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NetBase Partners with Acclaro to Integrate Localization Process with Agile Software Development

New York, NY: August 6, 2013-Translation and localization agency Acclaro announces the rollout of resources for clients using agile software development, a number that has risen substantially in the past five years to become the norm for our tech clients. This vertical rise in demand has prompted operations manager Lydia Clarke and her team of agile localization experts to craft a [newly specialized service offering](#) and free educational materials on the [Acclaro blog](#).

“With our tech clients from Silicon Valley to Silicon Alley, we are engaged in the ongoing conversation around agile software development,” notes Clarke. Having presented at the [2013 Internationalization and Localization Conference and Training](#) and participated in the 2013 Localization UnConference, Acclaro stays abreast of the changing industry landscape while sharing first-hand experience with clients and peers.

As an estimated 60-80% of software developers are now using agile methodology in their primary market, companies like [NetBase](#) are seeing potential to maximize profits in additional target language markets. This social intelligence company has partnered with Acclaro for frequent software updates in Japanese, German, Italian, French, Spanish, Portuguese, Simplified Chinese and Traditional Chinese.

Because the fast-moving and flexible nature of [agile software translation and localization](#), tech clients seek a reliable structure to work from. Acclaro proudly takes the lead to define best practices in the largely unmapped territory of agile.

“Every development team has its own workflow, schedule and communication style. We customize our project management to fit the process of each client,” explains Clarke. “By integrating with agile software developers, we help them establish a quality software translation process that is both structured and predictable but also customized to their needs.”

Acclaro best practices have become a guidepost to the localization industry. For example, with NetBase, Acclaro assembled a team of specialized professionals to translate bi-weekly drops into eight languages. They meet with three members of the NetBase team on a weekly basis, with one point person directing communications on each team.

“Working in the agile framework, we have found that the final translation is not nearly as important as the road to get there,” said Steve Winters at NetBase. “Partnering with Acclaro has helped the localization process fit in seamlessly with our agile development structure. This efficiency takes a burden off our team and helps ensure our product for success as we expand throughout global markets.”

When unprepared for the localization process, software companies often incur high costs in extra management and development hours to rework code. A streamlined workflow makes software localization in an agile environment both predictable and fast, among other cost benefits.

“Due to the number of drops we localize for NetBase, our team is so involved in the product that we write the linguistic test scripts ourselves. This translates to substantial time-saving for the client,” comments Clarke.

Strategic planning and effective communication have built a strong partnership between NetBase and Acclaro, helping NetBase pursue a higher return on investment in its target language markets. Acclaro predicts more companies will follow suit.

“I expect most software development to employ some agile methodology in the next few years, and that will surely translate to demand in the localization field,” states Clarke. “We will continue to look for opportunities to engage the key players in the agile framework, discovering how to adapt their process to localization and vice versa.”

About Acclaro

Acclaro (<http://acclaro.com>) is an international [translation and localization agency](#) that helps the world’s leading brands succeed across cultures. With its global headquarters in New York and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok, Tokyo and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises, giving clients an authentic voice in key language markets.