

INDUSTRY

Office, photo and video technology, electronics

CHALLENGES

- ✓ Professional level of advertising adaptation of texts and rewriting.
- ✓ Stringent deadlines.
- ✓ Desktop Publishing and printing.

Janus SOLUTIONS

- ✓ Recruitment of highly qualified experts who are well versed in a range of fields.
- ✓ Building of a page-makers team with expertise in Canon brand book requirements.
- ✓ Developing of a specialized glossary and Style Guide.

BENEFITS

- ✓ Our specialists work with several Canon departments in various fields.
- ✓ We can complete the translation of various marketing materials at a high level: Press releases, brochures, user manuals, catalogs, internal and external company mailing lists and website material.
- ✓ We offer effective interaction with all Janus company experts.
- ✓ We can provide high quality translations of the most complex and large scale projects exactly to the deadline.

Canon is a world leader in the field of production of digital products and solutions for the processing of images designed for home or the office. Since its foundation in 1937, Canon has grown into an international company and taken solid positions in the most diverse fields, including in the markets of solutions for business, products for the creation and processing of images for individual consumers, equipment for TV broadcasting and communication, medical systems and products for the industrial sector.

Janus was founded in 1996. In 2010, Common Sense Advisory named Janus as the leading company in the Russian Federation and CIS countries and the third company in Eastern Europe in the field of language services.

SYNOPSIS

Cooperation with Canon began in 2005. Our partnership has been developing and strengthening consistently every year.

Our experts are constantly working on large scale Canon projects. We also regularly complete small, but

urgent projects. In just a few hours, we are able to translate, edit and makeup into page more than 10,000 words.

CHALLENGE

- ✓ The simultaneous conduction of a large number (more than 20) of projects including the most diverse themes and format.
- ✓ The completion of marketing adaptation of the text at a high level.
- ✓ Qualitative work of professional rewriters and copywriters.
- ✓ Scaling of resources.

SOLUTION

Canon trusts Janus with a wide range of various tasks in translation and interpretation, DTP and business printing. Usually, a dedicated manager is working on a whole series of varying projects for this client simultaneously:

- materials for the Canon website — which go through several stages of technical preparation before translation;
- user manuals — large volumes of work for translation in tight deadlines, diligent work with the glossary;
- catalogs — the most complex page-proofing, tight deadlines;
- press releases and slogans — the involvement of professional rewriters and copywriters;
- internal company news — urgent translation within half an hour;
- advertisement of new products — work with highly confidential information.

Over years of work with Canon, we have created a universal structure for the storage of projects over the course of cooperation. We can find and present any file with a minimum of parameters.

A separate Canon employee can work on any of these projects with Janus. The task of a dedicated Janus manager is to coordinate all projects, define priorities, agree deadlines and observe all stipulated requirements.

Over years of cooperation for each of the project types, certain norms and preferences have developed. Therefore, Janus has developed a special style manual for Canon as a key client. The objective of this document is to consolidate and define all the specific requirements, in particular:

- which fonts are standard for certain documents;
- whether it is necessary to put dots above the letter "ë" and write "Бы" with a capital letter;
- the names of which documents and how they should be changed before delivery;

- which large file transfer methods are preferable for Canon;
- which methods are used by the partners to protect confidential information;
- what it is necessary to take into account when issuing invoices.

It is interesting that such a solution has become useful for Canon itself, as it has helped to transfer the conduction of projects from one Canon employee to another without problems.

Of course, aside from the style guide, Janus actively uses the profile glossary and the Canon brand book. All norms are regularly updated and agreed with the client.

From its side, Canon periodically holds meetings and short training sessions for our experts, thus demonstrating their trust in us as a supplier of services and their willingness to cooperate.

Over years of partnership with Canon, Janus has created a special team of full time and part time employees: translators, editors, proofreaders and pagemakers.

Thanks to clearly organized processes, the provision of all necessary instructions and constant productive interaction with the client, Janus has been able to become an irreplaceable partner in the localization of all material types, a partner who they can really be proud of.