



Movingdots Extends Telematics App Coloride Into Nine Languages

HIGHLIGHTS

Successfully localized their app into nine languages, including the easy adaption of the app UI into right-to-left alignment



Eliminated a manual process of spreadsheets to introduce an automated process across the entire translation workflow



Adoption of an efficient process and an estimated timeframe of a month or less to implement a new language

About Shiftbase

Founded in 1999 in Berne, Germany, Movingdots is a pioneer in the German telematics industry. Since 2015 the company is a fully owned and operated subsidiary of Swiss Re. Movingdots is Swiss Re's technology hub in the automotive and mobility space.

TYPE

B2B

INDUSTRY

Automotive & Mobility Solutions

LANGUAGES

9

EMPLOYEES

40+

Customer: Movingdots

Movingdots, a subsidiary of reinsurance giant Swiss Re, is a Germany-based software development company in the fleet and insurance telematics space. For Swiss Re they developed Coloride, a telematics app collecting automotive driving data to analyze behavior behind the steering wheel. Coloride was initially available in two languages, German and English, after launching in 2016. Market demand led them to plan on adding Italian, Spanish, Portuguese, French, Dutch, Chinese and Arabic.

The Challenge: Managing many more languages and streamlining implementation

In addition to the considerable challenge of adding and managing translation and localization for multiple languages, Movingdots faced the requirement for Arabic, which reads from right to left. This change would demand reworking all app UI elements. Though they had inhouse resources for the translation aspect, the project management required more efficient processes than their previous reliance on spreadsheets and manual organization.

This use of spreadsheets was time-consuming and inefficient, and ultimately not viable when dealing with the complexities of software translation, which goes beyond pure text conversion from one language into another. Software strings, help documentation, UI/UX design, and marketing materials all had to reflect the new languages. The choice to enter the advantageous Middle Eastern markets added the complexity of Arabic, multiplying the challenges.

The Solution: Move the management to Phrase, an enterprise digital translation and localization platform

The complexity of the problem required rethinking Movingdots' entire approach to adding multiple languages. Not only did they need a more automated process across the entire translation workflow, they needed a scalable solution that would help them to quickly add additional language markets based on demand.

They began by determining that they needed an off the shelf solution designed to manage the entire software translation workflow, including translator management, developer communications, internal testing and review, and automated implementation of translated elements. They chose Phrase, a platform designed by software app developers to solve their own translation challenges, that eventually became its own dedicated business.

Because Phrase was developed specifically for software translation, it was easily integrated into Movingdots' development processes, including scrum and sprints. This enabled any changes or upgrades in the software to be near instantly translated and released in all target languages. The requirement for right to left reading meant developing custom software libraries which could be incorporated into the Phrase platform to keep their Arabic versions up to date.

Movingdots got access to Swiss Re's internal localization resources for running the translation tasks. With a platform like Phrase, potential communications issues could be largely avoided as everyone could access relevant sections of the platform, offering real time issue resolution and avoiding errors and omissions. Today, working with a translation team of around fifteen people, the communication capabilities in Phrase help everything run smoothly.

The Results: An easily updatable and scalable solution built on a unified platform, Phrase

Phrase made possible a significant improvement in virtually every aspect of the translation and localization process, from the ability to quickly search through projects, automatic updating of status, and automated delivery of translations to translators and back to developers, with real time views into the progress of each project.

Internally, this meant a far nimbler process, saving considerable time, while reducing the potential for errors and omissions; a critical improvement when dealing with hundreds of software strings in nine languages.



“We were using spreadsheets and it was difficult to merge them for several languages. Now, we are confident to offer our products in other languages, depending on clients’ needs.”

Sandra Albers
Product Manager, Movingdots

When a customer asks for a new language version...

On a more strategic level, the shift to a platform like Phrase meant that Movingdots' global expansion potential was no longer limited by complex language transition requirements. Now, with established and efficient processes and an estimated timeframe of a month or less to implement a new language, Movingdots can promise a fast and customized version of Coloride in virtually any language. They can respond quickly, based on demand, reducing the cost of expansion and opening new markets.

About Phrase

Since 2011, Phrase has been working to simplify software localization, helping developers save time and maximize translation quality to rapidly reach global audiences. To learn more about our localization platform, or to begin your free trial, please visit [Phrase.com](https://phrase.com).

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