



# ORGANO GOLD Success Story

## OG Quick Facts

- Currently operates in over 50 countries across six continents
- Has over 400,000 active Independent Distributors
- 55th largest direct selling company in 2013 with revenues of \$215 million
- Launched in 2008 in British Columbia, Canada

## The UNIFY Solution

- Facilitated translation in 26 languages
- Provides voice-overs for video content in addition to translation
- Helped ORGANO GOLD coordinate with markets all over the world
- Network of professional linguists available to ensure proper content localization

## Why inWhatLanguage

- Supports almost 60 file types
- Translation experience in more than 200 languages
- Leading translation technology innovation
- Simultaneous, centralized translation memory creates rapid cost savings

## ORGANO GOLD Origins

Have you had your morning coffee yet? The average person drinks about two cups of coffee a day. In many ways, coffee is the lifeblood for people all around the world.

ORGANO launched in 2008 with a small shop in British Columbia, Canada. They wanted to expose ganoderma, a mushroom commonly used as an Asian medicine, to the world. So they developed a line of products that could incorporate ganoderma, including that daily cup of coffee.

The company quickly became successful as it empowered others to become entrepreneurs for ORGANO GOLD. They recognized an opportunity to share their product to a larger market and they didn't want to exclude anyone from an ORGANO GOLD experience. In order to achieve these ambitious globalization goals, ORGANO GOLD researched options for translation services.

**“ORGANO is a global Network Marketing company on a mission to spread knowledge of Ganoderma to the entire world.”**

## Growing Pains

As the company grew, they received feedback from customers and managers all around the world. It was clear that they needed a way to transform the content on their website and other documents into several different languages.

ORGANO GOLD decided to work with another translation company but soon became frustrated. It was clear that although the content was being translated, it was not localized. They really began to see problems reaching their target markets because their translated content didn't resonate with in-country consumers.

ORGANO GOLD especially noticed problems with translations because of the notable differences between Canadian and European French. After receiving several complaints about French translation issues, ORGANO GOLD staff knew they needed to find a better way to communicate with local markets around the world.

## The UNIFY Solution

The UNIFY platform uses a centralized, real-time translation memory to ensure accuracy and consistency. This means that translators all over the world can provide and receive simultaneous updates to translation memory that cascade across future projects as well as projects currently in-translation.

UNIFY's cloud-based technology gave ORGANO GOLD control to set deadlines and customize the workflow to manage different sized translation projects. The unique client review module tracks every change that's made and provides a measurable overall quality score. If a linguist feels the need to fix the translation, the translation memory is updated in real time for others to see.

ORGANO GOLD also enjoyed saving money because documents that have repeated content can be populated with the translation memory faster and the translators only handle the new content. UNIFY also uploaded the glossary used by the previous agency to improve the translation process.

**"The benefit is a faster project completion with automated monitoring and all the work being done in UNIFY, the Translation Management Cloud."**

**-Tim Hunt, CTO at inWhatLanguage**

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## Successful Globalization

The UNIFY platform helped ORGANO GOLD translate content into 26 different languages. With a network of professional linguists, they were able to successfully penetrate local markets.

ORGANO GOLD operates in over 50 countries across six continents, and they have received positive feedback from customers and employees about their localized content. The content localization process ensured the right message was being conveyed to build a trusted brand around the world.

**"I'm from Costa Rica and *that* Spanish is way different than Mexico or Argentina. We do understand each other of course, but you can tell the difference. That was one of the main reasons why we switched to UNIFY. The [other company] was not able to localize the translation so we were not targeting the market accordingly."**

**-Maria Arias, Marketing Coordinator at ORGANO**

UNIFY allows translators to work around the clock to finish ORGANO GOLD projects as soon as possible. Because UNIFY natively supports almost 60 file types, it can truly centralize enterprise translation across multimedia, web, print, and other formats.

Because of their decision to implement UNIFY as their translation management platform, language barriers no longer inhibit global growth. In fact, global growth is a crucial and now successful part of the ORGANO GOLD strategic plan.