

Success Story

Core Banking In
LOCAL LANGUAGES

At one of Asia's largest banks

Customer Overview

One of India's oldest, Asia's biggest banks

Our customer is one of Asia's largest bank, with more than 16,000 branches (as of 2009), and 8 associated banks and presence in 32 countries (through 82 foreign offices) Headquartered in India, with a history of more than 200 years, the bank features in the lists of Forbes's Global 500 and World's Top 100 banks.

Business Overview

Forging transformation through technology

With a focus to serve, both high end and rural sectors of India, the bank has vision to reach 100,000 villages in next two years and expand its global reach. The bank transformed its outdated back-end and front end processes, replacing it with efficient, customer friendly processes and introducing new banking models that are driven by technology

The **Localization** Challenge

How to think globally, act locally?

The users of technology can make it a success or a failure. With latest cutting-edge technology in place, the bank spent time and money to train users on the new software, which was in English. However, anticipated results were not achieved as the language itself was found to be an important barrier between the bank and the customers (India is a pluralistic and multilingual country with Hindi as a major language and 28 states having their own official languages). Localization rapidly became a top priority to overcome this critical impediment to the bank's expansion plans.

Localization: Persistent Challenge

Reasons for Failure:

1. ISV approach: Localization needs to be in the DNA of the app. It was not, so it was very difficult to add-on later within the app.

2. Third-party approach: Due to semi-automated code changes, the application behavior was inadvertently changed.

3. Third-party approach: Translation in most of the cases was improper because it was done at the word-level instead of sentence or phrase level.

Attempt I: ISV vendor fails to localize

The software vendor (a leading multi-national enterprise software and services company) who had been assigned to implement the core banking software was the obvious choice for creating the localized version. The ISV found this difficult to do since localization was not thought of while designing the software, and adding it later was like trying to re-engineer the application's DNA.

After 9 months of effort, the vendor was nowhere near its goal. Some of critical functionality was not localized and there were issues of system stability. Localization effort was discontinued.

Key reasons of failure: Adding localization later using a traditional software development process is often as big a task as developing the application itself. The ISV underestimated this.

Attempt II: third party localization vendors fail to localize

Learning from previous experience, the bank invited third party vendors. Two vendors attempted the localization using both automation and manual tools.

The software was unstable and behavior was inconsistent due to errors in manual or automated code patching, printing formats were improper and quality of translation was poor because a word-level translation approach instead of a sentence or phrase level one. Even if this had worked, the bank would still have to maintain two sets of applications in this approach.

After 12 months of dismal results, the bank discontinued further efforts using these vendors.

Enter **LinguaNext**

A fresh and unique perspective to localization

LinguaNext was introduced to the bank by the ISV. The bank was intrigued and excited by the LinguaNext approach to localization, which was non-disruptive, with no modifications to the app and could be re-used across apps. The Bank officials were convinced but cautious due to past experiences and asked LinguaNext to demonstrate the technology.

The **Solution:** SPeeD™ Suite

After analyzing the bank's application mix, LinguaNext decided to use the SPeeD™ Desktop component of the LinguaNext SPeeD™ Suite as the right solution*.

SPeeD™ Desktop is the part of LinguaNext's SPeeD™ Suite that provides efficient localization of rich-web applications and thick-client applications in an enterprise environment. The SPeeD™ Desktop ensures translation/localization of any app installed at the desktop level leveraging an enterprise-wide phrase-level dictionary that can be reused across apps.

For the Indian market, LinguaNext operates a domestic subsidiary "Image Point" and the SPeeD™ Suite is called "ScriptMagic". These were the brands actually used by the customer.

Highlights

- 1. Localization in Hindi extensible 8 regional languages*
- 2. 16,000+ branches have been localized*
- 3. User base of 200,000*
- 4. Overall deployment time was less than 6 months*

LinguaNext Delivers

Proof of Concept: Localization that works.

The Bank engaged LinguaNext to deliver a Proof of Concept (PoC) in live scenarios.

- Set of important transactions were selected and multiple branches of banks with high load were selected for proof of concept.
- With SPeeD™ Desktop Adapters for the bank's applications, the LinguaNext team captured screens of these important transactions and built custom dictionaries of translated content. These were then deployed at the branches.
- LinguaNext's solution was tested in the branches that ranked high in transaction volumes.

It was a success story in PoC phase when users with no training could also use the system (based on the LinguaNext's localization solution). The bank officials were convinced about the capabilities of LinguaNext.

Roll-out Phase: A solution that is robust, scalable and easily manageable

LinguaNext's enterprise deployment toolkit was used in conjunction with the bank's system management middleware to rapidly deploy the the LinguaNext SPeeD™ Suite across all branches.

In the first week of deployment, the software was deployed at 50 branches per day. This was scaled to 500 branches per day in the second week of deployment. 10,000 branches were completed in less than a month.

The actual deployment took place during night-time (so that there was no loss of productivity).

To Know More

To know how our technology works, visit us at www.linguanext.net

Technology Overview

Treating localization differently

The innovative LinguaNext SPeeD™ Suite is a next generation platform for localization.

LinguaNext separates the translation of Screen, Print and Document output (hence the name SPeeD™) from the application and provides an enterprise-wide platform to enable simultaneous multi-lingual localization. It does not modify the apps to be localized and LinguaNext or its customers do not require access to the application source-code.

- Localization is not affected by code changes and so risk of localizing with software up-gradation is eliminated
- There is no effect on the users that do not require localization
- No changes are required for existing apps and operations
- The effort of delta translation is greatly reduced due to dictionary re-use.

Key Benefits

Faster. Cheaper. Better.

Improved Customer Satisfaction

With local languages, the bank was able to now strike a cord with a large demographic of its customers that were not comfortable working in English.

Eliminate Cost of Training

With local regional languages, the employees did not require to be trained in English. The huge costs, which otherwise have been incurred are now completely eliminated. Local-language speaking employees could be found more easily and employee morale and satisfaction took a boost.

Achieve flexibility in business processes

Due to the prohibitive cost of training, the Bank was holding back a number of critical changes and introduction of new processes to business even though its business demanded it.

Expanding to other applications

With core-banking successfully under its belt, the bank is now expanding the use of the SPeeD™ Suite to other enterprise apps such as HRMS and e-banking,

About LinguaNext

LinguaNext, Inc. is the developer of unique next-generation localization solutions. LinguaNext provides vendor-independent products and solutions that power expedient, accurate and highly scalable localization of custom or off-the-shelf software applications. LinguaNext enables localization for any language and region localization including right-to-left and complex scripts. By using LinguaNext solutions, customers have a wider choice of software and are not forced to upgrade to newer versions in order to get localization. LinguaNext provides SME and enterprise solutions including LinguaPacks for packaged software and the LinguaNext SPeeD™ Suite for custom applications. With an installed base of over 1 million desktops using LinguaNext solutions globally, LinguaNext is the localization vendor of choice from SMEs to large enterprises. LinguaNext is privately held and is headquartered in San Jose, CA.

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