

## Customer Case Study

**Isabella Muma**, Marketing Content and Localisation Specialist EMEA for **Zscaler** discusses how its language services partner Wolfestone has played a significant role in the company's rapid international expansion.



Zscaler was founded in 2008 on a simple but powerful concept: as applications move to the cloud, security needs to move there as well. Today, it is helping thousands of global organisations transform into cloud-enabled operations.

Over recent months, Wolfestone has worked on a broad range of translation, localisation and transcreation projects for us (143 in total and nearly half a million words), encompassing marketing collateral; data sheets; whitepapers; solution briefs; eBooks; blogs; 'how to' guides; contracts/agreements; presentations; webpages; videos (script translation, voice overs and subtitling) and DTP services (layout and formatting of localised content). Languages covered include German; French; Spanish; Italian; Russian, Dutch and Japanese.

### A Flexible Partnership

When we invited language service providers to apply to work with Zscaler, what really struck us about Wolfestone was their ability to quickly grasp what Zscaler was looking for.

Wolfestone understood our brand and needs right away and knew what we required of them. The procurement process that we went through to select a translation service partner was extremely stringent. We needed an extended team - a partner that was flexible during rapid growth and could scale with us in the years ahead.

Wolfestone took time to understand the brief and progressed through each of the various, tough, stages very well. To be more specific, what caught our attention, was that the team at Wolfestone displayed flexibility, readiness and willingness to accept whatever we threw at them. They accepted that they may not always understand a particular aspect of a project or task and were willing and open to adjust to change to ensure the project progressed smoothly.

With many language service providers, their approach tends to be on their terms and as a client

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we are expected to dance to their tune: "We are the experts, this is how we deliver a project; this is what you are going to do". Such providers tend to resist sudden and/or frequent changes during a project. In a fast and successful scale-up organisation, things always crop up with unforeseen issues. If that level of flexibility isn't there, the process and quality of the work is bound to suffer. Thankfully, we get this degree of flexibility with Wolfestone and this is a really motivating factor about working with them.

## A Quality Delivery

At Zscaler, we tend to make almost continual requests from our language service provider e.g. “We have a client business meeting, or an upcoming campaign and we need a particular asset translated into French, or German or Spanish or Italian as soon as possible. Usually, I find myself emailing Wolfestone at odd hours and the response is spontaneous! If I need them to prioritise a task, they’re on to it immediately and are keen to deliver on time. Again, it all boils down to that willingness to be flexible, responsive and to strive for quality. That’s the experience we have had with Wolfestone so far.

What you find in the translation service industry is that typically all providers make the same claims about their service levels, e.g. “We offer 220+ language combinations, we provide really fast turnaround of projects, our quality and accuracy is the best” etc.

Primarily, we really appreciate that Wolfestone offers all the benefits of a large language service provider and can genuinely endorse and substantiate those claims. In terms of turnaround times, Wolfestone delivers as expected and the quality is also impressive.

There is also often a simplistic view that all that is involved in translation is changing “word X into word Y” but we all know there is far more to it than that. Projects must be transcrypted by completely localising content to consider local nuances and sentiment. Owing to the fact that Wolfestone understands our brand and knows what we want, they are able to pair



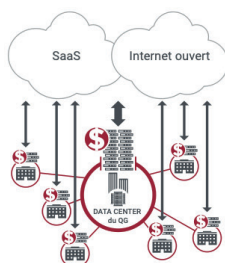
us with qualified linguists with specific knowledge and expertise in our industry. It’s not just about, “Ok, you have this project, we have someone that can translate that for you.” It’s imperative the linguists understand the Zscaler brand, its products and services and industry terminologies. We insist on linguists having sector knowledge and expertise. We are lucky that Wolfestone has always been able to provide linguists with that background across all required languages. Wolfestone understands the need to align the linguists with our requirements

and standards, taking the time to educate the linguists about Zscaler and how we want the job to be done. Also, we really value the fact that Wolfestone pays attention to detail and is always willing to ask, to challenge and to pick out mistakes and inconsistencies from the original text(s). It really helps us internally to go back and review our original assets. This is another thing that Wolfestone does really well.

Furthermore, with many other translation service companies, it can be a faceless, dry, transactional relationship. With Wolfestone, we always have a continual two-way dialogue. We connect with the linguists directly and there is always a face and a real person behind the company and service. Moreover, it’s not just about the cost. It’s about the quality. With translation, Wolfestone’s pricing is competitive, but the cost isn’t our main driver. Quality is paramount.

Avec SD-WAN,  
la sécurité  
traditionnelle ne  
fonctionne pas

Les architectures traditionnelles en étoile et les technologies de sécurité ne sont pas conçues pour les applications cloud. Mais la reproduction de la pile de sécurité du réseau dans chaque filiale est extrêmement coûteuse, ajoute à la charge de gestion et accroît la complexité. Faire des compromis en n'utilisant que des firewall ou des VNF de nouvelle génération sur site laisse vos sites vulnérables.



Les défis de la sécurisation des filiales avec des appliances traditionnelles

- Piles encombrantes et coûteuses d'appliances de sécurité à acheter, déployer et gérer à chaque emplacement
- Configuration et mises à jour manuelles sur chaque site
- Mises à niveau coûteuses à mesure que l'utilisation du réseau augmente
- Latence causée par l'assemblage de firewall de nouvelle génération ou de solutions UTM à chaque emplacement ou l'acheminement du trafic vers les hubs régionaux



We love the fact that Wolfestone focuses on satisfying the customer and always strives for quality.

## Transparent and Honest

Another important aspect is the honesty. In our working relationship with Wolfestone, there is also that honesty, where we both acknowledge that not everything runs perfectly all the time. The team at Wolfestone is always willing to do the work, to receive feedback, to understand where we are coming from with any complaint and work together with us, to iron out any issues until we are both happy and satisfied with the final product. In return, we encourage feedback on how we can do things better.

We really value that transparency, that honesty and willingness to respond in the right way. If the provider is ready and willing to work like this, that's what makes it a team - a great team! With Wolfestone, it is more than simply a client/provider relationship. We truly regard them as a partner, an extension of our team.

Wolfestone has really supported us with international expansion and market penetration. Yes, we already had some level of visibility and some degree of presence in European markets, but we believe, with Wolfestone, that response rates and penetration levels have really accelerated. This has helped to significantly shift our focus and win new business in regions such as Spain and Italy. Our focus has been

on French and German for some time but we are now in the process of building out international assets and websites. Wolfestone has really helped with facilitating that project and our international expansion.

With Wolfestone we have a great team behind us. This is a great partnership and the teamwork is working really well.



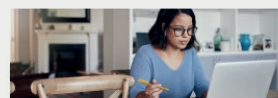
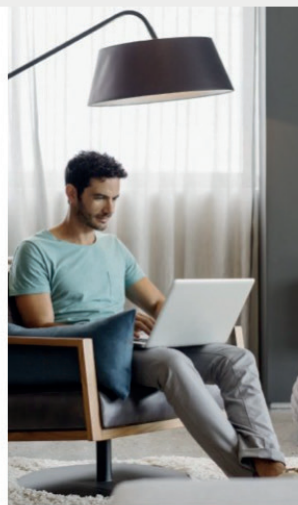
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