JONCKERS

Adobe

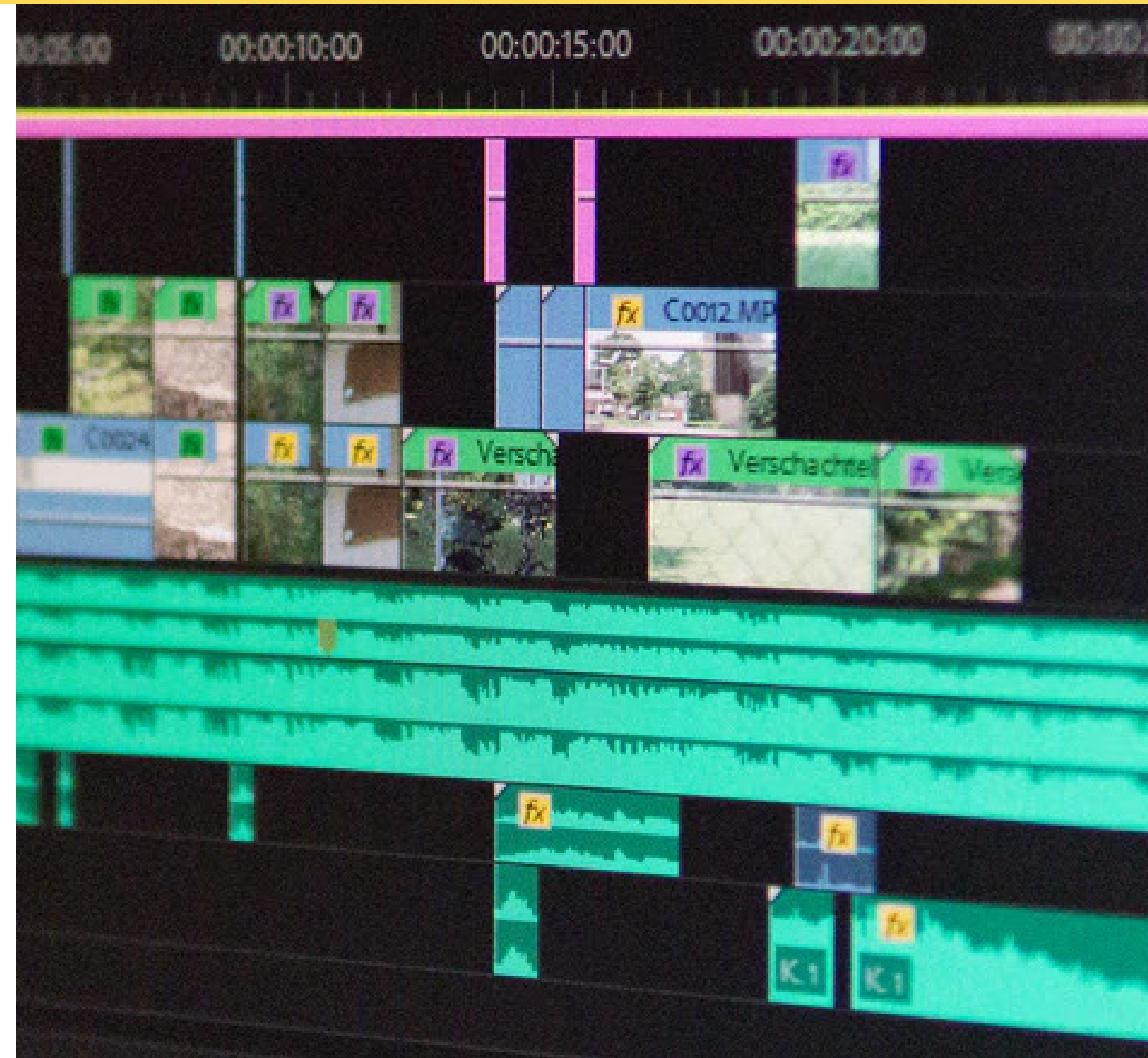## ADOBE EXPERIENCE LEAGUE LOCALIZES OVER 8,000 VIDEOS WITH JONCKERS

6 MILLION LOCALIZED WORDS

9 LANGUAGE COMBINATIONS

HARMONIZED SUBTITLES AND VOICEOVERS

100+ CERTIFIED LINGUISTS

JONCKERS

TRANSLATION, LOCALIZATION, TRANSCRIPTION, SUBTITLING, VOICEOVER – YOU NAME IT!

Jonckers is proud to have worked with Adobe for over 20 years. So, when Adobe's Global Program Managers were looking to deliver a localized experience for their Adobe Experience League customers, they turned to Jonckers. Adobe needed a partner who could deliver an ambitiously high volume of videos with subtitles and voiceovers.

After many years successfully working together on multiple projects, **Jonckers proved that they were the natural choice to help Adobe with this exceptionally dynamic content.**

"This level of work is tremendous. Everyone is moving to video-based learning and communication, so it's great for us to be driving the localization and supply of the videos. The demand for video is only going to increase in the future and we're delighted to be working with a partner who can be as scalable and flexible as we require. As more of our divisions shift to video, podcasting, and localizing new content, we're delighted to be in a position to grow together with Jonckers."

Jean-Francois Vanreusel, Director of Experience Cloud Globalization at Adobe

ABOUT ADOBE EXPERIENCE CLOUD

Adobe has come a long way since they started back in 1982, and this US multinational computer software company has always been ahead of its time. Since the release of their first products like Photoshop or Acrobat Reader, everyone relies on their software in one way or another. This technology giant is focused on constantly developing new technologies, bringing innovation to its customers, accelerating document productivity, empowering digital businesses, and bringing creativity closer to a wider audience.

Another of these innovative lines is Adobe Experience Cloud, the hub of the Adobe Enterprise e-learning. Experience Cloud offers AI-driven solutions for marketing, analytics, advertising, and commerce through the most comprehensive set of customer experience applications and services available.

"[Adobe Experience Cloud] is a cloud-based learning platform that gives access to a vast library of learning content and courses, with personalized recommendations and connects a vibrant community of fellow learners."

Giulia Dugo, Localization Manager at Adobe Experience League

ADOBE EXPERIENCE CLOUD'S CHALLENGE

The huge variety of topics and cross references to multiple Adobe products, as well as the high visibility and educational nature of the content, created an enormous linguistic challenge for this Adobe division. Adobe's own experience of this new program has been incredibly positive, and they relied on Jonckers to deliver a time-coded transcription of videos, transformed into localized subtitles and voiceovers.

"We are currently creating around 15 videos per week for localization. Each are around 50 to 80 minutes long."

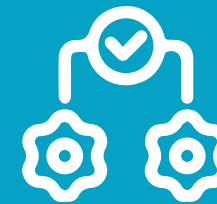Giulia Dugo, Localization Manager at Adobe Experience League

There were also challenges to overcome in terms of the speed of the presenter´s speech in the native language versus localized speech. Marcela Mala, Jonckers Program Manager for Experience League states: "When we explain a concept in English, our speech rate is around 150 words per minute. However, in languages such as German, we could encounter an average increase of 30% more text. This higher volume means that the speech rate could go up to 250 words in 60 seconds, which was way too fast. It required linguistic training to keep key phrases limited, so we could produce a quality voiceover." Jonckers was able to achieve this and other linguistic challenges to satisfy Adobe's requirements.

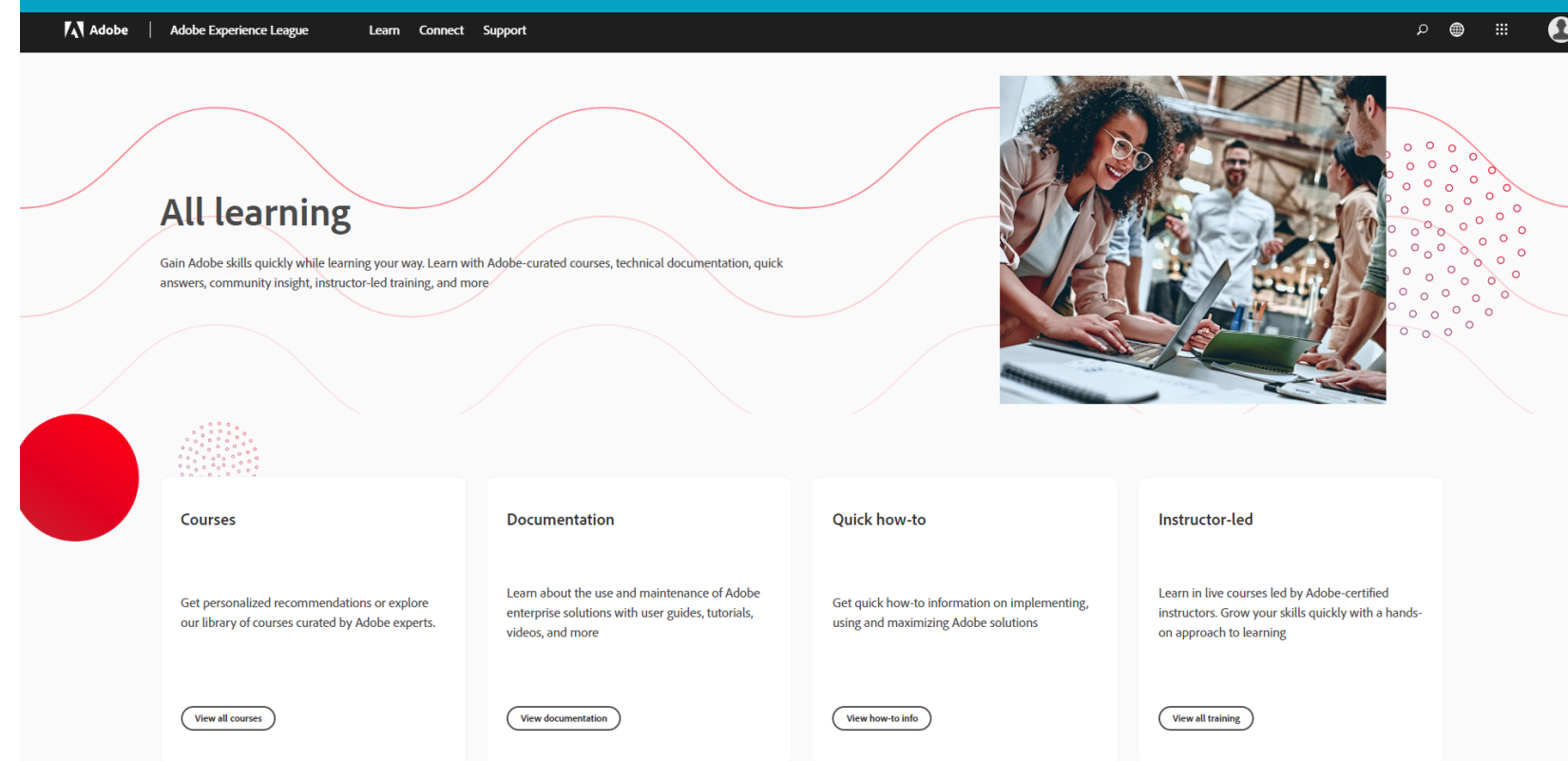## FREQUENCY OF DELIVERIES AND SHORT TURNAROUND TIMES

MULTI-DISCIPLINARY SUBJECTS

INTER-TEXTUAL CONSISTENCY MANAGEMENT

HIGH QUALITY SUBTITLES AND VOICEOVERS

Adobe | Adobe Experience League   Learn   Connect   Support

All learning

Gain Adobe skills quickly while learning your way. Learn with Adobe-curated courses, technical documentation, quick answers, community insight, instructor-led training, and more

Courses

Get personalized recommendations or explore our library of courses curated by Adobe experts.

View all courses

Documentation

Learn about the use and maintenance of Adobe enterprise solutions with user guides, tutorials, videos, and more

View documentation

Quick how-to

Get quick how-to information on implementing, using and maximizing Adobe solutions

View how-to info

Instructor-led

Learn in live courses led by Adobe-certified instructors. Grow your skills quickly with a hands-on approach to learning

View all training

ADOBE CASE STUDY

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INNOVATIVE WORKFLOW

COST-SAVING APPROACH

TEXT-TO-SPEECH TECHNOLOGY

20 YEARS PARTNERSHIP

LINGUISTIC TRAINING

HOW JONCKERS HELPED

To accomplish this project with maximum efficiency and advanced cost-saving techniques, Jonckers created a completely new workflow and incorporated new offline tools, such as a text-to-speech engine to convert text into synthetic speech. This enabled Jonckers to deliver the final product (video with localized subtitles and localized audio) and ensure the videos are a valuable experience for the end-users and learners.

We worked with **Adobe's experienced linguists to guarantee quality and consistency across all files.** They were also trained to meet the challenges of working with this type of text. Moreover, we incorporated several quality checks to ensure that the timecoding and wording worked well with the visuals.

DISCOVER WORDSONLINE BY JONCKERS

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time? Most translations use a tedious, manual step-by-step process, which is disconnected, time-consuming, and relatively expensive. With over 25 years of experience in language services, Jonckers has developed an AI cloud platform called WordsOnline. WordsOnline uses a continuous publishing and localization approach that is fully automated, data-driven, and with a fully integrated language community.

WordsOnline is the end-to-end localization platform that combines Neural Machine Translation technology with an AI-empowered translation community to provide control, transparency, and scalability. **Go global faster and on budget.**

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www.jonckers.com

THE RESULTS

Since the launch of the Adobe Experience League campaign 18 months ago, we have created over 8,000 videos, localized in nine different languages. The automated voice-over has worked exceptionally well in all the training videos and is more cost-efficient, saving Adobe considerable costs compared with traditional voiceover translation

"It's been a fantastic learning curve to manage such high volumes and yet maintain quality for our customer's learning experience."

Giulia Dugo, International Experience Manager at Adobe Experience Cloud

"We have been working with Adobe for over 20 years and it's an honour to be part of their localization strategies. The workflows applied within this division are a great example of successful teamwork, industry trends, and efficiencies."

Chiara Raimondo, Chief Customer Success Officer at Jonckers