

## Case Study - South African Airways



In preparation for the 2010 World Cup, South African Airways wanted to implement a multilingual content management system and localise their website into 6 languages.

Wéb-Tränslatiôns provided a full localisation service for the website in French, Italian, Spanish & Portuguese for Latin America, and Simplified & Traditional Chinese; and configured the content management system for the new multilingual site.

### The Challenge

- Choosing a CMS to meet SA Airways' needs and be compatible with foreign languages
- Maintaining the SA Airways brand across different languages and cultures
- Providing a method for updating the multilingual site with new content

### The Solution

- An open source CMS that can be configured to suit precise needs
- An in-house team of developers with experience in this field
- A team of expert professional translators
- Our translation API, combined with Click4Translation to accept updates direct from the SA Airways server
- User Interface testing to ensure a seamless user experience

### The Results

- A CMS that can adapt and grow with SA Airways' needs
- A uniform feel across different language versions of the website
- An impressive, well-written website that inspires confidence in customers
- Increased sales for SA Airways in these target countries

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