



Winning big: how Anakatech streamlined iGaming localization and expanded to 14 markets with RWS

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The Client
Anakatech

Industry
iGaming solutions

Established
2012

Headquarters
Sofia, Bulgaria

What does a winning hand in localization look like? By partnering with RWS, Anakatech levelled up their global presence, improving translation consistency, speeding up time to market and reducing localization costs—all while expanding to 14 languages.

Breaking free from bottlenecks in global iGaming expansion

Anakatech faced significant challenges as it expanded into new markets. The iGaming industry requires rapid localization of content like game descriptions, marketing emails, help pages—and more—without compromising linguistic accuracy or cultural relevance.

“We struggled with inconsistent practices, relying on various external translation agencies alongside our internal resources,” says Daniela Stanilova, Content Manager at Anakatech. “The company quickly identified the need for a content team and process to ensure translated content would have the quality and consistency essential for our global growth.”

Other challenges included preparing content for translation by manually copy and pasting into a file and then emailing the file to the agency for translation. This took a considerable amount of time and was inefficient and not cost effective. Because Anakatech’s localization team is small, they wanted to reduce the time spent on localization by introducing more efficient workflows and automation.

The iGaming industry demands frequent and fast translations, making speed and quality critical. Cultural and technical accuracy was also important for the translations to sound natural to the players and to maintain brand integrity across languages and markets.

Solution elements

- RWS Language Services
- RWS Trados Enterprise
- WPML Connector
- Translation Memory

“RWS has been an invaluable partner in helping us streamline our localization process. Their industry expertise and seamless integration with our systems have greatly improved the quality and efficiency of our translations, enabling us to expand globally with confidence.”

Alexandra Laleva
Head of Content
Anakatech

Game on: automation and technology pave the way for Anakatech's global growth

Anakatech teamed up with RWS to tackle its localization challenges with a technology-driven solution. A Translation Memory (TM) was introduced first, allowing Anakatech to leverage previous translations, which lowered costs, speeded up translation times and supported greater consistency.

Next, Anakatech and RWS implemented Trados Enterprise, a translation management system (TMS) that streamlined Anakatech's workflows, making localization more efficient and eliminating most repetitive, manual work. RWS also deployed a WordPress Multilingual (WPML) connector, which automatically extracts content for translation directly from Anakatech's WordPress platform.

With these new technologies in place, Daniela saw a dramatic improvement: she no longer had to spend half a day collecting files and information and preparing an email with instructions for translation.

“Implementing Trados Enterprise and the WPML connector was a game-changer for us,” explained Daniela. “The iGaming industry is very dynamic, and priorities are changing every day. Now, with just a few clicks, we can instantly process content for translation or add new languages. The system has saved us a huge amount of time and effort.”



The end game: faster growth and lower costs without compromises

Since partnering with RWS, Anakatech has seen substantial results across many areas of their localization programme.

The introduction of the TM, Trados Enterprise and the WPML connector reduced localization turnaround times significantly. Quote requests are also faster: what once took 1-2 days now takes just minutes—or even seconds—allowing translation projects to be started earlier and accelerating Anakatech's time to market.

With nearly 850,000 words translated to date, automation from the WPML connector and Trados Enterprise has streamlined workflows and reduced manual effort, enabling Daniela to focus on more important responsibilities.

"If our management is considering a new market, now we can provide cost information and translations faster," Daniela says. "The speed at which we now work also helps other internal teams. For example, the graphic designers need to create images or web pages, but they need the translations before they can start. Now that we can prepare the translations so quickly, it helps them work faster, and our management has noticed the improvements in speed and quality."

Reusing previously translated content has been instrumental in reducing localization costs. By leveraging translation memory, Anakatech has achieved over €30,000 in savings in less than two years. The TM also helps Anakatech's brand voice remain consistent across all languages and markets, ensuring higher content quality and relevance for their players.

The new efficiencies and savings have helped Anakatech grow, enhancing its global reach and engagement with new markets.

"RWS has really changed the way we handle localization. The time and the quality improvements have made a big difference in how smoothly we can expand into new markets," says Daniela. "We've seen increased customer engagement in international markets due to the improved quality."

Daniela also praises RWS's linguists and project managers for their attention to detail and strong communication. She appreciates that RWS's team confirms instructions, asks industry-specific questions or requests more information about context, which she knows will help deliver strong quality translations.

Looking ahead, Anakatech plans to continue to collaborate closely with RWS as they prepare to enter new markets. With RWS's technologies and translation services, they are well-positioned for future growth in the competitive iGaming industry.

As Daniela concludes, "We're thrilled with the results and look forward to continuing our partnership with RWS as we expand into new regions. The tools they've provided have made a world of difference in how efficiently we can operate."

Key stats

- 14 languages supported
- 850,000+ words translated
- Translation quotes in minutes, not days
- Over €30,000 TM savings
- 50% reduction in turnaround times

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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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