



In order to prepare for an upcoming major worldwide sporting event, the world's largest global online network needed a localization solution that would enable them to provide fans all over the world with real-time event updates in nine different languages. Translations.com not only implemented a customized localization process that allowed us to provide high-quality translations in very tight turnarounds, but our GlobalLink technology was integrated with the client's existing CMS to provide instant automated file transfer and project organization.

### The Client:

Every four years, World Cup Fever makes the YAHOO!FIFA website one of the world's most visited sites, providing the latest news, statistics, and trivia to soccer/football fans around the globe. For the 2006 FIFA World Cup Germany™, the cumulative audience of website visitors was projected to reach more than 30 million people.

### The Challenge:

In preparing the website for the 2006 FIFA World Cup, YAHOO! was presented with the task of providing soccer/football enthusiasts with up-to-the-minute match and team news in nine official languages: Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, and Spanish. To accomplish this goal, YAHOO! required a flexible and scalable localization solution that would enable efficient and accurate delivery of new web content on a continual basis. This included:

- Seamless integration with YAHOO!'s internal Content Management System (CMS)
- Localization of over two million words of source-content
- Automated and concurrent localization workflows for all source and target language pair variations
- A dynamic authoring process for content, that would allow for 15-minute response times and one-hour turnaround times

*"The combination of Translations.com's software and language translation services provided us with a high-quality solution that met our translation needs for a very complex event. Their GlobalLink GMS product provided custom workflow automation and real-time translation assignments that accelerated overall content delivery from tested and reliable sources."*

– Project Director  
YAHOO!FIFA

### The Translations.com Solution:

Translations.com was one of three language service providers selected to support language translation for this enormous project. In addition, we were selected as the primary Globalization Management System (GMS) technology vendor. Translations.com customized solution included:

- Extensive testing and certification of more than 200 translators to address the project's volume
- Integration of a customized version of GlobalLink Project Director, Translations.com's premier globalization management system. Project Director provided YAHOO! with automated file transfer and project organization for translated content from all three vendors.
- An efficient support infrastructure – provided by our Epic Global Solutions division – that allowed for 15-minute response times on all support tickets submitted by YAHOO!
- A customized localization process that eliminated risks to data reliability by separating linguistic tasks from technical localization, thereby assuring that file integrity was maintained even under the most aggressive deadlines.

In the end, Translations.com and YAHOO!FIFA successfully deployed the website in all nine languages, scoring another goal for soccer/football fans around the world.