



## CONTENT TRANSLATION FOR GLOBAL MARKETING

6 TARGET  
LANGUAGES

20% SAVINGS IN  
TRANSLATION COSTS

50% SAVED IN  
TRANSLATION TIME

**In today's digital-first world, people are increasingly prioritizing self-service. It's critical to keep up with this demand, offering videos, product information, and online content in all customers' languages. Maintaining open communication channels with customers via social media and the Internet is crucial. Additionally, creating strong connections with a customer base helps companies learn how to improve their offerings. They can get real-time feedback on products and services and learn about new pain points.**

Global companies face a specific challenge in creating and disseminating new content for their customer base in many languages. The translation process must be fast enough to keep up with the

pace of the Internet, but the translations must also meet rigorous standards. Translations need to retain the brand's voice and be localized, so they're recognizable to speakers of new languages. An additional complication is how labor-intensive the translation process is. Companies must focus on creating new content and growing business to stay competitive. Spending precious hours going through clunky channels for translation or completely recreating content in new languages is a profound disadvantage.

Find out how Lionbridge helped Mirka, a global company and industry leader, create workflows to translate its content into six different languages, improve the speed of translation and localization, retain its brand style, and reduce the administrative burden on its employees.

### About the Customer

Mirka is a family-owned global company with Finnish roots. They have about 1,450 employees and earned around \$143.3 million in 2022. Over an 80-year tenure, Mirka has developed an industry-leading reputation for its technically superior coated and non-woven specialty abrasives for automotive, industrial, wood, and metal markets. Mirka is especially focused on offering sustainable products and solutions.



## The Challenge

This project required large volumes of content to be translated into six languages: Russian, French, German, Italian, Swedish, and Dutch. Mirka needed high-quality, accurate, localized translations to speak directly to people in these six markets. These translations also had to retain one constant, recognizable brand voice and style across all six languages. All content had to convey the same consistent Mirka experience.

The second challenge was overcoming speed and inefficiency issues in the localization process. Mirka had to quickly translate, localize, and publish various marketing content to meet the customers' constant demands for digital marketing content and keep pace with global trends. Mirka had to create, translate, and disseminate new content faster to remain competitive, respond to ever-changing global demands, and stay connected with customers. These materials included videos, production information, and online content.

A third pain point for Mirka was the heavy burden of its previous manual workflows. In getting materials translated, each office utilized its own burdensome, sometimes inconsistent, or unreliable channels for translation purposes. Periodically, different offices even had to recreate content, which was notably inefficient. These previous methods required excessive time from employees in local offices, taking them away from other important work.

Lastly, Mirka's patchwork methods of completing translations sometimes led to losing its consistent brand voice. Different translators and creators may have used varying words or images. As a global company, having one consistent Mirka experience was crucial – and hard to achieve with this more scattered methodology.



## What is Optimizely?

Optimizely is a Digital Experience Platform (DXP) for content and commerce optimization. Its suite of tools assists users in planning, creating, and publishing their digital content. Optimizely streamlines and simplifies the content lifecycle, makes content processes smoother and easier for teams, and accelerates time-to-market. This widely-used platform serves millions of users daily, helping organizations nurture and significantly expand their online presence.

## The Solution

Lionbridge offered Mirka a three-pronged solution.

1

The first part of the solution was to create an easy procedure for employees to submit content for localization and translation. Mirka had been using Optimizely, a content management platform, for years.



**To make the workflow simpler:**



The Lionbridge Optimizely connector was deployed. With this solution, employees didn't need to learn to use new systems or software to manage global content.

2

The second part of the solution was to help Mirka translate and localize its MyMirka app into four languages for customers. Our software localization team used innovative technology and applied years of experience to create a seamless, consistent Mirka experience for its app across all languages. We used Mirka's brand style guide in our translation process to help us develop a translated glossary for all languages. This process ensured a consistent brand voice.

3

Lionbridge translated all content for each language, ensuring it was ready when the client wanted to publish live on the website. Mirka's goal was to publish all translated content live around the same time, so it was important for Lionbridge's project management team to juggle multiple translation processes simultaneously.

## METHODOLOGY

### PLANNING



- Defined project scope and success criteria
- Kick-off meeting
- Roles and responsibilities
- Detailed schedule and communication plan
- Escalation points
- Debrief meeting after completion

### MULTIDISCIPLINARY TEAM



- 1 Onboarding Manager
- 1 Global Program Manager
- 1 Senior Program Manager
- 1 Associate Project Manager
- 1 Account Executive
- 1 Associate Project Manager
- 1 Language Team Leader
- 2 Language Team Leads
- 2 Associate Language Team Leads
- 1 Technical Services Lead
- 1 Senior Engineer
- 5 Engineers
- 12 Translators

### COMMUNICATION



- Biweekly status calls
- Additional meetings as required

## By The Numbers

- **6** target languages: English into Russian, French, German, Italian, Swedish, and Dutch
- **20%** savings in translation costs
- **10-month** project duration, with: kick-off meeting, debrief, and ongoing translation feedback and changes
- **30** team members dedicated to the project
- **76,427** words translated to Dutch
- **87,023** words translated to French
- **95,050** words translated to German
- **23,842** words translated to Italian
- **53,532** words to Swedish
- **50%** faster translation process



*“Lionbridge gives us the structure to work efficiently localizing content, so our content creators can spend more time optimizing existing content. Ultimately, it’s about making us more resilient. In a digital world, we need to be able to react to customer behavior and global trends. With Lionbridge, we have a partner that grows with us and understands our tone of voice and how we want to communicate with customers.”*

Mattias Åsvik, IT Program manager for Mirka

## The Results

With Lionbridge’s help, Mirka achieved a few key results. Firstly, the company built stronger connections with its social media and website customer base. Our partnership with Optimizely drastically reduced the administrative burden of translating and localizing content. This enabled Mirka’s team to focus on optimizing and creating more content for all relevant social media channels and its website. The more content Mirka could share and disseminate on all major social media channels and its site, the more it could create self-service materials to help its customer base and become a vendor of choice. With this streamlined workflow, Mirka also had more time to analyze and respond to global trends in its market, which is crucial to meet the demands of digital-first consumers.

Beyond creating more time for developing content on social media, Lionbridge’s streamlined translation and localization solution also helped Mirka regain time for focusing on growing and maintaining its business. They could continue to innovate and develop new products and services instead of sinking time into cumbersome translation methods.

Another benefit was delivering new products and services to market faster. With relevant content translated and localized 50% faster, Mirka released information about its latest innovations and solutions to a global market much sooner. Removing this delay helps Mirka maintain a reputation as an innovator in its industry.

As a fourth benefit of working with Lionbridge, Mirka could guard the tone and image of its brand’s voice. We created and used a multilingual glossary for the Mirka brand. We also performed quality checks to ensure this style guide and glossary were closely followed. It was easier for Mirka to ensure consistency for all its materials because only one expert language services provider (Lionbridge) handled all translations.

Lastly, Lionbridge’s streamlined system gave Mirka significant translation cost savings. Mirka saved a significant 20% in translation costs. With our efficient, strategically planned process, Lionbridge eliminated redundant steps and reduced the need for client labor during the translation process. These changes considerably reduced translation costs.



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