

## Case Study - Ashridge Business School



Ashridge Business School delivers executive education and management training through both traditional and online learning. As a leading international business school, Ashridge's combination of research, experience and practical application is making a difference to global organisations.

Wéb-Tränslatiöns provided web localisation of the Virtual Learning Resource Centre eLearning guides in 12 languages, as well as on-site consultation and support for implementing the multilingual versions as part of their CMS.



### The Challenge

- Localise main learning guides into 12 languages, including Javascript quizzes, images and answer papers
- Provide consistency of content
- Ensure top quality translation
- Enable cross-platform compatibility

### The Solution

- Careful selection of business savvy translators
- Use of translation memory to ensure consistency
- Cross browser testing of the finished site across various platforms
- Practical onsite consultancy to verify correct input to CMS

### The Results

- Improved service offering to global companies
- New revenues from 'global' subscriptions
- Ashridge's eLearning department continues to be their most profitable
- New opportunities to upsell to existing clients