



Zoho centralizes localization of website content for non-English markets with RWS, achieves higher quality and 64% cost savings

www.zoho.com

The client

Zoho Corporation

Industry

High-tech software

Established

1996

Headquarters

Chennai, Tamil Nadu, India

Solution elements

Language Services

RWS TMS

Mantra

Drupal Connector

What can a centralized website localization programme achieve? By teaming up with RWS, Zoho enhanced language consistency and cut localization costs by 64%, translating over 12 million words in just one year.

Bringing consistency in messaging across translated webpages

Zoho Corporation is a global technology company headquartered in India that offers over 55 cloud solutions for various business needs. As the company expanded globally, it realized the need for centralizing the localization of its website content for non-English-speaking markets.

Zoho required a translation partner to ensure that the core values and messaging stays consistent across different markets in terms of quality and accuracy.

Zoho traditionally used a mix of multiple freelancers and local Language Service Providers (LSPs) for translation. Over time, this approach became more and more time consuming to manage. This is when Zoho decided to partner with RWS, for their global footprint and extensive language and technology experience.

Embracing a centralized localization approach

RWS initially focused on translating Zoho's website content into 23 languages and improving brand messaging and uniformity. After evaluating Zoho's localization setup, RWS recommended centralizing the company's localization functions in order to streamline processes and ensure quality across all content.

Implementing a new technology infrastructure for website localization

Zoho began automating and streamlining their website localization supply chain using RWS's turnkey solutions—translation management system (TMS), Mantra API and Drupal connectors. Translation Memory also played a crucial role, enabling Zoho to reuse previous translations, which lowered costs, saved time and improved consistency.

To minimize human touchpoints and reduce manual workload, Zoho and RWS developed on-premises connectors. Mantra's connectors allowed for the direct processing of web content from Zoho's Drupal content management system to RWS' TMS and back, eliminating the engineering team's manual efforts. RWS conducted systematic tests on these connectors, carefully addressing and resolving any issues to ensure optimal functionality. Throughout this process, RWS and Zoho implemented multiple connector versions and patches. These tools, including the Zoho Desk connector, Drupal connectors, and WordPress connectors, have helped Zoho streamline and automate website localization operations considerably.

Zoho's stakeholders appreciated RWS's collaborative and communicative approach during the rollout of the new strategy. Regular cadence calls with Zoho's technical team and multiple test jobs reassured everyone that the work was progressing as planned and remained on track.

Zoho was also satisfied with RWS's strong communication and coordination with in-country reviewers. Whenever issues emerged, RWS's local language offices worked closely with Zoho's reviewers to resolve them. Together, they focused on critical quality factors like terminology, branding, tone and style, boosting translation accuracy.

Over time, with help from RWS, Zoho added new improvements to its localization strategy. For example, Zoho began using machine translation post-editing (MTPE) for their product and user manual content. Shifting to this approach improved Zoho webpages' time to market because more content could be translated faster and at a lower cost.

As word about RWS spread within Zoho, other divisions inquired about localization, and now RWS translates 80-90% of Zoho's content, including legal, help desk, website and technical documentation content.

“RWS has helped us streamline our website content translation efforts for non-English speaking markets, providing us with swift turn-around time. Working with their team has been a great experience for us.”

Arivuchelvan Panneerselvam
Member Leadership Staff,
Zoho's Creative Team

Localization benefits equal strategic gains for Zoho

Zoho's centralized website localization process has delivered significant strategic advantages.

Central to this process are technologies like Mantra, API connectors and Translation Memory, which have enabled Zoho to translate over 12 million words, achieving a 64% reduction in localization costs. They have also reduced operational costs and manual touchpoints, allowing their team to concentrate on tasks that require a human touch.

“It is a great experience to work with RWS and I was thoroughly impressed with the ease of their tools. The tool was user-friendly and intuitive, making it simple to complete tasks efficiently and effectively,” says Arivuchelvan Panneerselvam, Member Leadership Staff, Zoho's Creative Team.

Moreover, the time taken for translation of websites has now shortened from 10 days to just three to four days.

This partnership has continued to strengthen over time, with RWS now handling an expanded scope of translations across more languages and content types, demonstrating Zoho's trust in RWS's capabilities.

“We also had a wonderful experience with the RWS support team,” says Arivuchelvan Panneerselvam. “They are knowledgeable, patient, and willing to go the extra mile, which made the entire process seamless while enabling Zoho to get the most out of our budget.”



Key stats

- 23 languages
- 12 million words translated in one year
- 3-4 days average turnaround time
- 64% savings from Translation Memory
- 70% translation reuse
- 80-90% of content translated by RWS
- 16K files processed annually on average

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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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