



Stepping Back to Scale Up:

How Hootsuite built a more sustainable translation process — and grew its global user base along the way.



Fast Facts

- Serves 15 million users across 175 countries
- Available in 16 languages
- Used by 80% of the Fortune 1000

SMARTLING SOLUTIONS

- Translation Services in 11 Languages
- Translation Management System
- Smartling API
- Source Code Repository Connector

WHY SMARTLING

- Empowered team to expand translation scope while reducing overhead by 33%
- Facilitates proactive problem solving to improve quality and accelerate production
- Ensures a consistent customer experience across multiple digital channels

With its 2008 debut, Hootsuite made social media management a mainstream software category. By its fifth birthday, the platform had attracted more than 8 million global users. But as the startup set its sights on doubling that figure over the next few years, its Web Operations team worried that inefficient translation processes would soon become serious obstacles.

Manually exporting website content and importing completed translations was adding months to turnaround times — not to mention a significant strain on the team. Rigid workflows were complicating collaboration and creating inconsistencies between website, mobile app, and document translations. And even when production did go according to plan, Hootsuite’s regional stakeholders were reporting that some of the work supplied by their translation vendor looked no better than machine translation at times.

All the while, an inability to repurpose completed translations was drastically inflating expenses.

“Our previous translation process was completely manual and often painful. And since we never knew exactly which issues were contributing to translator confusion, quality improvement was always an uphill battle.”

- Colleen Fehr
Project Manager of Web Growth, Hootsuite

Searching For Scalability

Hootsuite executives had no intentions of letting translation frustrations limit their ambitions. Localized content was still considered a pillar of global growth, and demand was only increasing across the organization. With no additional hiring on the horizon, though, Fehr knew a technology refresh had to be the foundation of any sustainable plan.

Smartling quickly distinguished itself from alternative solutions by offering a comprehensive suite of technical tools and language services.

An extensive API could directly connect Hootsuite’s source content to Smartling’s translation management platform, immediately eliminating manual import and export tasks. A dynamic translation memory database could significantly improve cost efficiency and linguistic consistency. And endlessly customizable workflows could easily be adapted to add new collaborators and address unique content requirements.

In addition to these welcome efficiencies, it was also clear that Smartling could play a proactive role in improving translation quality.

“ Smartling has an easily proven ROI and reduced time-to-market for our SaaS application, resulting in higher revenue. ”

— Ajai Sehgal, CTO of Hootsuite

“ As soon as we switched to Smartling’s technology and translators, our stakeholders noticed a dramatic difference. Adding visual context to our exported strings gives translators the full picture from the start, and our ability to communicate with the team in real time consistently helps us prevent problems before they happen. ”

Setting A New Standard

The restyled translation process Hootsuite has built since implementing Smartling now barely resembles its predecessor.

The corporate website is automatically scanned each day to identify and submit new content

for translation. At the same time, any one of several dozen Hootsuite stakeholders can independently submit mobile app or document files for translation and track their completion status in a single, centralized space. As the designated Smartling power user, all Fehr has to do is decide which content she’d like translators to tackle first and click “approve.”

From there, translators can answer many of their own questions by leveraging visual context and referencing linguistic assets like Hootsuite’s brand glossary and style guide. More complex inquiries can also be resolved in real time by reaching out to relevant

stakeholders directly through the Smartling interface. Once content is translated, proofreaders and regional reviewers give it one last look prior to publication.

Hootsuite has now surpassed 15 million worldwide users and reduced its annual translation expense by 33% since becoming a Smartling customer — with no need for Fehr to stay glued to her dashboard throughout the day.

“ Before Smartling, we needed a full-time coordinator to manage translation traffic across our organization. Now we’ve empowered teams all across the company to the point where translation management takes just two hours of my week. ”

About Smartling

Smartling helps ambitious brands access more markets, deliver better experiences, and build stronger relationships by transforming the way content is created and consumed around the world. Our translation management platform prioritizes process automation and intelligent collaboration so that companies can quickly and cost-effectively localize their websites, apps, and documents with minimal IT involvement.

For more information, visit www.smartling.com.

Ready to get started?

[Request a demo](#) today to see how Smartling is helping brands like British Airways, Spotify, and Survey Monkey stay fluent everywhere.

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