

CASE STUDY

Helping to make the internet a safer place with 1Password



Good online security shouldn't depend on which language you speak. With a global customer base for its award winning app, 1Password relies on applingua for ongoing localization support.

1Password was founded in 2005 by friends and business partners Dave Teare and Roustem Karimov. Having developed software to keep their own information secure, the pair decided to take their product public, offering anyone the ability to store log in details for multiple websites without the need to remember different passwords.

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With millions of users around the world relying on 1Password to keep their account details safe and accessible, the fast-growing company needed a partner to translate its content into other languages.

Securing the right partner

Although 1Password had used translation services in the past, the development team were noticing some issues with the quality of its localized content. Pilar Garcia, who handles the management of translations at 1Password, felt that a better solution was needed.

“I really care about languages and the way we communicate,” says Pilar. “English is not my family’s native language. I wanted the localized version of our app to be so good that my mum would think it had originally been created in Spanish.”



After trialling the services of several different translation agencies, the 1Password team chose applingua. *"We liked the fact that the team at applingua were really easy to talk to, and were open to taking feedback,"* notes Pilar. *"Our relationship was positive from the start."*

Consistency is key

Translating the same content into multiple languages is rarely as straightforward as it sounds. The rules and conventions around formality, dialect and grammar are different in each language. As Pilar explains, communicating a consistent message across every nationality can require some creative thinking.

"Content tends to be longer after it's been translated from English, which can pose problems for our developers."

"Another issue comes with dialect. For example, Spanish uses different words depending on where you are in the world, whether it's Spain, Mexico or other parts of Latin America."

By working closely with 1Password's developers and taking time to understand exactly what needs to be communicated, applingua makes sure that user experience remains consistent in every language. To date, the app has been translated into 10 languages: French, German, Italian, Japanese, Korean, Brazilian Portuguese, Russian, Spanish, Simplified and Traditional Chinese.

"The translators at applingua use neutral language that can be understood in every dialect," says Pilar. *"It means anyone can understand our app, no matter where they're from."*

Unlocking business potential

Since developing a relationship with applingua, 1Password has grown considerably, most notably in the B2B sector. Making the app available in new languages has helped the team to identify new opportunities for growth, according to 1Password's Chief Operations Optimist Matt Davey.

"Translation and localization is incredibly important to us because it opens us up to new markets," says Matt. *"Germany is our second biggest market after the US, and we've recently launched a new environment called 1Password.eu, which offers our European customers the option of being billed in euros. Communicating to people in their own language is a given and helps us to grow internationally."*

With over 15 million users and 40,000 businesses relying on the app for day to day password management, 1Password is making reliable online security accessible for more people than ever. The company's success was recently recognized at the 2019 Webby Awards, when it became the winner for Services and Utilities in the Apps, Mobile and Voice category.

Regarding 1Password's ongoing collaboration with applingua, Pilar describes the relationship succinctly. *"It's seamless,"* she says. *"Every time I've had an interaction with anyone from applingua it's been very pleasant."*

"Translation and localization aren't the only things I take care of at 1Password, so knowing that I don't have to check in every day to make sure the right things are happening is important to me. With applingua, I know everything's being handled professionally."

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