eventmobi

EventMobi Leads Global Events Industry with Streamlined Localization

Industry:
Events Software
Technology

Founded:
2009

HQ:
Toronto, Canada

eventmobi.com

Since its inception in 2009, EventMobi has emerged as a leader in the event management sector. What began as an initiative to reduce paper waste from events quickly evolved into a mission: to revolutionize online and in-person event management with a comprehensive suite that streamlines the entire event lifecycle.

The Challenge

Operating on a global scale, the challenges of localization for EventMobi were as significant as the opportunities. The company's products needed to include various languages to engage with international audiences. This made accurate and efficient localization a critical aspect of the event experience.

With a global pandemic that saw 7 out of 10 businesses moving their events to virtual platforms, EventMobi confronted a key challenge. Their sector's transformation demanded rapid adaptation of event formats and content. However, delivering multilingual digital content at scale could take a lot of work. Many localization initiatives are still labor-intensive, reliant on spreadsheets, error-prone, and subject to long release cycles and delays. Could a traditional approach work for a leader in the fast-paced and rapidly growing event industry? How could the teams simplify and automate localization while ensuring high-quality translations and a consistent brand voice across all languages?

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Localization is actually something quite complex when we don't have a platform like Transifex.

Yichi Chen, Product Mgr, EventMobi

Solution

A thorough selection process led the EventMobi team to adopt Transifex, leveraging Machine Translation (MT), advanced automation features, and AI-powered translations. Thanks to an exceptionally smooth onboarding process, the system was up and running in no time. The quick-to-respond customer success team ensured seamless integration into the operational framework.

Transifex integrated seamlessly into EventMobi's tech stack thanks to a robust selection of off-the-shelf connectors, user-friendly SDKs, and APIs. A cross-functional team of EventMobi's product leaders, developers, designers, and translators collaborated in real time to feed content in, efficiently translate it, feed it back into the platform, review it, and finally, push it all live. The use of tags, comments, and issue commands for string-level communication allowed the teams to address any bottlenecks early on. The Translation Memory Fillup was a game changer for automating translations by enhancing efficiency and consistency based on past translations, but also giving users the power to utilize Machine Translation technology to speed up the localization process further. Glossaries created in Transifex complemented the process and ensured each translation was accurate and consistent across different cultural contexts.

Finding expert human translators was simplified with the TX Order Wizard tool, which provided access to an industry-leading network of translation agencies partnered with Transifex. The ability to localize assets swiftly and on the fly empowered EventMobi to adapt quickly to diverse market needs.

SUCCESS SNAPSHOT
- Enhanced User Satisfaction
- Automated & Accurate Translations
- Accelerated Content Rollout
- Increased Market Presence
- Shorter Release Cadence
- Rapid Implementation

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I 100% recommend that any product or engineering leaders involved in localization find an expert like Transifex to handle it with automations to save time and focus on essential tasks.

Yichi Chen, Product Mgr, EventMobi

Visit transifex.com to learn more

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With all the automations of Transifex, you can simply make localization a low effort but high-value task.

Yichi Chen, Product Mgr, EventMobi

The Impact

EventMobi's adoption of Transifex proved transformative, helping them redefine the scope and efficiency of the company's global reach. By employing Transifex's automations and seamless connectors, the teams condensed hours of manual work into mere minutes. The application of TM Fillup resulted in up to **95% accurate automated translations and 22% less translation workload**. This level of precision has completely minimized the need for manual tasks with consistent, on-brand translations across 33 languages.

The swift move to automated localization **sped content rollout by 7x**, giving EventMobi a vital edge in the global event space. By choosing Transifex, EventMobi has **increased its release cadence by 100%**, effectively doubling its efficiency.

This leap towards seamless localization contributed to increased user satisfaction and a substantial uptick in global market presence. The integration of Transifex's state-of-the-art AI and MT services streamlined day-to-day operations and positioned EventMobi at the forefront of technology-driven, international event management.

With a truly streamlined end-to-end localization solution, EventMobi has extended its leadership as an indispensable tool for event organizers worldwide.