Maxthon

Maxthon goes global with Crowdin, making its products available in more than 50 languages

Customer:

Maxthon

www.maxthon.com

Industry:

Software Application

Company Overview

Maxthon is an international software company that develops advanced web browsers that give users a smooth browsing experience across multiple platforms.

Devoted to high standards for innovation, the Maxthon browsers are available with a wide range of devices from desktops to mobile that describes their mission achievement: "create the ultimate web browsing experience on any device". Moreover, Maxthon develops its products providing the high performance and standards support, freely experience with more integrated features than other browsers and seamless browsing for its users. For now Maxthon browsers are downloaded each month by over 100 million people from 140 countries worldwide.

Challenge

The first steps of Maxthon's localization process were made by its users. The strong community of Maxthon supporters in France that helped testing the first browser and encouraged company to improve its product quality started to translate browser into French.

At the early beginning, localization process was fairly complicated and not efficient as well, but when the number of users reached a certain point, localization happened rather naturally. Users were able to extract the language file from the download package and translate it using available, mostly free tools. When translation was done, they reached out to Maxthon asking to make their translations official.

As Maxthon community grew, company faced with difficulties of how to coordinate their translators work, especially when multiple translators from the same country were involved.

Before Maxthon hired a localization manager, all communication with translators was limited to occasional emails and the whole process was rather chaotic.

AT A GLANCE

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What Maxthon wanted to achieve:

- Coordinate their translators work;
- Have an ability to use translations from one project in another;
- Make localization process easier and consistent.

What Maxthon did:

Integrated Crowdin in their development process.

What they achieved:

- Get its Windows and Android products available on over 50 languages;
- Made localization process consistent and possible to use translations from two different projects using Crowdin TM.
- Control the whole localization process managing translators within the one platform.

"Different tools were used for localization of different Maxthon products , and translators had to create accounts for each separate tool. No approval process took place, and no style requirements were enforced",

— shared Ms. Alexandra Nikolaeva, Localization Manager at Maxthon.

In theory, Maxthon would follow other large software companies and develop their own translation tool, but at that moment it was a bit time and money consuming for such a demanding project.

Another important and not less crucial thing for Maxthon was to simplify their localization process making it consistent with an opportunity to use translations from one project to another.

"The inconsistency in translation of the same terms for different products was a real problem, because sometimes we had a situation in which the same exact terms in two different products were translated differently",

— said Ms. Alexandra.

The absence of proper translation tool with all requested features led Maxthon to look for a solution that will allow company to fix these and other issues that befell it within prior localization process.

Solution

Maxthon started looking for the apt localization tool considering vide range of localization platforms that were offering required services. But after getting feedbacks from existing clients of these platforms, the final decision was made in favor to Crowdin, which customers showed better experience of all.

"Crowdin clients sounded the most convincing because many of them had started using Crowdin after they have already tried other platforms",

— said Ms. Alexandra.

Integrating its development process with Crowdin, Maxthon got an ability to manage translators on each stage of translation process and make it easy to translate greater amounts of text in shorter terms notifying translators whenever new translatable strings were uploaded.

For much faster translation work Maxthon translators use Crowdin's Translation Memory that allow them to share translations from one project to another under their accounts.

Thanks for Crowdin Maxthon also made its localization process consistent and more efficient as well. For now it becomes much easier to get not only all language files updated for each new product release, but all the Google Play descriptions, marketing emails and so on, as whenever there is the product update it happens sync in all languages that are underway.

From the management side, Crowdin allows Maxthon to control the whole translation process enabling to see its progress, organize discussions for each language and send direct messages to translators within the platform. It became much easier for the company to build the localization process and manage all its stages, getting eventually high-quality translations.

"The process runs smoothly now and we always have a high-quality translation on time",

— said Ms. Alexandra.

Implementation

Maxthon localization process is treated by the community of translators which efficiency company measures by the special quiz that allows to check if they know products well enough to translate it.

At the early beginning, some of Maxthon translators preferred to download the language files from Maxthon

server without having the deal with rudimentary online translation tool company had. However started using Crowdin Maxthon enables its translators with enough flexibility to continue working the way they used to.

From now, Maxthon translators easily download files from Crowdin and then upload their translation, it leads Maxthon to simplify their localization process making it efficient and with the qualitative outcome.

It is important to keep translators motivated and make their translation work efficient and with product knowledge as well. In this way, Maxthon provides its translators with glossaries, screenshots, other helpful information and make them feel challenged adding some competitiveness to the localization process.

Results

"Making your product universal while preserving its uniqueness is the purpose of localization",

— said Alexandra Nikolaeva.

For now Maxthon products are available in over fifty languages that make company closer to achieving its goals and challenges.

Using Crowdin Maxthon got a lot of advantages that make company going global efficiently and with ease. All these benefits are described in following:

- Get the tool that allows to coordinate and manage translators around the world;
- Made localization process consistent with an opportunity to use translations from one project to another;
- Ability to control the whole localization process and separate its stages within one platform;
- Localized Windows products into 59 languages and Android into 55.

About Crowdin

Crowdin is one of the leading translation and localization management platforms that handles both document and software projects. By cooperating with language service providers, Crowdin has made localization accessible for professional linguists and made it possible to for multiple offsite translators to collaborate as they work. Crowdin successfully balances the needs of developers with those of professional translators and volunteers. Developers get the consistency and tools they need while professional translators benefit from translation memories, group discussions, and enhanced context. Crowdin Collaborative Translation Tool brings translation memory, glossaries, and screenshots to clarify the source file context.

More information is available at **www.crowdin.com**

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