Website Localization Project – We made it Possible to Win the Local Market!

English (US) to Chinese Simplified (Mandarin) | Japanese | Korean

General

Contour Components is a private, internationally operated company founded in 2004. The company levies its focus on research and development in Business Intelligence. It provides an innovative “out-of-the-box” BI Platform for interactive reporting and data analysis. Contour BI customer base includes statistical agencies, governmental institutions, banks, and corporations.

The Challenge: Keeping the Core of the Business!

Contour wanted to expand its business across other parts of the region, for this it decided to break the language barriers by localizing the website. The aim was to let the potential customers feel the pleasure of facing the services of Contour in their local language. The website was to be translated into three languages i.e. Chinese Simplified, Korean, Japanese while keeping the branding tone and business language intact.

It was challenging, but MarsTranslation’s expert and crafted translators are well equipped to handle such products. So, with our certified translators, delivering par excellence in the assigned project became easier for us.

The Solution: Plugged in the Localized Approach!

Over the years, MarsTranslation has grabbed expert translators to build a team having skills to handle multi-dimensional projects to satisfy all customers’ need. So, our translators helped Contour Components to localize its website to capture the Chinese, Japanese, Korean market. This was not a difficult task for the translators of MarsTranslation as they have handled such projects before – that was not exceptional either.

Considerate attention was paid to website translation in all three languages, while keeping the actual branding tone and essence of the website integral. This helped us to win another customer’s positive review and eternal peace of mind.

The Result: Sky is the Limit!

MarsTranslation website localization services helped Contour Components to attain its goal which it had set while targeting new markets – resulting into its potential success with sky as limit.

Get in touch at

www.marstranslation.com/contact