

Case Study - Cosmic Solutions



As the leading supplier of Category Management and Profitability Planning software to FMCGs, UK-based Cosmic Solutions was in the process of creating a French subsidiary and needed a localised website to support this expansion.

Wéb-Tränslatiöns provided the Strategic Approach to Localisation service and consulted with Cosmic about which sections, products and pages were relevant for the French market. A microsite was first built in English, then translated into French and rebuilt in the .fr domain, after which the site was promoted and submitted to French search engines to generate traffic.



The Challenge

- Translate all copy with the appropriate style and terminology for a French business audience in the retail sector
- Localise all flash animations, forms and navigation and ensure correct functionality
- Manage updates in line with Cosmic's English website

The Solution

- Involve Cosmic Solutions' French Manager in translation review and implement preferences before publication
- Localise all graphics, forms and navigation
- Thorough testing for cross-platform functionality

The Results

- French clients can find all the information they need about Cosmic Solutions and its products online, in their language
- Reinforcement of Cosmic Solution's reputation in Europe, which will lead to further interest in other countries
- Updates can be applied efficiently across any of Cosmic's language websites