

# INSIGHTLY & TRANSIFEX CASE STUDY



Insightly is a simple to use yet powerful CRM system for small business. With integrations to Google Apps, Office 365, MailChimp, and major social media sites; great mobile apps for tablets and smart phones; and easy access to a REST API for custom integration, Insightly is the leading small business CRM.

“Transifex Live eliminates system integration headaches you run into when setting up a multilingual site - you drop in some JavaScript and you’re done. It’s like installing Google Analytics. For a content heavy site, Transifex Live makes a lot of sense.”

Brian McConnell, Insightly

## BUSINESS CHALLENGE

Insightly needed a translation management system that was focused on software localization for web and mobile apps and other back office services. We needed to translate our corporate website and our customer support knowledge base. The sites are fairly content heavy and the goal was to make sure the process worked with our business process, and with our translation agency.

## BEFORE TRANSIFEX LIVE

Initially we were using “home grown” systems, but we knew that wasn’t sustainable. As we migrated to a Wordpress site, the plan was to use one of their multilingual extensions. There were several issues with that approach as the system didn’t track what had already been translated, updated, changed, etc. About this time, the Beta version of Transifex Live was available. We gave it a shot and basically it just worked. It’s turned out to be a great tool for us.

## AFTER TRANSIFEX LIVE

Using Transifex Live has simplified our process quite a bit. A couple times each week, I go in and see what new content or changes have been picked up for translation. I can see what is done, updated, changed. It's a pretty easy process to manage. I especially like the fact that the system is good at detecting new content. It's makes our life easier because I'm no longer a bottleneck.

I can periodically check to see if there's anything else that needs attention, but changes and updates are managed automatically by our translation agency. We work on a weekly cycle where each Monday the Agency checks in and picks up any new content. They assign it to their resources and a week later we have the resource files and it is published.

Now that we're caught up with all the core content and languages, the only major work is if we're adding a new language or feature that requires completely new content. When that happens, the Agency goes in and takes care of it.



We also have a very active blog where we're constantly making incremental changes. We watch this more closely because it is such a moving target. I check in daily to make sure everything is moving along. It takes just a few seconds and gives me a sense of security knowing what is going at each day.

## BUSINESS BENEFIT

The automatic content detection is a real benefit for us. It's a huge pain to track incremental changes. Transifex Live does it for you. With a traditional system, administration of these changes are time consuming and require manual review of all content to make sure that nothing has been missed. Transifex Live grabs everything and detects anything that needs to be updated. That is flagged and the Agency knows what to do from there. It simplifies the process while at the same time improving the quality of the translations.

The impact of localizing our web app has been significant. Before we started the localization process 85% of our users were English speaking. Now it's 75%, meaning that our non-English speaking user base has grown significantly over the last 6 months. Plus, we now support Spanish, Portuguese, French, German and Italian.

While we have been expanding the languages we support, we have had very few support tickets regarding the translations themselves. This is a good indication of the translation quality and will eventually drive a better overall experience for our users.

## About Transifex

Transifex was founded in 2009 after being incubated while founder and CEO Dimitris Glezos participated in Google's Summer of Code. The company is, at its heart, both global and digital—with engineers on two continents and customers in over 30 countries representing over 17,000 projects with 170,000 users, localizing content in more than 150 languages. To learn more visit [www.transifex.com](http://www.transifex.com).