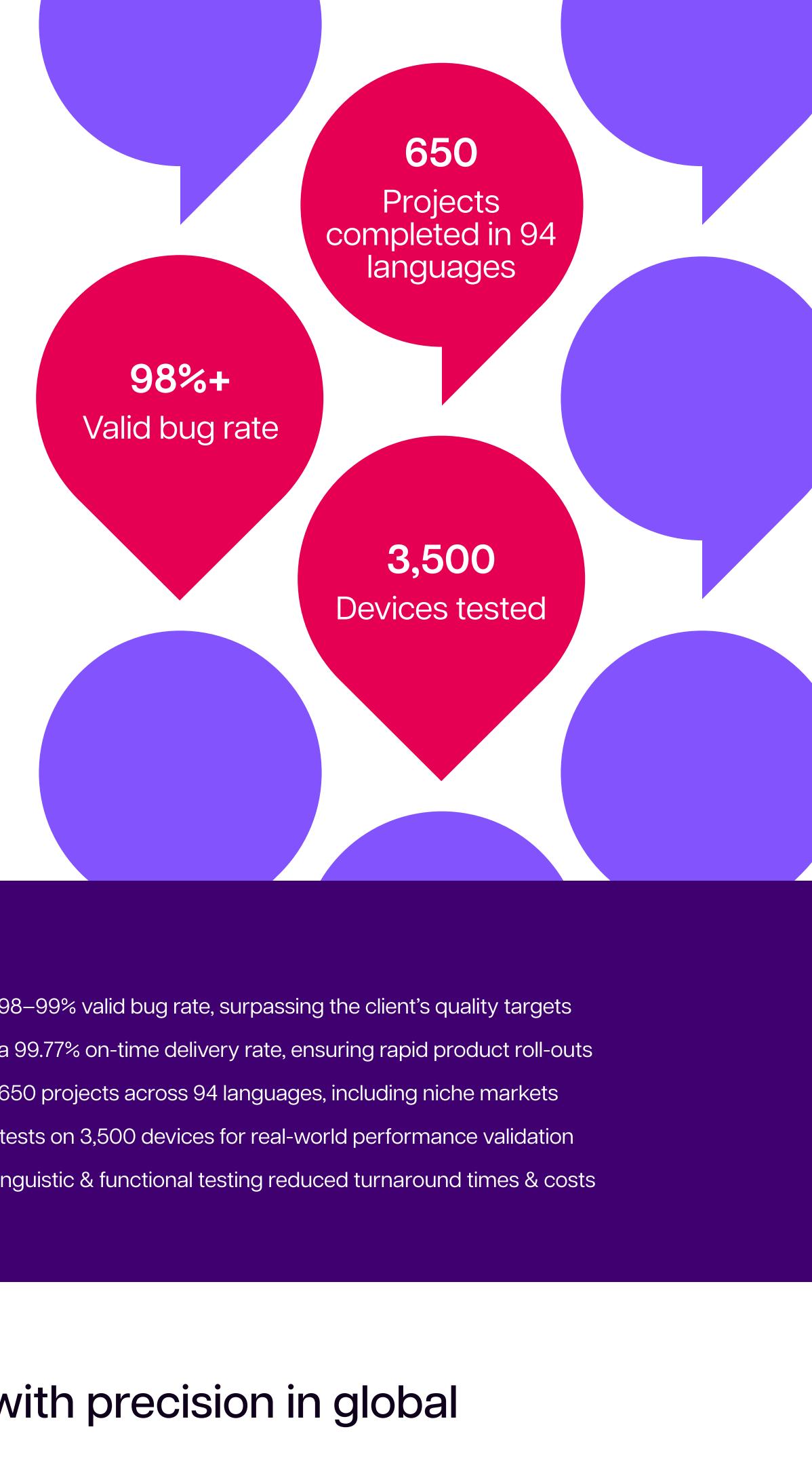


RWS enables high-volume localization testing for a global tech company

A smaller, more connected world demands products and apps with localized language support that still deliver high-quality, bug-free experiences.

A leading global technology company, known for its cutting-edge software and hardware solutions, set out to raise the bar for localization and user experience in markets worldwide. To make this happen, they needed a partner with both linguistic expertise and advanced technical skills to bring these experiences to life.

Contact us



Key benefits

- Achieved a 98–99% valid bug rate, surpassing the client's quality targets
- Maintained a 99.77% on-time delivery rate, ensuring rapid product roll-outs
- Completed 650 projects across 94 languages, including niche markets
- Conducted tests on 3,500 devices for real-world performance validation
- Combined linguistic & functional testing reduced turnaround times & costs

The challenge: balancing speed with precision in global launches

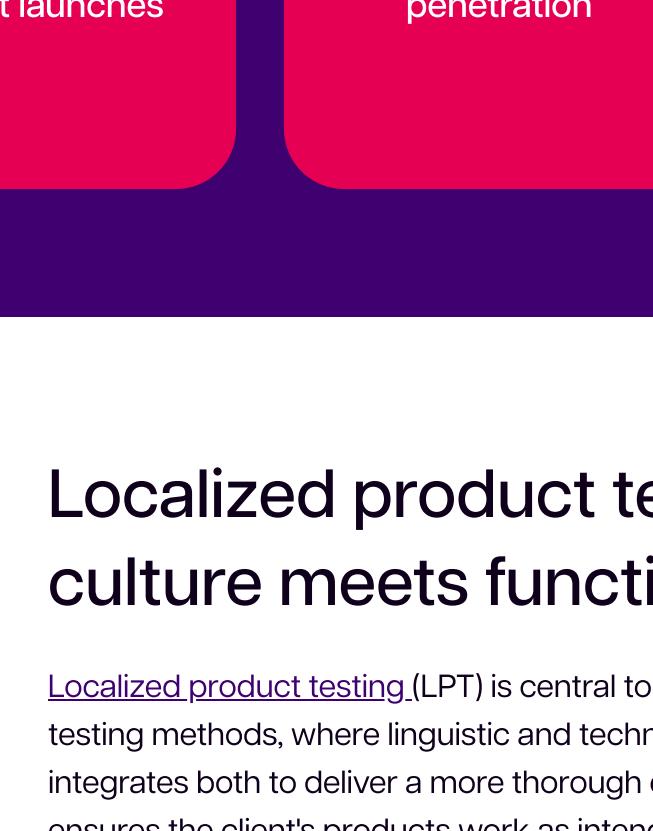
The client needed to localize its software and hardware across multiple languages while ensuring both functional and linguistic accuracy. Tight deadlines left little room for error, and the company needed to deliver a fully localized experience in record time.

The process was intricate and time-sensitive, with key objectives including:

- Deliver a high-quality localization product that could be shipped quickly and efficiently
- Meet fast turnaround times for pre-release products across different technical pilots, some of which had not been attempted previously
- Ensure testing covered both software and hardware, with testers who had the technical expertise to work independently from start to finish

The client turned to RWS for support, confident that our deep expertise in both linguistic accuracy and technical testing would deliver the results they needed.

The solution: blending technical and linguistic expertise for end-to-end testing



RWS built a tailored solution from the ground up, combining technical expertise with linguistic knowledge to deliver twofold testing for all of the client's products and pilots. We identified people with both technical and linguistic skills, quick understanding of processes and the ability to work under pressure. Whenever anyone exceptional entered our lab, we brought them on board.

The engagement began with a six-person team but grew to 30 full-time members, cross-trained in both areas and dedicated exclusively to this client. Today, the team also includes more than 300 contractors with both general and specialized training, enabling them to meet diverse needs, timelines, device types and locales.

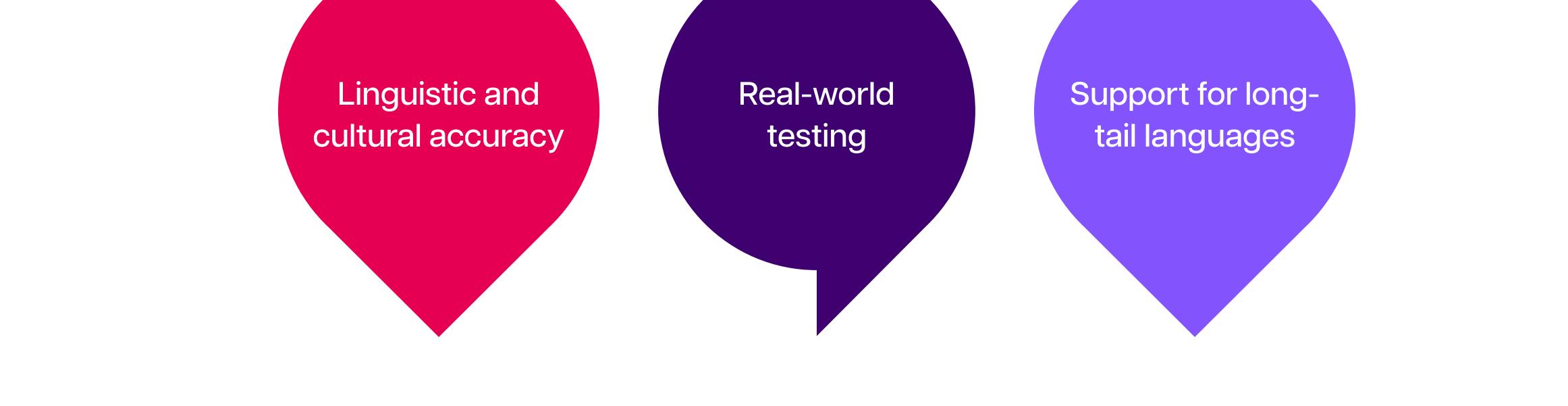
Challenges

- Slow and complex localization processes were delaying product launches
- Under-served language markets were difficult to access due to limited testing resources
- Cultural and linguistic inconsistencies were impacting user experience across regions
- High release frequency and new pilot initiatives were straining existing testing capacity
- Lack of consistent, long-term support was creating gaps in continuity and collaboration

Solutions

- Shortened time-to-market for new products through streamlined localization and testing
- Enabled entry into under-served language markets, driving user growth and brand visibility worldwide
- Delivered culturally accurate, high-quality localized experiences that improved end-user engagement
- Built a scalable testing framework that supported continuous releases and new product pilots
- Strengthened collaboration and trust, establishing RWS as a strategic localization partner for future innovation

Results



Localized product testing: where culture meets functionality

Localized product testing (LPT) is central to RWS's approach. Unlike traditional testing methods, where linguistic and technical testing are done separately, LPT integrates both to deliver a more thorough evaluation. This combined approach ensures the client's products work as intended in every market – while resonating with target audiences by meeting both the cultural and functional needs of end users.

- **Linguistic and cultural accuracy:** Translations, regional expressions and culturally sensitive content are accurately reviewed to reflect local preferences and norms. This goes beyond simple translation to deliver culturally relevant, audience-specific messaging.
- **Functional validation:** All features are tested across devices, operating systems and languages to confirm they work seamlessly, both in software and hardware versions.
- **Real-world testing:** Testing on real devices in various environments ensures the product performs well under actual user conditions. This includes different hardware configurations, OS versions and network conditions to guarantee flawless user experience across the board.
- **Bug identification:** RWS identifies and resolves issues that may be missed in traditional testing, such as misalignment of text or feature malfunctions caused by language-specific quirks.
- **Support for obscure languages:** RWS excels at offering testing in less common languages, ensuring the client can expand into new markets typically underserved by other providers.



Technical expertise: ensuring quality in every product across every market

RWS provides a level of technical expertise rarely matched in the industry. Beyond linguistic skills, we offer in-depth knowledge and hands-on experience with highly technical products, which enables the team to address specific product challenges that might go unnoticed by others. Our ability to understand even the most complex technical language allows us to identify and address any bugs or functionality issues across all client requirements.

RWS has supported the client in testing pilot projects that had never been attempted before, providing assurance that even new, untested initiatives would be handled with precision and care. With our deep expertise in both **software and hardware testing**, the client could trust that every project would be completed on time and to the highest standard of quality.

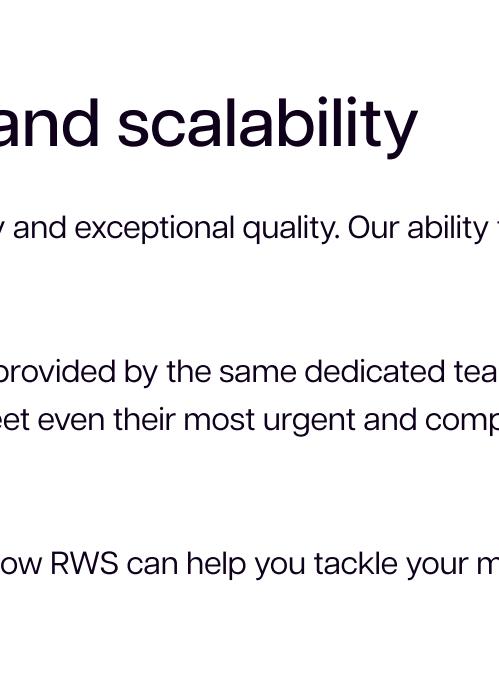
Linguistic and cultural accuracy

Real-world testing

Support for long-tail languages

“Our philosophy is simple, we try to always say yes to our customers. By anticipating and adapting to their evolving needs, we turn every challenge into an opportunity to deliver even greater value.”

Anne Laure Lepere
Associate Test Line Manager at RWS



From 94 languages to 3,500 devices: results that speak for themselves

RWS's commitment to quality, efficiency and scalability resulted in exceptional outcomes for the client:

- We successfully delivered 650 high-quality localization projects, covering a wide range of the client's software and hardware products.
- Testing spanned 94 languages, including many specialized and lesser-known languages often overlooked by other service providers.
- The target bug acceptance rate was set at 95%, but we globally exceeded this, achieving a 98–99% valid bug rate.
- Our aggressive deadline was just set, but we maintained this, achieving a 99.77% on-time delivery rate.
- RWS's extensive hardware inventory of 3,500 devices allowed for thorough real-world scenarios. These hardware configurations, including testing new and highly technical products, helped the client stay ahead in a competitive market.
- By combining linguistic and functional testing into a streamlined process, we reduced both costs and turnaround times for the results not only met but exceeded the client's expectations, driving trust in RWS's ability to handle complex, high-volume localization projects. This success also solidified our role as a strategic partner for localization testing.

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Long-term partnership: consistent quality and scalability

RWS's approach has fostered a long-term relationship with the client, built on trust, scalability and exceptional quality. Our ability to quickly scale the team and specialize in different technical areas has proven invaluable.

Working on their projects, this technical expertise, along with the continuity and consistency provided by RWS, has enabled the client to meet their most urgent and complex localization needs.

Ready to see what's possible when technical expertise meets linguistic precision? Discover how RWS can help you tackle your most challenging projects with the right mix of community, technical expertise and language skills.



Contact us

We provide a range of specialized services and advanced technologies to help you take global further.

Your personal data will only be used to provide you with related products and services.

We use the services of third parties both in and outside the EU that have personal data processing agreements with us. By entering your personal data, you are affirmatively consenting to our use of your personal data and our

personal data.

Submit