

# Flexibility & Adaptability

Key Factors for Choosing text&form

## COMPANY BACKGROUND

*Ciena is a provider of communications networking equipment, software and services that powers the world's internet and our digital economy. Although based in the U.S.A., Ciena truly is an international entity, employing more than 5,000 people globally. With over 1,000 customers worldwide, its customer base includes nearly two-thirds of the world's largest telecommunications service providers.*



## Challenges

Ciena uses videos for marketing campaigns, its homepage, trade shows, and expos. Both audio and on-screen text needed to be localized into seven languages: Latin American Spanish, Brazilian Portuguese, German, French, Russian, Japanese, and Korean. Although Ciena translates its marketing collateral in-house, it still needed a localization partner.

*"What I look for when searching for a new vendor or provider is professionalism,"* says Julio Leal, Head of Localization at Ciena. He wanted a new localization partner who was knowledgeable, knew how to ask the right questions, and had transparent pricing.

### Flexibility in several areas was also crucial to meeting Ciena's regular needs:

- 1 Video and audio content had to be produced within two weeks.
- 2 Ciena also required one voice talent per language to provide continuity for the customer.
- 3 The in-house localization team does all the translation, so the provider would be using Ciena's workflows and processes.

Leal asked colleagues in the localization industry for referrals. He then evaluated several providers on an initial project by using an internal report card that tracked ten criteria. text&form's performance on that initial project was rated at 94%. *"text&form was the one that scored the highest, not just in terms of quality but also in pricing, project management and the end result of the medium,"* says Leal.

Although Leal's team completes all translation in-house, they still tested text&form's abilities on its translation capabilities. text&form scored 100% on translation quality. Leal was also impressed with text&form's QA and attention to detail. Frequency, response times, and follow-up were all rated as excellent, each one receiving 100%.

After the first project, Leal and a colleague travelled to text&form's office to meet the team they'd been working with. *"When we visited their offices in Berlin, we met the entire team that was working with us, and it was obvious that they know what they are doing,"* says Leal.

**Ciena chose to contract text&form to localize audio and video content for marketing and internal purposes.**





## PROJECT PROFILE

- » **35 MARKETING VIDEOS**  
5 videos of 2-6 minutes each in 7 languages
- » **90 MINUTES OF AUDIO RECORDING**
- » **20 PEOPLE INVOLVED**  
2 project managers, 2 supervisors, 2 AV-engineers, 7 translators, 7 voice talents
- » **2-WEEK TURNAROUND TIME**

## Solution

Once the initial project was completed, the workflows were discussed and optimized. text&form also created a webinar for Ciena’s linguists that further described how minor changes to their translation process could improve the final product. The webinar helped the linguists see the entire picture instead of just one corner of it.

*“They were able to see what is happening behind the scenes, so they could take a different approach to the translation and review process and make a few improvements,”* Leal says.

text&form offered two voice talents for each language: a main one and a backup. Leal could choose which voice would represent Ciena in each language.

*“We typically want to use the same voice talent so the user can recognize that voice and associate it with Ciena,”* says Leal. *“We don’t want to change the voice for each video, because that would not make a great brand experience. text&form was quite flexible on that.”*

Working with Ciena’s translations, the text&form team created a synchronization file - a template for audiovisual scripts with all on-screen and spoken texts side by side in both the source and target languages. Leal and his team found the synchronization file so useful that have continued to use it at Ciena: *“We started using it for all our work for bigger localization projects,”* says Leal.

To ensure customer satisfaction, text&form implemented several client review cycles during the two-week project run. They also added a separate review step for proofing the audio track synchronization with the English video.

## Working with text&form

*The word professionalism best encapsulated Leal’s experiences with text&form.*

*“That word encompasses everything I see about text&form, because to me professionalism means that the scheduling and the quote that we received was done quickly, professionally, and provided the level of detail we need on next steps.”*

Also important to Leal was pricing: text&form’s cost breakdown was very clear. *“Sometimes vendors tend to be a bit vague about the cost relating to certain charges, so we also value that they are as upfront as possible,”* he says.

Leal especially liked how the text&form team communicated quickly and efficiently with his team, and how they could adapt to Ciena’s workflows and processes. In addition, *“Whenever we had a problem, they were able to create a backup plan very quickly and try to solve that in order to meet the deadline,”* says Leal.

Leal wants to keep working with text&form in the long term. *“They were really quick and accommodating to all our needs and responded very quickly and delivered on time and the end result was very good,”* he says.



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