Industry	Enterprise software
Customers	550
Localization objectives	<ul style="list-style-type: none">• User satisfaction• Market reach• Scalability
Languages	EN > DE, FR, ES, PT
Text type	Software documentation

The Challenge

For Orbus, it all began with a simple question: How to deal with the ever-increasing volume of translations that accompanied global expansion? At the time, Orbus was already working with an external translation vendor, but results were disappointing: „*The quality was so poor we needed a new solution ASAP*”, recalls Vladyslav Remnov, a technical writer at Orbus who also oversees much of the localization work. With internal capacities for localization activities being limited, the company was looking for a solution that fulfilled the following requirements:



Reliable translation quality

Orbus were looking for an experienced translation agency with a proven pedigree in the translation of SaaS software.

Automate & modernize

The company needed a state-of-the-art localization tool with out-of-the-box integrations to manage and publish translations more efficiently.

Fast roll-out

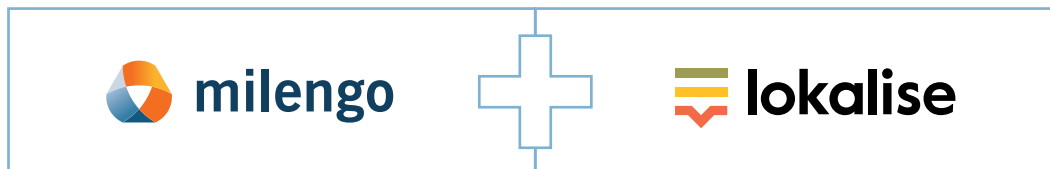
Operating in a highly competitive marketplace, rapid localization according to shifting client demands is business-critical for Orbus.

Scale on demand

Orbus identified localization as a major growth factor and was determined to find a long-term partner that is able to ramp-up localization efforts when needed.

The Solution

In January 2022, Orbus purchased Lokalise as their localization software of choice. Since Orbus was still looking for another translation vendor at the time, the team at Lokalise recommended to take Berlin-based language service provider Milengo on board – a natural fit, as Milengo already had ample experience with the localization of enterprise software for market leaders such as Infor and Snowflake. The partnership between Milengo and Lokalise meant Orbus was now able to ship localized products faster and more efficiently.



First impressions count

Orbus was pleasantly surprised by the thorough onboarding at the outset of the collaboration. **„Everything was so well coordinated. It was a great experience overall“**, recalls Vlad. From the start, Milengo and Lokalise positioned themselves as long-term localization partners instead of mere service providers, offering Orbus every support they could wish for:

- ✓ Hop on a meeting if problems arise;
- ✓ Get instant training on Lokalise features;
- ✓ Consult with translation professionals to navigate the cultural and technical pot-holes of software localization.

A turnkey solution for software localization

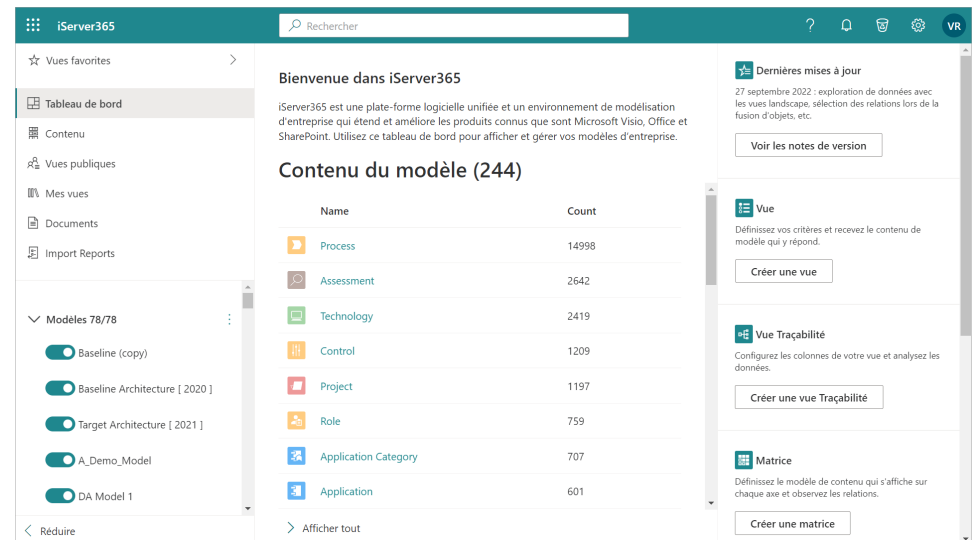
For Orbus, providing software in the local language is about respecting cultural communities. The company also works with government departments who require localized versions of their product. Furthermore, in countries with more than one official language such as Canada, the advantage of having comprehensive language support (in this example English and French) gives Orbus a valuable competitive edge.

Orbus asked Milengo to translate their web app into French, German, Spanish and Portuguese. The scope included documentation with highly specialized terminology, such as user, technical, and administrator guides. To meet these demands, Milengo assembled a team of native industry experts who then conveniently translated the content via Lokalise’s intuitive translation interface. In the end, all language versions were delivered ahead of time.

As Vlad emphasizes, the translation quality delivered by Milengo was a real standout. At Milengo, ISO standards ensure that only native-speaking translators are used, while a documented quality assurance framework guarantees precise and consistent translations that businesses can rely on.

” Our reviewers had to make almost no changes to the translated texts. The content was instantly usable.

– Vladyslav Remnov, Technical Writer, Orbus



Localized French version of Orbus’ web app

Streamlined translation management with Lokalise

Prior to working with Milengo and Lokalise, Orbus didn't have a formalized localization workflow. Content was often copied manually from the software repositories or CMS into spreadsheets and Word documents for translation. Files were sent back and forth via email, with access rights often unclear and translations sometimes even getting lost.

Everything changed when Orbus discovered Lokalise. „*The existence of such a solution was a revelation*“, remembers Vlad, who previously had to invest a lot of time in repetitive manual tasks when managing translations across platforms and languages. „*Thanks to the integration with Lokalise, all our translation assets are now conveniently stored in one place.*“

Every activity is executed via a single shared workspace: Create a project. Invite translators from Milengo to contribute. Upload the finished translations. Review. Deploy. Repeat. „*The degree of automation is very high,*“ Vlad explains. „*It's even manageable without a large localization team or expertise.*“



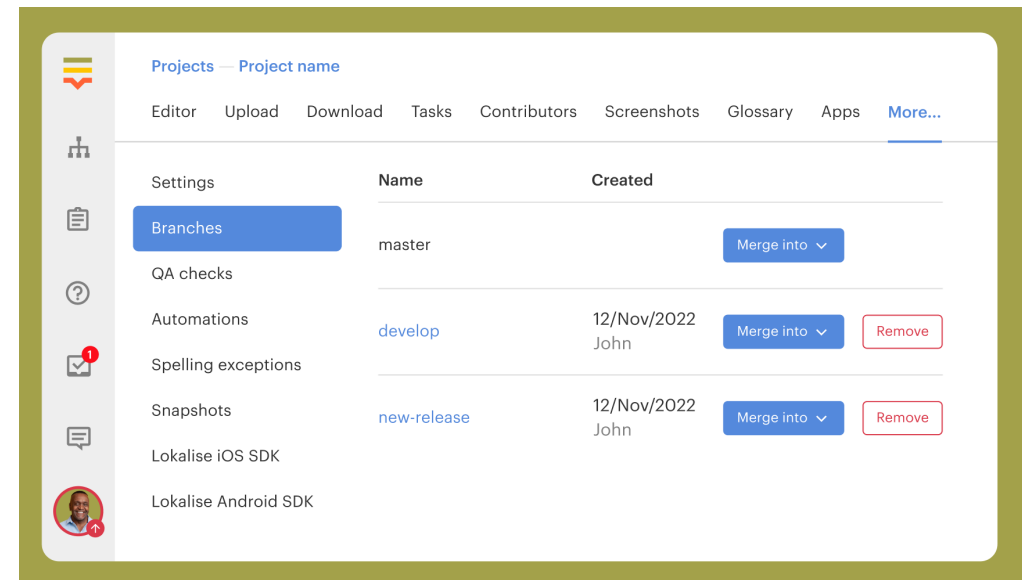
Solving future content updates

The web app localization into four new languages is a major step in Orbus' quest to strengthen their global presence. But software products are moving systems – they require constant updating. This comes along with various challenges. „*The quality of global content cannot be assured without everyone looking at the same source*,” Vlad explains. Furthermore, translating an entire app all over again with every new release would be cost-prohibitive. Luckily, Orbus could leverage the version-control feature of Lokalise to keep costs down and pinpoint developers and translators to the required content updates. As a result, they are now able to identify source changes and quickly alter translations from end-to-end.



The quality of global content cannot be assured without everyone looking at the same source

– Vladyslav Remnov, Technical Writer, Orbus



Lokalise's Version Control (Branching) feature allows teams to collaborate, manage and review translations in a productive and flexible way

” Milengo has done a great job and always delivered translations timely. The whole collaboration has been extra smooth.

– Vladyslav Remnov, Technical Writer, Orbus



Outlook

Making the best use of resources is a central tenet of Orbus' enterprise software. Thanks to Milengo and Lokalise, the company has accomplished this same efficiency with their localization setup. Going forward, Orbus is ready to further ramp up their localization efforts by setting up a dedicated inhouse team for assigning, reviewing, testing, and publishing translations in an even more structured manner. With an experienced translation agency like Milengo plus a future-proof localization tool like Lokalise at their disposal, Orbus is ideally placed to achieve low-maintenance localization that creates value and cost-savings at every stage of the process.



Let's talk!

If you want to learn more about Milengo's software localization services, get in touch at sales@milengo.com

Milengo is an ISO 17100 certified language service provider with over 30 years of industry experience. With a strong emphasis on consultation, we design tailor-made translation and localization strategies for customers in the IT, software, hardware, manufacturing, and e-learning sectors. In doing so, we focus on the central requirements of these markets: industry-specific linguistic expertise, speed and cost efficiency.