Case Study: Shinola | Detroit

Quality Products Deserve Quality Technology

FAST FACTS

GOALS

- Speed-to-market
- Quality translations
- Brand consistency

SCOPE

- Launch in 15 European countries
- 7 new languages in less than 4 months

SOLUTION

Smartling's Global Delivery Network

RESULTS

- Translated and deployed 30,000 words in less than 3 months
- Shinola now only spends 1-2 hours of internal resources weekly on translation
- Integration and deployment in 2 days

In an era of globalization and mass-production, finding a classic or one-of-a-kind item for a gift or otherwise can be a chore. Enter Shinola – a modern manufacturer of classic high-end watches, bicycles, leather goods, and journals – established in 2011 on the belief that products should be handmade and built to last. The company soon set up shop in Detroit, a city with a strong industrial heritage, intent on building a range of quality American-made products, and in time, a worldwide luxury brand.

When Shinola began the process of launching itself as a global brand in late 2013, the company knew that translation and localization would be an integral part of its global go-to-market strategy. It wanted to coordinate the launch of its international websites with the opening of the company's first European store in London and needed to complete the project in less than four months. Shinola wanted to ensure speed-to-market, quality of content, and brand consistency, without draining its existing employee resources.

"We are very careful about how our brand and products are presented and described, and maintaining a consistent voice is essential," says Ryan Shaltry, Senior Technical Developer/Architect at Shinola. "We also wanted to offload the management of translations away from our application architecture to a compatible specialized system that translators and project managers can easily use. To ensure our international rollout would go smoothly, we began evaluating translation management software."

Seamless Delivery

As Shinola began the process of evaluating translation management vendors, it soon became clear that Smartling is a leader in technology-supported translation and localization. Smartling presented the company with a solution that could help it to meet its ambitious launch goals – without completely consuming internal resources – and to continue with an efficient solution in place to cater to ongoing translation needs.

Another determining factor was that – unlike other solutions – Smartling's technology mitigated the need to make drastic changes to Shinola's existing

SHINOLA
DETROIT

architecture. In fact, minimal development changes were needed, thanks in particular to the solution's ability to create rules around page elements.

The initial setup of Smartling's Global Delivery Network took only two days to deploy and required just 30 percent of the bandwidth of one internal resource. This was a big win for Shinola – before its translated content was even published – as alternative solutions would have required at least four weeks for a senior developer and technical support to achieve. Thanks to Smartling's technology, all translated content was ready in all seven languages within three months.

"Smartling offers a much more robust and user-friendly interface than we could reasonably build out within our applications," says Shaltry. "Deployment was impressively efficient and now when new content or product information is created, it is placed into staging, and then connected to the Global Delivery Network. This allows us to quickly pull it into the translation authorization queue. Once the translated content is approved, it is seamlessly launched into production on the site."

Paying Dividends

The Shinola brand is relatively new in Europe, but even so, since launching in seven languages and 15 countries, the company has seen an increase in traffic to its site and sales in international markets. It is also reaping the benefits of efficiency afforded by Smartling's Global Fluency Platform.

With implementation and the initial translation and localization of existing content taken care of, Shinola employees can approve translations or provide clarifications to the translators directly in the platform, and within a short amount of time, can ensure all content produced is the quality the company looks for. Shinola will continue its European expansion throughout the continent, and with the help of Smartling's technology, is confident it will enjoy another quick, efficient and accurate launch.

"Smartling makes the translation and localization process very simple and straightforward," says Shaltry. **"Since adopting Smartling's technology, we now consider the international angle with every product, piece of content, or new site feature we implement. It is amazing how much more we are able to do with the same personnel**, and we are all excited for the next expansions in Europe and worldwide."

Ready to get started?

Smartling can help you to develop a global content strategy that will propel you into new markets, fuel global growth, and increase your bottom line.

Contact us today for a demo of the Smartling Global Fluency Platform so that your brand can be fluent everywhere.

Contact Us

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Smartling uses technology to transform the way content is created and consumed around the world. Smartling's Global Fluency Platform helps brands to access new markets, more customers and greater value.

The Global Fluency Platform allows ambitious brands to achieve a more dominant global position. Smartling enables brands such as British Airways, InterContinental Hotels Group, AdRoll, Shinola, Spotify, Pinterest,

Hasbro and SurveyMonkey to provide truly native brand experiences. Smartling is headquartered in NYC. For more information, visit www.smartling.com.