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CMCOM is a global leader in cloud software for conversational commerce. In 2022, CMCOM was selected to participate in the Euronext Tech Leaders initiative. CMCOM connects tens of thousands of companies with millions of consumers via their mobile phone each day. Behind the scenes, from our innovative platform, CMCOM makes sure companies can use these millions of messages, phone calls and payments to become part of people's lives.

## Challenges

CMCOM contacted us for help localizing their new corporate website (from English to Russian).

Localizing the content, downloadable materials and graphics, which totaled more than 95,000 words, took over 70 hours of work by engineers. Janus was chosen as a one-stop solution, able to handle translation, editing, DTP, engineering work and overall project supervision, so that the task could be completed in as short a timeframe as possible. Above all, we took the content from the client's website content management system directly, and exported it back once ready. The localization process flow was automated using tailored project settings, e.g. automated check on character limits.

- Overall scope of 95,000+ words (translation and editing)
- Collaboration with the client to enable access to their system for a smooth localization workflow
- Tight deadline (website due to be published imminently)
- Efficient workflow and dedicated team in place to ensure a high-quality, on-time result for CMCOM
- Diverse files and formats: pdf, doc, jpg

## Solutions

- Dedicated local project team with a linguistic team experienced in localizing websites
- Localization of English content into Russian, including a feedback loop to the client on possible issues or required content adaptations
- Establishment of seamless project flow to meet deadlines and mitigate risks for large-volume, rapid localization
- Flexibility in availability during major holidays to meet deadlines

## Solution elements

- Complex website localization services
- Workflow planning, management and adaptation
- Web engineering expertise

From design engineering to final product launch, industrial companies face intense pressure to meet all regulatory and compliance requirements.

Janus Worldwide is ISO 9001, ISO 17100 and ISO 13611 compliant, adding an additional layer of quality control process as a full-service translation and localization provider with multilingual solutions for the global manufacturing industry.