



Software Localization **Case Study**

OXO Innovation + Lightspeed



THE CLIENT

Lightspeed POS Inc. is a Montréal-based tech company that provides point-of-sale and ecommerce software for small to medium restaurants and retailers. The company helps entrepreneurs work smarter, make data-driven decisions, and create the best possible experience for their customers.



THE CHALLENGE

In 2012, *Profit* ranked Lightspeed number 61 on its list of “Canada’s 200 fastest growing companies.” What began as a small Canadian startup in 2005 is now a multinational company with 17 offices around the world, 800+ employees from diverse cultures, and users in roughly **100 countries**. This rapid expansion created a huge need for localization.

Software localization is not without its challenges. It’s crucial that the translators always use the right terms, especially for user interface strings. If a string is mistranslated or the terminology is inconsistent, users can miss important information or get easily confused, which is not the seamless experience Lightspeed aims to deliver.



THE SOLUTION

Since 2016, Lightspeed has been working with OXO to translate its content into **four languages**: international French, Latin American Spanish, German and Dutch. It has been a fruitful partnership, with OXO translating approximately **40,000 words per month**.

Not only does OXO have top translators on its team to ensure accuracy, but over the last four years we've also built a termbase that contains over 2,800 terms and a translation memory with over 19,000 segments. These are powerful tools that we leverage to **guarantee consistency**.

“ The team at OXO are a true pleasure to work with and they show great concern for using our correct vocabulary. ”

Cece Culver Grey, Product Content Manager at Lightspeed

THE RESULT

Thanks to effective localization, Lightspeed's platforms are easy to use and understand, whether you're in Amsterdam, Paris or New York. In March 2019, Lightspeed made its debut on the Toronto Stock Exchange with the [most successful initial public offering](#) by a Canadian tech company in over a decade, cementing its unicorn status.

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OXO



Do you dream of transforming your local startup into a global player?

There are many factors to success, but one thing you'll definitely need is a strong partnership with a language service provider like OXO.



Talk to us today to find out how OXO can help you
penetrate new markets.

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