



## In Search of a Professional, “Non-Smoking” Web Localization Partner

### Overview

Arguably, no industry is more relationship-oriented than online dating and social networking. Essentially, the “product” is the online customer (or Web site member), who is directly involved in “packaging” and virtually “delivering” personal content to another customer. For online dating, success is measured in terms of members who connect with one another in meaningful ways. As the number one online dating provider in the world, Match.com has demonstrated such success to a remarkable degree.

### Challenge

When it came time to locate the perfect partner to take their business globally, Match.com selected ENLASO as the ideal language service provider. As the world’s largest romance facilitator, Match.com has established and exceeded quality and service standards on a global basis. With 30 dating sites in 18 local languages that offer millions of singles romantic possibilities across six continents, Match.com faced a daunting challenge to maintain quality and consistency.

### Solution

Match.com chose ENLASO to establish an ISO 9001 certified localization model that facilitates continued success for its localized Web applications. ENLASO’s long history of commitment to assisting global companies and e-businesses in establishing global brands and customer loyalty through effective Web site localization was a key factor in the selection. ENLASO is now Match.com’s premier Web site translation and localization partner.

ENLASO’s localization solutions provide Match.com with consistent, high-quality global systems for language translation and cultural customization, key ingredients of success for a worldwide social networking provider. These localization systems, tailored to online dating content, address local cultures, marketing and business practices, and regulatory compliance issues. The solution that ENLASO created for Match.com also automates change processes and manages central and local content.

Initially, ENLASO localized Match.com’s Web site into 16 languages: Simplified Chinese, Traditional Chinese, Czech, Danish, Dutch, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Brazilian Portuguese, Castilian Spanish, Latin American Spanish, and Swedish—adding additional languages as needed.

As the global leader in online dating, Match.com’s substantial language needs challenged the very nature of an international Web application’s cultural and linguistic requirements. The number of target languages involved compounded these challenges. Cost-effectively serving content globally, while preserving the individual ethnocentric protocols of interactive dating and romance, requires a highly specialized team. On social networking and online dating projects, language specialists must go beyond mere translation; they must also *customize* the cultural expressions and social relationship values associated with each target locale.

#### ENLASO’s Social Networking and Online Dating Localization Solutions

ENLASO specializes in providing enterprise language solutions to the social networking and online dating industry. We successfully empower global companies and e-businesses to establish global brands and customer loyalty through optimized Web site localization. Leading internet dating companies selected ENLASO to localize their Web sites into numerous languages.

#### ENLASO’s Enterprise Language Solutions

- Web site Localization
- Technical Documentation Localization
- Software Localization
- Localization of Wireless Web Applications
- Multilingual User Interface Localization
- QA Testing of Localized Wireless Software and Web Applications
- Multicultural Marketing
- Multimedia Localization
- Audio and Video Localization
- Language Technology Engineering
- Consulting & Training

# GENERATE INTERNATIONAL SALES AND DEVELOP GLOBAL BRANDS THROUGH LEADING-EDGE LOCALIZATION SERVICES AND LANGUAGE TECHNOLOGIES

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ENLASO's team of language professionals and localization engineers in Boulder, Seattle, and the San Francisco Bay Area worked in unison with Match.com's global team in Sydney, Australia and Dallas, Texas, as well as with individual country managers. Careful linguistic and engineering needs assessment enabled the ENLASO team to work seamlessly with a large number of geographically separated managers.

Match.com's localization projects require the use of large volumes of multilingual text strings distributed across a wide variety of file types and language environments. Engineers used ENLASO's proprietary suite of language technologies, including Rainbow™, Album™, and Horizon™, to cost-effectively extract translatable content, leverage prior translations, review and test localized files, and deliver translated content to localized Web sites.

Since Match.com's Web applications use a highly complex ColdFusion environment, ENLASO developed custom content filters to complement available technologies. Upon ENLASO's advice, Match.com developed a simple, efficient string resource integration system that enables them to swiftly assemble localized Web pages. The filters and custom string resource solutions led to robust translation memories with improved alignments across languages. Resource string content, which separates functionality and formatting from textual content, in XML format, allows Match.com to send out smaller "chunks" of text for translation more often (without incurring costly configuration management overhead). With consistent XML output, the client-vendor team cost-effectively produces more consistent translations with even faster turnarounds—all while preserving the unique linguistic and functionality elements of each language version.

## Conclusion

As demonstrated by Match.com, properly executed Web site localization establishes local presence in new, global markets, strengthens presence in existing markets, and optimizes the infrastructure of existing multilingual communication processes. Individual in-country translation, with no quality localization model, can lead to autonomous Web sites that compromise the integrity of a company's global brand. Over the long run, such ill-designed systems are incapable of supporting content management challenges, let alone supporting radical market changes that international locales present to global companies. Beyond the initial benefits of a localized Web site, a quality localization process, such as the one ENLASO created for Match.com, generates efficiencies in a company's global supply chain. The quality localization model can even streamline international customer support programs and strengthen global brand messaging and awareness.

"If you're not everywhere, you're nowhere." For the past five years, these words have been the mantra for driving globalization of Web sites. Companies fighting to maintain leadership and unique competitive advantages in global markets realize that their success is dependent on their ability to attract and build loyalty with international customers. Building such loyalty mandates that products and services—as well as all supporting marketing and business assets—accurately reflect the needs of local markets. Web sites must be localized in terms of culture, language, and relationship protocol. Nowhere is this more evident than in the world of social networking and online dating.

Fundamentally, taking a global business, especially social networking, "everywhere" via Web localization requires a dynamic language partner. Technical, organizational, and process standards must be established early on—from Web engineering to creative writing, to marketing, to international customer support. Recognizing the importance of marketing your products and services over the Internet, ENLASO provides enterprise language solutions that generate international business and develop global brands through highly innovative localization services and language technologies.

