

# NETGEAR®

For more than 25 years, **NETGEAR®** has been connecting the world with advanced networking technologies for homes, businesses and service providers around the world. They deliver award-winning network solutions for remote work, distance learning, ultra-high-def streaming, online game play, cloud-based subscription services and more.

**Established:** 1996

**Headquarters:**  
San Jose, California, US

**Size:** 800-850 employees (2021)

## Solution elements

RWS Translation Services

TMS (translation management system)

Tridion® Sites (web content management)

Language Weaver® (machine translation)

## NETGEAR uses a balanced combination of localization services and technology to help the business grow globally

**How does a localization team of three serve the ever-growing needs of a global business? By investing in RWS services and technologies that help two people do the work of four – with time to spare.**

When Maggie Chen joined NETGEAR in 2004, she was the company's first localization programme manager covering all of the Asia-Pacific languages. Since 2007 she has been leading the team – just two others in addition to Maggie herself – managing localization worldwide. Over the years this team has taken on an ever-growing portfolio of localization responsibilities, and today they localize eight different types of content:

- Corporate website content
- User interface (UI) content for physical products
- Software/service app UIs
- Product documentation
- Product packaging
- Knowledge base (KB) short articles
- Marketing materials
- Product landing pages

So how does the team manage all of this work, amounting to 600-800 jobs per year – or a total of up to 7 million words – translated into 10-25 languages per job?

**“For us it’s important to work with an LSP that is also a business partner – and one that can help us evolve our use of technology to support business growth. RWS is exactly that.”**

**Maggie Chen**

Director – Localization Programme Management, NETGEAR

**The challenge: how to do more with the same people**

From the start, NETGEAR has relied on language service providers (LSPs) to translate their content, which immediately gives them good scalability.

Maggie first started working with an LSP in Taiwan (where she’s based). But as her responsibilities widened, she found that the business needed to add a truly global LSP to the mix – preferably one that also had a local presence. After a thorough selection process, NETGEAR chose to partner with RWS, citing the quality of translation delivered at speed, proactive communication, and flexibility as key success criteria.

Even so, as the volume of content managed by the team has grown, they could never have kept pace without changes to the way they work. They’ve calculated that it would take four people working full time (with no time for anything else) just to:

- Download content for translation from its source
- Upload it to a platform where the LSP can access it
- Email the LSP to let them know
- Receive files from the LSP and pass to internal clients for review
- Manage translation approvals and deliver the final content for publication

NETGEAR knew it was important to evolve from this kind of disconnected, manual process to a workflow with automated handoffs, using tools designed specifically to improve localization efficiency.

“Fortunately, RWS is much more than an LSP,” Maggie says. “For more than 15 years they’ve not just given us great localization services, but have been there with advice on the way we work. For more than 10 years they’ve also been providing us with solutions from the RWS technology portfolio that have dramatically simplified our lives.”



### Key solution features

- TMS connected to web content management system and to Salesforce to improve localization workflow efficiency
- Global LSP translating up to 7m words per year across multiple types of content, into 10-25 languages
- Translation memory used to enhance content consistency and balance global and local needs
- Neural machine translation used to reduce overall translation time and provide instant translations for online live chat function

### The solution: integrated language and content technologies

Today, NETGEAR relies on an ecosystem of RWS technologies that not only makes localization more efficient, but also allows the company to balance centralized control of its brand with local freedom to create relevant content for different languages and cultures.

For Maggie's team, the heart of the ecosystem is the RWS translation management system (TMS). This is the hub through which localization projects are managed with a very high level of visibility and control. It's also intelligently connected to two key business systems – Salesforce and Tridion Sites – to streamline the workflow.

Integration with Salesforce through a standard connector allows the KB articles to be easily pushed to translation, and returned to Salesforce once localized. Integration with Tridion Sites, another key part of the RWS technology ecosystem, does the same for all the web content.

### Balancing control and freedom, consistency and creativity

Tridion is an intelligent content platform, developed by RWS to help businesses manage their digital content across different channels and languages. It makes it significantly easier to manage different versions of content and achieve consistency, without losing the freedom to adapt content for different audiences and needs. Tridion Sites, designed specifically for the efficient management of web content, is the content management system used by NETGEAR's marketing and web teams to ensure that they deliver a consistent global brand experience that is locally relevant.

Alongside Tridion, the TMS also plays a critical role in helping NETGEAR to balance global and local needs – through its core function of managing translation memories.<sup>1</sup>

"One of the things we appreciate about RWS," says Maggie, "is that they give us complete ownership of the translation memory that they've created and continue to maintain as our global LSP. Through the TMS we can make our translation memory available to in-field marketers to inform their creation of locally relevant content, so they can maintain consistency with centrally translated content wherever possible."

The TMS also simplifies review of localized content by NETGEAR's different country reviewers. Firstly, it gives them a single portal through which to access the content – and notifies them when there is a job to review. Secondly, since this is not their main job, it lets them use their time more effectively. They can work on jobs in increments, whenever they have time, and the system automatically saves their work and helps them maintain consistency.

<sup>1</sup> A translation memory is a database of previously translated material. It contains source phrases or segments and their translations. This database is then used to "pre-translate" new text, which reduces translation workload and encourages consistency (through reuse of the same terminology as used before).

## Netgear uses a combination of services and technology to grow globally

### Key benefits for NETGEAR

- Ability to scale localization without hiring more people
- 62% time saving for localization team from using a TMS
- Ability to deliver a consistent global brand experience with freedom for local teams to be relevant
- 63-77% cost saving by leveraging translation memory
- Simplified local review of translated content
- Access to advice and new technologies to continue the digital transformation journey

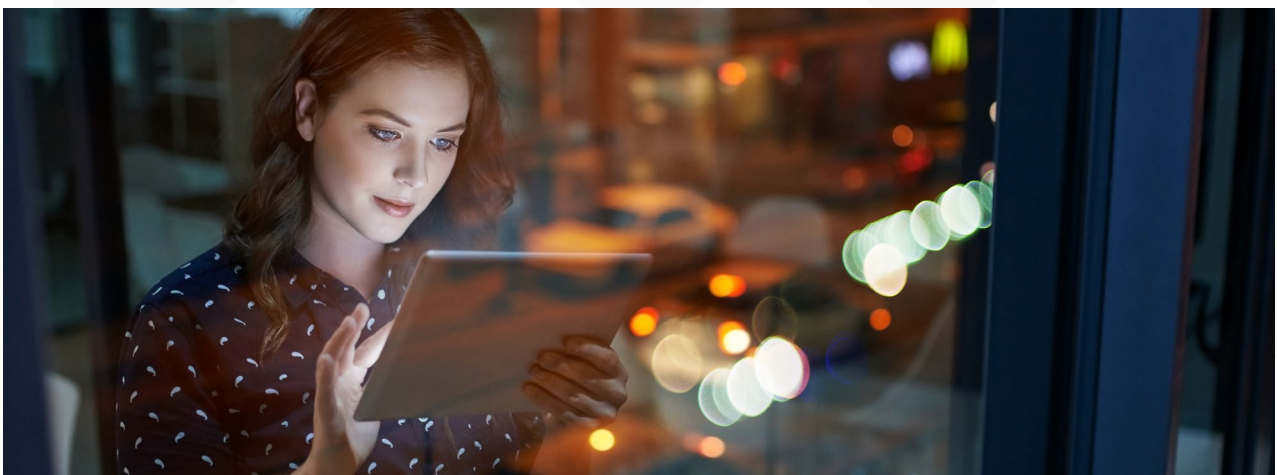
### Measurable results

Without the TMS and its integrations, it would take four people just to move content through the workflow – but they wouldn't have time to do anything else.

They wouldn't be able to engage with content creators, content owners or LSPs to discuss localization strategy or process. They wouldn't be able to manage or improve quality, nor track trends or report on progress. And they wouldn't be able to investigate new technologies with the potential to deliver greater value to the business.

The TMS gives them the time to do these things, by offering greater control and visibility over the whole localization workflow – from job creation to approval, from costing to reporting, from working with internal stakeholders to managing LSPs. In all it delivers an estimated 62% time saving to Maggie's team (compared to managing without the TMS), allowing them to focus on more strategically important activities.

And naturally the wide use of translation memory delivers a large cost saving through pre-translation: 63-77% per year, depending on translation volume and how much reuse there is (usually more than 60%, up to ~85% TM leverage).



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### Continuing improvement through innovation

One of the 'hot topics' in localization is the use of neural machine translation (NMT), and NETGEAR is actively exploring its use. The company is already using Language Weaver, the RWS NMT solution, in two different ways.

The first is to support its online live chat function. This isn't an automated chatbot – there are human agents receiving queries from visitors to the NETGEAR website. With a connector to Language Weaver, NETGEAR's agents can address queries in a language they don't themselves speak, because the Language Weaver AI provides instant translations.

The second use is for automated translation of the company's KB articles, website content, product documentation and UIs, which are then post-edited by human reviewers. This reduces the time to translate, without compromising on quality.

This is just the start of NETGEAR's exploration of linguistic AI, which is an area of active research and development for RWS. As Maggie concludes:

"For us it's important to work with an LSP that is also a business partner – and one that can help us evolve our use of technology to support business growth. RWS is exactly that. They're a proactive partner in our digital transformation journey, even while continuing to deliver great translation services. They regularly review what they're doing for us, and take the initiative to solve problems and suggest improvements. This is why we've been working together for more than 15 years."

## Discover more of RWS language and content technologies

[rws.com/products](https://rws.com/products)

### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

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](https://www.rws.com)

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