



Lingotek Helps Hunter Facilitate Community Translation to Expand Their Global Presence

Hunter®

About Hunter

Hunter Industries provides cutting-edge solutions for the irrigation, landscape lighting and custom molding industries. They pioneered the creation of gear-driven rotors for irrigation use and their products can be seen at theme parks, stadiums, golf courses, residential landscapes and commercial complexes around the world. Hunter Industries is a family-owned global company that stands behind their products with outstanding customer service, product training and technical support. With Hunter, customers can count on innovative products and services of the highest quality.

Challenge

Hunter translates their web site into 11 languages primarily using internal linguists, distributors and other stakeholders. They needed a solution that allowed them to leverage past translations and reduce the time and cost of producing web content. Hunter was looking for a cloud-based tool to give their translators the ability to work through an Internet browser and do the website translation without installing desktop software.

Hunter prides itself on innovation and efficiency and found those qualities were lacking in their manual localization processes. In addition, they wanted a process that integrated with their Drupal content management system while providing flexibility to add other enterprise applications in the future.

Solution

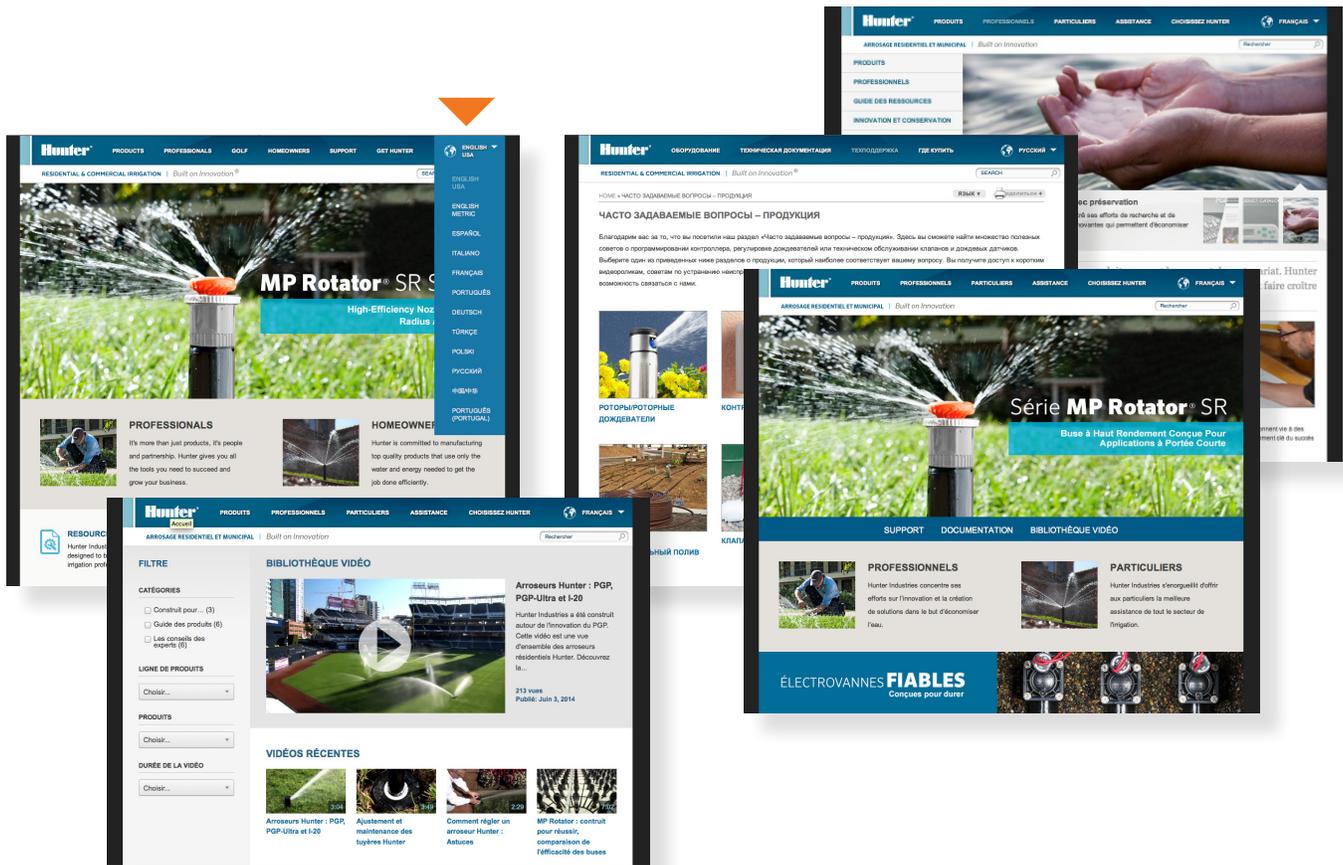
Because Lingotek has a solution that supports community translation it was a perfect fit for Hunter to enable its distributors and other stakeholders to participate in the translation process. They were also looking for a full translation solution that included outstanding technology, incredible customer service and high-quality globalization services.

Hunter uses Lingotek - Inside Drupal with the Lingotek Translation Management System running Drupal on a standard LAMP technology stack.

Hunter's translation workflow is:

- Upload the content from Drupal
- Pre-fill from translation memory
- Machine translate
- Review and modify translations as needed with community members
- Download the content to Drupal and review the translated web page.

Lingotek had the full solution that we were looking for—outstanding technology, incredible customer service and high-quality globalization services.



Benefits

Hunter's internal linguists appreciate Lingotek's easy-to-use TMS. They also love knowing that their translations are captured and immediately available for reuse by other linguists.

Instant Success

Moving the Hunter web site to Drupal was a large undertaking and ensuring the content could be localized in an efficient manner was a chief concern. The Lingotek solution is by far the most comprehensive integration with Drupal available on the market.

Hunter has received positive responses from their internal stakeholders. This was crucial since translation is just one of the many responsibilities on their plate.

Next Steps

Hunter is currently using the Lingotek - Inside Drupal module along with the Lingotek Translation Management System to manage the translation of their web site content into Arabic. The experience has exceeded their expectations and they are expanding into other languages and additional content types.

About Lingotek

Lingotek | The Translation Network enables the creation and management of multilingual content inside your enterprise applications. The Lingotek solution leverages People, Process and Technology. We have unparalleled expertise in web content, documentation, and software localization. We employ a proven translation and localization process. This, combined with our cloud-based translation management system, empowers enterprises to engage customers globally. More information is available at www.lingotek.com.

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