Pipedrive

Pipedrive increases localization efficiency, reduces manual work and improves its software development process using Crowdin

Customer:
Pipedrive
www.pipedrive.com

Industry:
SaaS software
Company overview

Pipedrive is one of the most recognizable SaaS vendor which offers its customers very powerful pipeline management tool. High-quality CRM platform helps small and medium businesses to manage their customer relationship. For now company has more than 30000 customers from 113 countries.

It was a great pleasure to interview Merit Burenkov, head of localization at Pipedrive to learn how they use Crowdin.

Challenge

When SaaS market starts to be more competitive and the number of pipeline software users grows for worldwide, Pipedrive recognized an urgency of translating their web application and what is moreover keeping it maintainable.

The main complication for Pipedrive in localization was the manual process. They have to extract, translate and apply the latest translation files and keep them all updated over time which put the process near to impossible on a large scale. "It was mostly wasting a lot of time and made business processes inefficient," - says Merit Burenkov.

As the product is being improved continuously, Pipedrive was in need of localization tool which could easily connect software development process and translations.

The primary goal of Pipedrive improvement was to find effective platform that would support continuous localization that is simple to use and available online.
Solution

Pipedrive started to look for an appropriate localization management tool which would automate translation and localization in line with software development process in the most effective way.

Pipedrive switched to Crowdin in March 2014 at suggestion by translation agency Babble-on that have been successfully using Crowdin since 2011.

As a result Crowdin gives Pipedrive an ability to integrate their software development with the localization platform in the way that the latest source strings are always uploaded to Crowdin, and the latest translation strings are automatically downloaded to their app. This helps Pipidrive to keep their development and localization processes in constant motion and make changes in every needed stage without any difficulties as all added transactions appear on their software platform immediately.

Thanks to Crowdin In-Context, Pipedrive got a possibility to translate the UI right on the real product, navigate between pages and deal with translations even for dynamic parts of the application. Right now, Crowdin In-Context is being used mostly by the support managers from different countries as a proofreading tool. This boosted the quality and the localization speed as now the context and real meaning of translatable parts are crystal clear. As a result, Pipedrive is available in 9 languages and keep counting.

“I was super impressed by the Crowdin in-context localization feature – I didn’t even know that something like this would be possible, when I first started looking for TMS solutions for our company; but once I’d seen it, I knew that it was something that I definitely had to have.”

— Merit Burenkov, head of localization
Implementation

Pipedrive uses Crowdin mostly to automate the development process what undoubtedly makes this process more efficient.

Pipedrive works with a translation agency, they provide translations that are later on uploaded to Crowding project and pulled to Pipedrive app automatically.

Sometimes Pipedrive gives an access to translation projects for their foreign-language speaking customer support specialists who can also edit some translations. Usually, they do it with the in-context localization feature but sometimes also in the Crowdin portal just for proofreading translated app.

During the performance of translation process localization head checks the statistics of how many words are translated and how many need to be translated.

“Crowdin actually solved the challenge with flying colors...”
— says Ms. Merit

Achieved benefits

- Automatization of software development process performance;
- Reduction of manual work;
- Easy to maintain lots of languages;
- Ability to localize right in the real app;
- Powerful reports that allow managers to stay updated and control the releases.
About Crowdin

Crowdin is one of the leading translation and localization management platforms that handles both document and software projects. By cooperating with language service providers, Crowdin has made localization accessible for professional linguists and made it possible to for multiple offsite translators to collaborate as they work. Crowdin successfully balances the needs of developers with those of professional translators and volunteers. Developers get the consistency and tools they need, while professional translators benefit from translation memories, group discussions, and enhanced context. Crowdin Collaborative Translation Tool brings translation memory, glossaries, and screenshots to clarify the source file context.

More information is available at www.crowdin.com

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