

Case Study - ATDI



ATDI focus on developing technologies used in radio and the technologies and systems used in radio spectrum. The UK office is just one of a number of offices based all over the world.

In April 2007, ATDI appointed a new in-country representative in Germany, and as a result decided to localise key pages of their website to support his work and build relationships within Germany. ATDI chose Web-Translations' SAL product and WT Monitor to help develop their strategy within the market. By choosing SAL they benefited from a low cost alternative to full website localisation, as well as SEO to enable customers to find them in German search engines, and they chose WT Monitor to ensure that the German website stayed as up to date as the UK site.

With the help of Web-Translations, the German ATDI website was successfully launched within weeks and is continually updated as new content is added to relevant sections of the UK site, thanks to WT Monitor and a dedicated Project Manager.

The Challenge

To provide an end-to-end solution for ATDI's language, online marketing and website update needs

To offer a supporting website to ATDI's German representative

To improve the accessibility and exposure of the ATDI website on an international level

To generate awareness of ATDI and its German office within German speaking markets

To update content on the website within short turnaround times

The Solution

Web-Translations' SAL service to create a German website

WT Monitor included in the UK and German websites to ensure all relevant content in the German site is as up to date as its English counterpart

Dedicated Technical Project Manager to handle the website localisation and ongoing translations as a result of WT Monitor

The Results

A professionally translated German site which supports ATDI's work in German speaking markets

Ongoing translation of updates to content on the English website; with a particular focus on news and white papers

Dedicated translation team and dedicated Project Manager to enable rapid and effective turnaround of additional translation requirements on an ad hoc basis

The Account Manager for ATDI was Stella White.

The Project Managers for ATDI were Catherine McTeigue and Rob Edwards.

www.atdi-de.com

Want to know more?... Contact us on 01924 360460