

Case Study - Outokumpu



Outokumpu is a global leader in stainless steel, employing over 7,600 people in more than 30 countries.

Looking to expand in the Far East, Outokumpu asked Wéb-Tränslatiöns to localise their extensive website into Simplified Chinese. Beyond translating the static website content, Outokumpu had many other assets such as case studies which had to be edited and localised.

The Challenge

- Massive scale of the website
- Working with Outokumpu's CMS
- Ensuring a flawless visitor experience
- Engaging with a wider audience

The Solution

- Consulting with Outokumpu over relevant content for translation
- In-house Projects team with experience of working with Episerver
- User interface testing
- Building a Social Media presence by creating blog posts based on Outokumpu's research publications

The Results

- Localised content is relevant to the Chinese market
- Chinese website content can be managed and updated in the same way as the English website
- A seamless experience for Chinese visitors to the Outokumpu website
- Embracing Social Media has helped Outokumpu connect with their online audience

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