

How Systemair Migrated from Spreadsheets to Crowdin

Systemair works in Europe, North and South America, the Middle East, Asia, Australia, and Africa. The company has 29 factories and ships goods to more than 130 countries. Because of this, localization is a priority for the Systemair company.

“We translate our shop website, selection tools, content, and attributes. We have so many projects, so we don’t need to keep everything in mind anymore because we have Crowdin.”



Mathias Kuhn

Product Owner PIM & Teamleader Software Application Development



COMPANY

Systemair

www.systemair.com

INDUSTRY

Manufacturer of ventilation, heating, and cooling systems



Why Systemair Decided to Migrate to Crowdin

[Systemair](#) is a global company actively operating in 52 countries around the world. They manufacture ventilation, heating, and cooling products for almost 50 years.

The company first started localization in spreadsheets, a common approach at the time. Soon, handling over 40 target languages started to take too much time. That's why they decided to migrate everything to [Crowdin](#). Right now, they describe their localization process as "We upload our files, and then it just works."

COMPANY

Systemair

HEADQUARTERS

Skinnskatteberg, Sweden

INDUSTRY

Manufacturer of ventilation, heating, and cooling systems

TRANSLATION APPROACH

- The company uses Crowdin Enterprise
- Translation by team members and translation agencies

FUNCTIONALITY USED

- [Translation Memory](#)
- Version Management
- [Crowdin API](#)

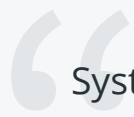
KEY RESULTS

Systemair has now translated its content into more than 40 languages, and they actively support about 30 of them. This makes it possible for the company to be in more than 60 countries. From Austria and to Australia.



About Systemair

Systemair is a leading worldwide provider of high-quality solutions. The company has almost 50 years of experience. They provide consumers with cutting-edge, environmentally friendly, and energy-efficient HVAC equipment and solutions.



Systemair is a producer of ventilation systems, air conditioning systems, fire safety products, and air distribution products. It is a considerable player in the HVAC industry globally. We exist worldwide, which is vast proof of why we need localization support.

There are sales companies in 50+ countries from Australia to Peru. Systemair is active in Europe, North and South America, the Middle East, Asia, Australia, and Africa. The company has 29 factories and exports to more than 130 countries. That is why the need for localization is obvious for Systemair.

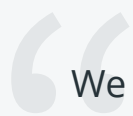


Localization before Crowdin

At first, the Systemair team was handling translations in spreadsheets. But soon, they realized that utilizing spreadsheets for project management won't work well long term. Working with spreadsheets, they became acquainted with the vast file with interminable columns and rows that needs constant checking and refreshing. They're working with developers, UX designers, translators, and others on software that was never intended to handle translation tasks. It was time to seek a spreadsheet alternative to [project management](#), as spreadsheets are not comfortable for leading teams.

The Systemair team's earlier manual localization procedure emphasized manual file transfer between developers, managers, and translators. Product upgrades were happening more often as the company's workforce, and client base had expanded. The team found it challenging to keep up with the release cycles.

Translations were made by the in-house team and with the help of translation agencies when the internal team couldn't cover some languages or the content needed to be translated in a shorter term. Since the Systemair team is highly distributed, most of the team was located in different countries and time zones. They all needed to work in parallel without interrupting each other.



We have people that can translate internally, but it is impossible to do it together. So, it was the starting point for Crowdin. As soon as colleagues and I realized this was working, it grew and grew and grew all the time. And now, we have nearly 20 projects in Crowdin Enterprise.

That is why they understood they needed a tool or application that could assist them in securing the success of the translation projects:

- **Reduce the quantity of correspondence between parties.**
- **Centralize multilingual content management processes with ease.**
- **For the most significant outcomes, automate procedures and improve workflows.**
- **Manage the project easily by knowing everyone's workload in detail.**
- **Consistently translate all languages and guarantee prompt delivery.**
- **Avoid delays and accelerate the time to market.**

The moment started in 2017 when Systemair realized that its team needed a cloud-based solution that streamlines localization management. At that time, they had an online configuration tool where they had to translate. It was 12000-15000 lines that work in excel and about 40 languages. Their colleagues started to work on it in excel and quickly sent those excel documents back to different people.

That is why they needed an online solution where everyone could work together. At the same time, security was important, so only approved users could access localization projects.



Main Benefits of the Translation Process in Crowdin

Instead of depending only on the developer's input, Systemair sought a solution to enable managers and internal and external team members to oversee the translation process in one place without interrupting each other's work. The group soon recognized Crowdin as a solution when they started looking into and testing various technologies.



The first impression was that all these attempts to merge files work without effort. It was the biggest impression. Before, we spent hours with worksheets, and then we just uploaded the file and randomly downloaded it.

Systemair has several workflows now. They have connected with [API](#) some of their tools. With the help of Crowdin, workflows are even automated every week or every couple of days. Crowdin automatically downloads the content. It makes the localization process easier. Moreover, with Crowdin, project managers and translators can [proofread texts](#) and make their comments online to offer a better localization quality.



It all works for us as we need it – no need to check for alternatives.

Moreover, Crowdin has received formal ISO 27001 certification. Security is a crucial component of what Crowdin does because the company wants to construct a platform that will enable your product to reach new markets and make sure that your data is protected. To offer the security of your localization journey at Crowdin at all stages, Crowdin pays close attention to hardware, organization, software, and network security.

Systemair currently develops the localization process at Crowdin, which helps them localize their product quickly while maintaining high-quality translation. Also, the company has a high level of security in its projects.



What does Systemair localize, and into how many languages?

Systemair has now localized its content into 40+ languages, approximately 30 of which they actively support, and they are slowly adding translations to other languages from this mix. It enables the company to be present in more than 60 countries. In Europe: from Austria and to Australia. So, the current goal is to release fully localized products in the countries where the company is already present.

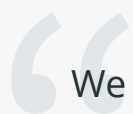
Systemair's site is presently localized for the following areas:

Americas: Canada, Mexico, Perú, USA.

Western Europe: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

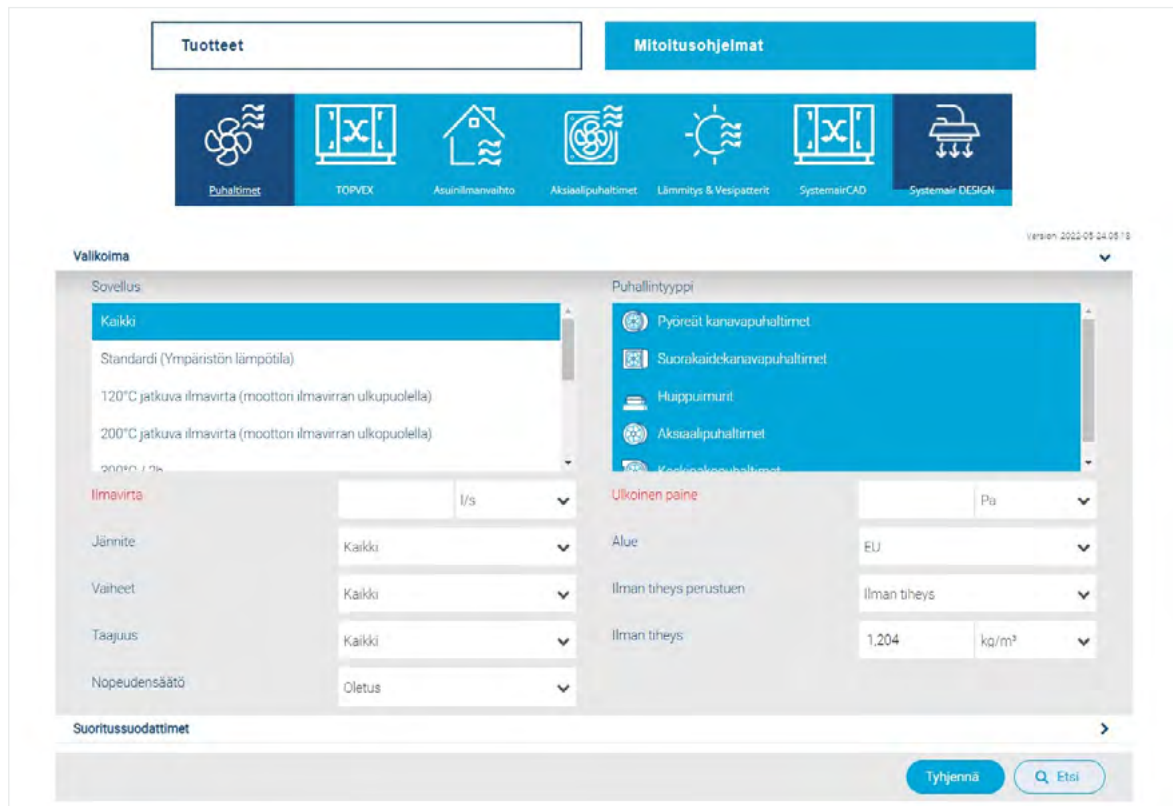
Eastern Europe: Azerbaijan, Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Greece, Hungary, Kazakhstan, Latvia, Lithuania, Romania, Serbia, Slovakia, Slovenia, Turkey, Ukraine.

Africa: Morocco.

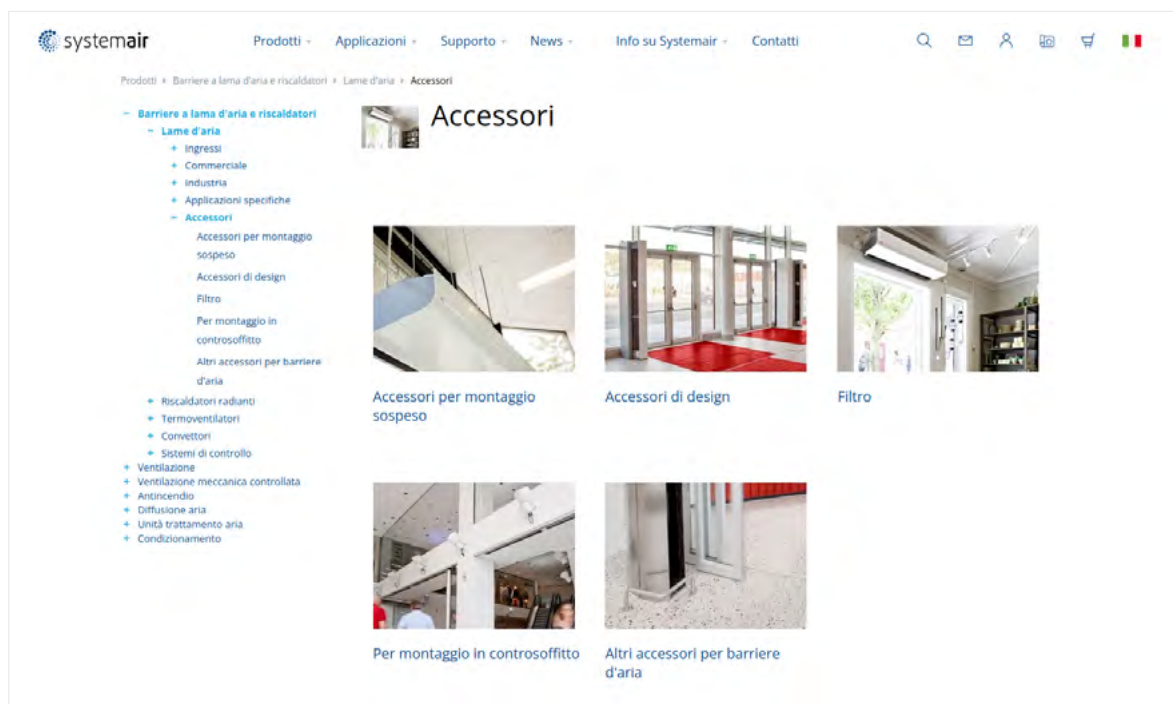


We translate our shop website, selection tools, content, and attributes. Also, we localize the presentation tools and renderings we use in exhibitions. We have so many projects, so we do need to keep everything in mind anymore because we have Crowdin.

Here is an example of a “product selector,” a section of the site that looks for Finnish like that:



And also the example of a localized products page on the site:



Overseeing localization right now takes little time for the team. Since the company adopted Crowdin, the main task of managers taking care of each project is to ensure that translators have access to new files and check if everything runs smoothly from time to time. Each PM typically is in charge of 1-3 projects, and since everything is now automated, it's enough to check on the projects once a week. Systemair even has management people inside Systemair who also work in Crowdin, a cloud-based localization platform.



The Outcome

Systemair automates the majority of localization-related activities by employing Crowdin. So, they can increase their customer base and enhance the personal experiences of their current users. They are also reallocating their team's resources to continue growing and accelerating their release cycles. They do not need to put the whole team under undue stress or time constraints.

Systemair effectively incorporated localization into its development process. And the company also increased its productivity by using Crowdin, a cloud-based translation management service. With Crowdin, you have tasks, a progress meter for each language, activity history, and a filter option. The Systemair team can now keep track of all localization tasks. So, you may expand your project management process to heights you have never experienced using Crowdin.

Localize your content with Crowdin

Get started to automate localization, release multilingual versions of your product, and reach global users

[Start for free](#)[Contact sales](#)