



RUBRIC[®]

A better localization experience.



AMWAY ELEARNING – AUTOMATION AND EXPERIENCE ARE ESSENTIAL

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Brian Heath, Manager of Global Education, Amway

Instantly educating three million representatives — who speak 53 different languages — about 450 different products would create an internationalization nightmare for most companies. But with Rubric’s help, Amway is making this a reality.

“Rubric gave us instant horsepower,” said Brian Heath, Manager of Global Education for Amway. “We bought WorldServer™ to organize our marketing content localization, but we did not have any internal expertise with the software. We had not done anything this sophisticated before. Within three months after bringing Rubric onboard we released a major web based training course in eleven languages. Rubric’s knowledge and best practices rapidly took us to a point where we are using the system the right way.”

“Rubric’s experience helped us get through our workflow issues,” said Catherine Guinon, Amway’s Enterprise Content Management systems manager. “We created some complex workflows, but Rubric helped us simplify these thanks to their thorough knowledge of localization mechanics and of WorldServer itself. They helped us better understand the business side of multinational localization. They helped us remove a lot of unnecessary work.”



Brian Heath, Manager of Global Education, Amway



Catherine Guinon, Enterprise Content Management Systems Manager, Amway

“Rubric helped us shortcut the process and led us past all the common tar pits,” Heath added.

Rubric sped Amway’s worldwide communications

Amway is one of the best known product sales and distribution companies in the world. Their network of highly motivated, entrepreneurial distributors moves over seven billion dollars worth of products into countries around the globe. Together their team members speak more than fifty different languages. When Amway’s research and development scientists create a new product or enhance one of their existing 450 products, Heath and Guinon have to work with the various Amway Training departments around the world to educate all three million Amway distributors.

“We realize that localizing effectively and with quality is a specialty,” said Heath. “Rubric brought great expertise into our operations especially in regards to change management. They coached us on how to change our business methods, helped train our teams, and streamlined our internal process. Rubric had phenomenal skills in assessing the external translators that we were currently using and they



gave us an objective process scorecard. It was eye opening. Rubric made us realize we could produce better quality for less money and get to market faster than before.”

Workflow between WorldServer and content management systems

“With Amway, we specifically addressed issues of localization workflow, set-up and optimized their WorldServer installation, and took the time to coach and mentor them,” said Rebecca Morris, a Project Manager with Rubric and assigned to Amway. “We ran a pilot project with Amway to test their home-grown workflows and reported issues and some required changes. We discussed their goals and requirements and came up with a workflow that was better suited to their business-specific needs. We then worked with Amway and Idiom (creators of WorldServer) to have this new workflow implemented, tested and rolled out.”

“The relationship with Rubric and Rebecca has been called ‘fantastic’ and ‘amazing’. That is the feedback from users in our group – production coordinators, workflow managers and affiliates alike. Rubric’s project managers have great experience and are always quality conscious. They always go far beyond the norm.”

On the technical side, Rubric led Amway into a number of improvements that expedited localization projects as well as improved the quality of their training materials.

“Significant was changing Amway’s corporate mindset about assuring quality by creating a more systematic process,” said Heath. “Rubric showed that by more effectively using our translation memories we could have

more options when selecting external translators, improve quality and lower costs all in one push. There was a lot of fear about reassessing our long-standing translators but Rubric helped get us past that tension with our regional offices. Rubric understands the people issues as well as the mechanical ones.”

“After we went step-by-step through the way Rubric re-defined our workflows, we had no qualms about changing internal processes,” said Guinon. “Rubric guided us away from a workflow that was too convoluted. Their workflow expertise and understanding of optimized workflows made significant improvements very quickly.”

“We coached Amway and showed them how they can best utilize WorldServer to fit their needs,” said Morris. “They have many different types of content and now they have set up different workflows for different project types as a result. But perhaps more important is that Rubric provided holistic guidance and support. Amway often asked advice or input on a range of issues. They seemed to appreciate our honest and proactive approach – our corporate-wide belief in being a partner and not just a provider. This certainly was the case with our WorldServer and localization expertise. Weaving both together was what Amway needed to move beyond their previous limits.”

“For example,” said Heath. “We wanted to extract text from Lectora™ (Amway’s elearning authoring tool from Trivantis), push it through WorldServer and then back into Lectora. Rubric made this much more efficient by reducing the number of hands touching the content.”

“Rubric took the Lectora content, managed the translations through our WorldServer instance, then back into Lectora,” said Guinon. “Rubric also helped with testing this unique format within the two systems. They showed us how to do things better, tested the plan, and then partnered with us to make it work in production.”

Amway’s better localization experience with Rubric

Rubric’s mission — to create a *better localization experience* for their customers — resonates within Amway.

“We are happily continuing the Rubric relationship as we expand into new affiliate marketing areas,” said Guinon. “Rubric has been a great vendor to partner with. There are other areas in the company that need Rubric’s expertise as well. As we bring in other departments, together we will help them to streamline their projects as well. Every department wants to do things faster, better, and cheaper. The more we build the process and the more we commit to our translation memories the more our costs come down. Great results generate more interest and momentum.”

Efficiencies, however, are the more minor value Rubric brings to Amway.

“What stands out most is how flexible and adaptive Rubric is,” said Heath. “They are true consultants, not just a vendor. They are good listeners and good problem solvers. They help us grow internally. Rubric simply delivers on all dimensions.”

“Rubric’s work ethic amazes me,” echoed Guinon. “I can trust them because they truly want to help us reach our goals. We both have the same definition of success.”

