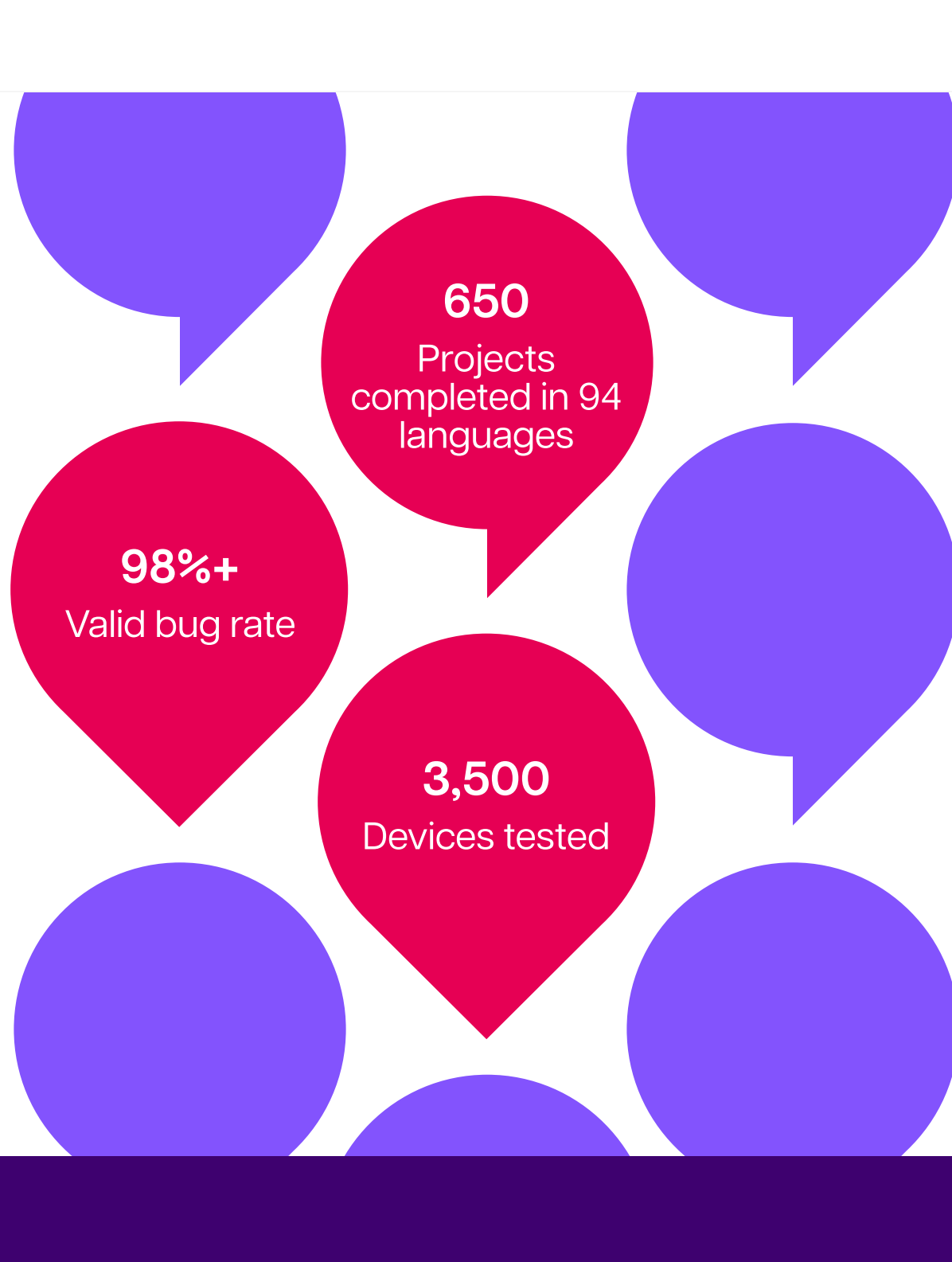


# RWS enables high-volume localization testing for a global tech company

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:

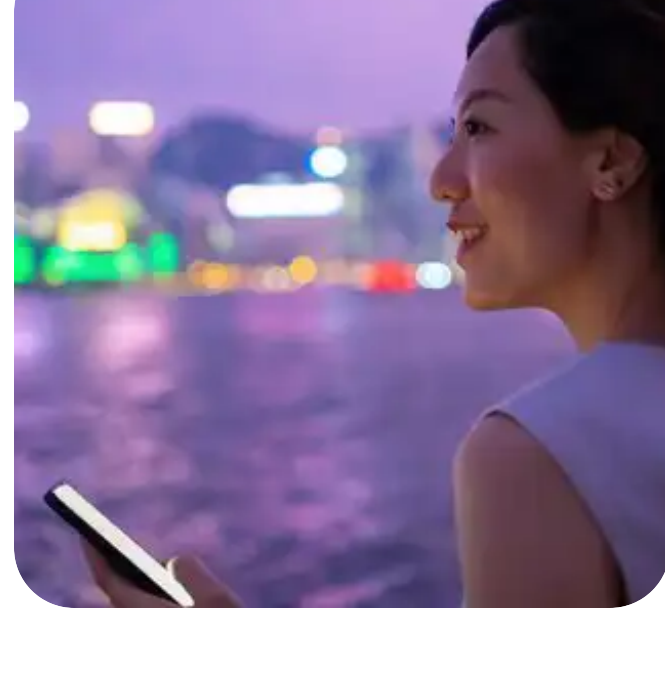
- Deliver a high-quality localization product that could be shipped quickly and efficiently
- Meet fast turnaround times for pre-release products across different technical pilots, some of which had not been attempted previously
- Ensure testing covered both software and hardware, with testers who had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

Faster global product launches

Greater market penetration

Higher customer satisfaction

Operational resilience

Long-term partnership value

## 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 a 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.



This approach saves time and resources by catching issues early, speeds up product launches and delivers high-quality products that are truly global in every sense.

## 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

## Exceptional talent: balancing speed with accuracy and commitment

RWS has curated a team of testers with exceptional skills, dedicated exclusively to the project – a rare level of commitment in today's technology landscape. The team was initially trained in all aspects of the client's needs, but as project complexity grew, we introduced specialized training and formed smaller, highly focused teams for specific tasks. At the same time, a core group remained cross-trained and flexible, ensuring they could work across all of the client's projects with a strong grasp of both the technical and linguistic requirements.

By providing generalized support to keep workflows moving quickly, we enabled the specialized sub-teams to maintain accuracy without sacrificing efficiency. This flexibility allowed us to continually customize and adapt the solution to the client's evolving needs, as well as "always say yes" to any client request, regardless of technical specifications or time constraints.



“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.”

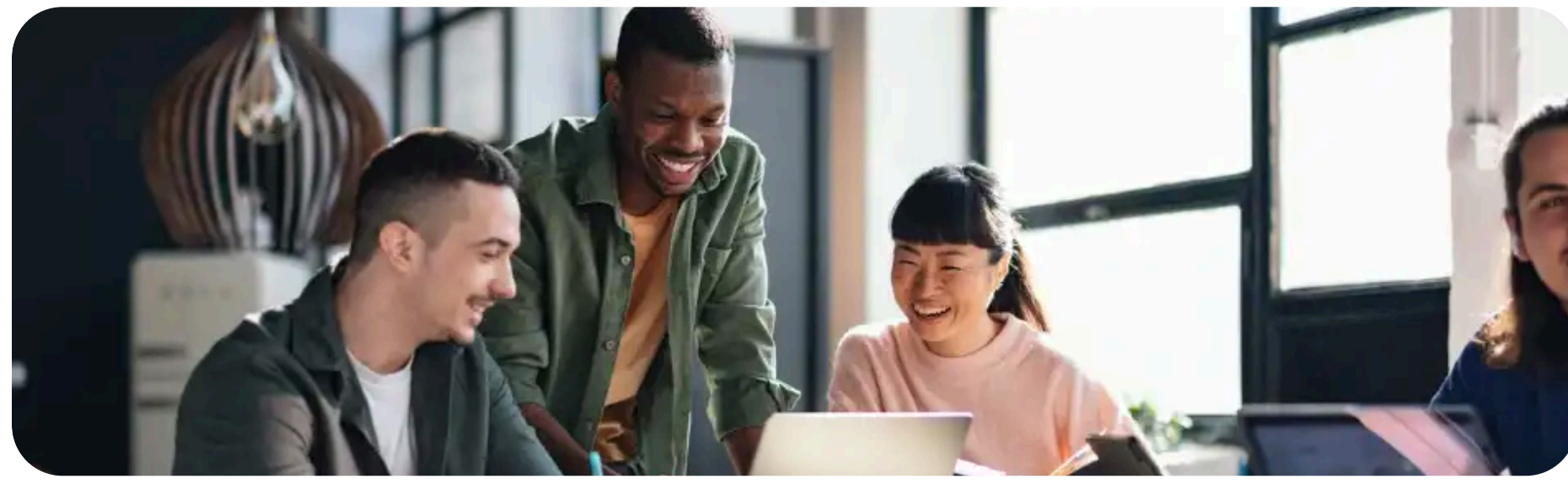
Anne Laure Lepere  
Associate Test Line Manager at RWS

## 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 niche and lesser-known languages often overlooked by other service providers, enabling the client to reach even the most specialized global markets.
- The target bug acceptance rate was set at 95%, but we consistently exceeded this, achieving a 98–99% valid bug rate.
- Despite aggressive deadlines and complex requirements, we maintained a remarkable 99.77% on-time delivery rate.
- RWS's extensive inventory of 3,500 devices allowed for thorough testing across multiple hardware configurations, ensuring software and hardware products worked seamlessly in diverse, real-world scenarios. This broad device coverage included testing new and highly technical products, helping 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 client.

The results not only met but exceeded the client's expectations, driving greater trust in RWS's ability to handle future complex, high-volume localization projects. This success also solidified our role as the client's go-to partner for localization testing.

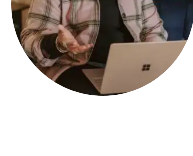


## Long-term partnership: consistent quality and scalability

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.

The client values RWS's deep technical expertise, along with the continuity and consistency provided by the same dedicated team working on their projects. This ongoing partnership ensures the client can rely on RWS to meet even 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.