

Redefining Process Excellence Through Localization

Industry:
Process Mining Technology

Founded:
2011

HQ:
Munich, Germany

celonis.com

Celonis is a leader in process mining technology and among the top 20 cloud companies worldwide. The company's core mission is to empower organizations to maximize their potential by optimizing processes. This mission is achieved through Celonis Academy (CA). As Angelina, director of Online Training at Celonis, describes it, the goal is to make their technology understandable and accessible across the world.

The Challenge

At first, Celonis relied on traditional translation methods by outsourcing to an external agency for localizing the Academy's content, including courses and documentation material. But things didn't go as planned.

Translations took too long. And when they did come through, they often missed the mark. The words were right, but the message? Not quite. According to Julia, Senior Online Training Manager at Celonis, "each linguist applied their own understanding of the terms, and not all of them shared the same technical background."

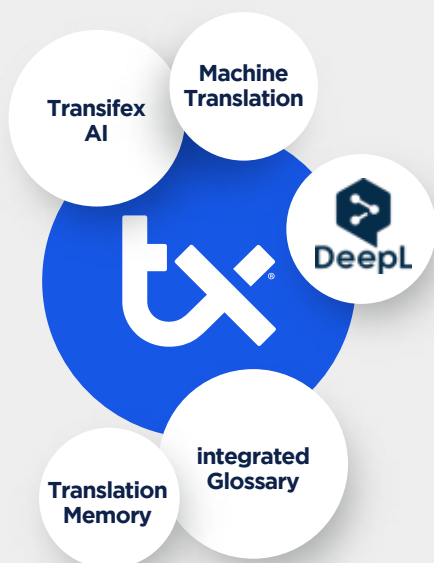
The inconsistencies affected translation quality, which could affect users with technical material where every detail counted.

Delays were another headache. The dependency on external parties and the resulting issues made processes slower across the board. More content was ready to be shared, but cumbersome translation processes held them back. They needed a solution, and fast.



Delays in translations impacted our ability to quickly respond to market needs and customer demand.

Angelina, Director of Online Training, Celonis



Solution

Julia's team was determined to find a solution that could handle localization tasks from start to finish. They needed a tool with swift onboarding and AI-powered efficiency that could easily connect with their tech stack to automate their workflow.

Transifex quickly came up in a review of options. Its robust connectors, AI capabilities, intuitive interface, and responsive support (hailed by Julia as "instrumental") won them over.



Apart from the seamless integration with our platform, we choose Transifex for its usability and functionality. Because it's so easy to set up and enable others to use it too.

Julia, Senior Training Manager at Celonis

The days of manual updates and custom integrations were finally over. Transifex's connectors and API effortlessly synced with Celonis's code repository and Learning Management System (LMS), streamlining workflows and ensuring new content always flowed smoothly.

Transifex's Translation Memory (TM) feature was critical in this process. With more translations added to the TM database, future strings can be translated automatically without delays or hurdles.

And the final piece of the puzzle: Integrating Machine Translation and AI. By leveraging Transifex's flexible and powerful DeepL integration capability, the teams managed to minimize manual work while still achieving fast and accurate translations. The AI & MT capabilities of Transifex, combined with brand-specific Glossaries and TM autofill, worked in tandem to improve both efficiency and accuracy.

Transifex became the key to scaling translations with advanced automations and tools, perfectly matching Celonis's need for precise, technical, and on-brand content.



It truly feels like we are one team with Transifex, working together towards a common goal.

Julia, Senior Training Manager at Celonis

The Impact

The use of a truly end-to-end localization hub enhanced Celonis's reach across the globe. AI-powered workflows and seamless integration facilitated the comprehensive localization of Celonis Academy, now available in five languages.



Transifex has halved our time to market, significantly speeding up our processes.

Julia, Senior Training Manager at Celonis

Despite the surge in training content, **translation turnaround times plummeted by 70%** using Transifex. **Ten-day cycles became two-day sprints**, with automated, tailored translations reclaiming days of work for the team. Celonis now handles all localization in-house, which helps to maximize their impact and eliminates the need for external help.

Faster, context-aware translations and dynamic updates delivered human-quality content globally. The result was a significant increase in customer and partner engagement, including up to **5x more course completions monthly** and an overall boost in product adoption.

With localized resources at their fingertips, partners, students, and customers around the world can unlock the full potential of Celonis technology to achieve amazing things in their own businesses.

Success Snapshot:

- 2x Faster speed to market
- Increased global engagement
- 70% Reduction in translation time
- Increased product adoption
- Rapid implementation