

## Camstar

### Camstar secures first Japanese contract using internationalization and localization

#### The Business Challenge

Camstar, the leading provider of collaborative manufacturing execution (CME) solutions for global manufacturers, was working with clients in Japan who needed InSiteLive localized for immediate implementation and deployment.

Localization of U.S. products for the Japanese market can be challenging due to complex differences between the two languages and cultures. In order for a product to handle Japanese correctly, all systems must meet internationalization compliance—that is, they must be enabled for multibyte characters (as InSiteLive was) and flexible font settings.

Additionally, Camstar's release to market would have to accommodate the first client's plans for phased component implementation—the user interface and online help would be implemented first, followed by user documentation.

Camstar asked Bowne Global Solutions (BGS) to create and implement an internationalization and localization plan that would enable Camstar to meet its clients' needs.

#### The BGS Solution

To meet the project deliverables, BGS designed a solution incorporating five key components:

- **Centralized** project management to establish critical path items, dependencies, resources, time frames and associated costs.
- **ExtraGLOBAL**, an online technology to provide team members in the U.S. and Japan with real-time project status information.
- **Internationalization** to enable functional and cosmetic usability.
- **Localization** of all user interface, online help and documentation components.
- **Testing** to ensure internationalization compliance, product functionality and localization quality.

At the outset of the process, BGS educated Camstar about the differences and dependencies between internationalization and localization. This allowed BGS and Camstar to develop a common understanding of the issues involved and to make the decision to split the project into separate internationalization and localization stages.

Internationalization occurred in three phases:

- **Discovery:** BGS performed an on-site collaborative analysis of Camstar's product to determine its internationalization status.
- **Analysis testing:** BGS identified areas of the product that required further testing to

## Case Study: Products & Documents

determine whether modifications were really necessary.

- **Implementation and testing:** areas that required modification were flagged, changed and tested..

In order to optimize production and achieve the fastest time to market possible, localization began during the final phase of internationalization. The localization schedule took into consideration the staggered component availability required by Camstar's first client.

### The Customer Benefits

BGS's internationalization and localization solution met Camstar's time-to-market requirements and helped the company to secure its first international client. This success launched Camstar in Japan, the most expensive and complex international market.

Additionally, BGS provided on-site internationalization consulting, testing and support to Camstar. The company achieved cost savings by performing BGS's internationalization recommendations itself.

In working with BGS, Camstar gained a more complete understanding of internationalization and became better prepared to address the needs of the highly lucrative Japanese market.

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