Brandsdal Group Case Study

Foreign market expansion challenges

“When we launched in Denmark, our first country outside of Norway, we did the initial translation ourselves. It proved quite time consuming. Had it been a one-time effort then that probably would have been fine, but that was not the case. We bring dozens of new products to market every week, most of which require product texts to be translated from Norwegian or other languages. This quickly turned into a bottleneck for us. We found ourselves allocating a lot of time to product text translations, having to set aside or delay other tasks and slowing down products to market as a result.

“When planning to launch in Sweden we knew this had to change. We had to find a partner that could assist us with the translation tasks; both the one-time translation before launch and, more importantly, the continuous translation of new products. We needed a partner that would allow us to

Overview

- **Field:** E-commerce
- **Languages:** Swedish, German, Finnish, Danish
- **Goals:** Reduce turnaround times and costs for large volumes of web store content. Increase efficiency of the localization process to support growth in target regions
- **Solution:** Machine translation workflow/custom API integration
Challenge

Brandsdal Group, a Norwegian e-commerce company operating some of the largest online stores throughout Scandinavia, first approached Milengo in late 2014. Their requirement was far from simple: Localize one of their stores, an online shop for beauty products, from Danish into Swedish in time for the launch in 19 days. To complement this, a much more sophisticated translation solution was required in order to more effectively handle store updates and future launches in target regions.

“We are absolutely dependent on an automated process for continuous translation of new products and a translation partner that delivers quickly and with a high quality. Running our business in several countries in their local language would simply not be possible without it. Milengo has done, and are doing, a wonderful job in meeting our requirements.”

Daniel Srebro
Project Manager
Brandsdal Group

Delivering on time and within budget

After considering Brandsdal’s specific budget requirements and the launch date of just under one month, Milengo put together a proposal that employed a machine translation post-editing (MT-PE) workflow. “Milengo came up with a time and cost estimate that would allow us to launch on time and within budget, and they delivered on all of their promises,” added Srebro.

By utilizing this MT-PE workflow, Milengo processed all 780,000 words that made up Brandsdal’s Swedish store launch in just 17 days, three days ahead of schedule. Linguistic productivity benefits of up to 8,000 words post-edited per day during this project gave even greater clarity to the suitability of this workflow for all of Brandsdal’s content.

“While Milengo’s translation staff worked on the large one-time translation to Swedish, we worked with Milengo’s technical staff to build a system that would allow us to automate the day-to-day translations after launch. This system would also handle translations to the Danish site, and any other site that might come in the future,” said Srebro.

This system employs API connectivity between Brandsdal Group’s content management system and Milengo’s client portal, LanguageDesk. By eliminating the many manual processes, Brandsdal benefit from a solution that frees up valuable internal resources and automates translation workflows to ensure that products are online and visible to shoppers quicker and more efficiently.

Over the course of just one year following the 2014 launch, Brandsdal Group saw sales rise from $0.2 million to $4.4 million.

A scalable solution for further markets

The solution that was created for the launch in Sweden also considered any possible future requirements of Brandsdal Group. “Since then, when planning to launch in new countries, translation is a non-issue. This proved right when launching in Finland and then once again when launching in Germany,” Srebro continued.

In the year since supporting Brandsdal Group with their launches in Finland and Germany, they have seen revenue increases of 195% and 920% respectively. Srebro concluded, “We are absolutely dependent on an automated process for continuous translation of new products and a translation partner that delivers quickly and with a high quality. Running our business in several countries in their local language would simply not be possible without it. Milengo has done, and are doing, a wonderful job in meeting our requirements.”

To learn more about Milengo’s e-commerce translation services, please contact sales@milengo.com

Milengo has been helping companies globalize their products for more than 25 years. Our clear focus on the IT, hardware, industrial engineering and e-commerce industries ensures we pay special attention to the requirements of these markets: industry-specific expertise, speed and cost efficiency.

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