



RUBRIC[®]

A better localization experience.



EFI MAKES IT TO MARKET AHEAD OF THE COMPETITION

Rubric partnership accelerated EFI sales in European markets

Time to market is critical

The digital printing and imaging industry is exploding globally as the Internet carries firms into international markets. EFI is leading the digital imaging revolution, and meeting the demands of foreign markets with Rubric as their partner.

“Once we released Digital StoreFront and MicroPress in English, our European sales teams and their customers were clamoring for the product,” said Greg Chatham, MicroPress Program Manager for EFI. “Customers demanded upgrades and everyone wanted them yesterday. Rubric made that happen quickly, and without compromising quality.”

With 25 offices in countries around the globe, EFI generates nearly \$400 million in sales of digital imaging and print management technology. EFI’s solutions – covering production workflow, proofing, and networked printing technologies – have earned EFI Global 2000 customers as well as strategic partnerships with the top names in imaging technology.

“Time to market was the critical factor for the MicroPress product,” said Libby Vincent, Manager of Production and Localization for EFI. “This is a fast-moving market, and beating the competition in Europe was a key business advantage that Rubric helped deliver.”

Rubric’s technical background, and insights into EFI’s business and markets, were crucial to cutting EFI’s time to market.

“Since Rubric understood our product, they had few questions and therefore the translation was ready sooner,” said Chatham. “Early on, our conversations with the Rubric team and the questions they asked concerning the Italian translation showed that they understood us and that they didn’t need a lot of guidance from our engineering group.”

“The kudos we received from our European engineers showed they were happy with Rubric’s previous work,” said Patricia Yoshihiro, Director of Technical Communication for EFI. “A proven track record means a lot with a localization partner. Rubric brought credibility to the table.”

“With other vendors, we actually had to fly them out here and give them a presentation about MicroPress before they could perform any work,” said



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*Libby Vincent, Manager of Production
and Localization for EFI*

efi[™]
essential to print[™]

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Patricia Yoshihiro, Director of Technical Communication for EFI



Chatham. “Rubric’s technical expertise saved a week of time, not to mention my own personal time. Since Rubric had deep technical knowledge, there was less back-and-forth communication.”

Rubric’s ramp-up efficiencies were only part of the story. Rubric accelerated delivery once EFI’s localization project was initiated.

“Rubric gave us a very fast turnaround, and we were able to get to the market sooner and obtain more market share,” said Yoshihiro. “In this business, that lead time is important, and Rubric’s efficiency reduced our time to market by two to three weeks.”

Quality is mandatory

Just as important to EFI was the quality of Rubric’s work, which has long-term business implications.

“With solid localization, our company brand and product image in Europe will continue to grow and help us to obtain even more market share,” said Yoshihiro. “And there are back-end cost advantages as well.”

“With our technical documents translated accurately, we believe there will be few support calls,” said Chatham. “If I don’t hear complaints about the manuals, then I know the localization is good. No noise means no problems, and no support calls.

With Rubric’s help, I’m hearing less noise. I’m not getting a weekly flogging from the European office.”

“This speaks to the quality of Rubric’s localization,” said Vincent. “Another group within EFI once decided to use a different localization company for a Simplified Chinese translation project. Those customers rejected the product because of the poor quality of the localization. Quality of localization is vital, and localization partners must meet the high standard we require. What we experienced in Europe says a lot about how we feel about our own product, and how much we trust Rubric to get the job done right.”

Communication makes it happen

Any localization project requires close coordination, especially when the deadlines are tight. Rubric’s legendary project and customer management expertise was an advantage for EFI.

“Rubric didn’t sit back and wait for us,” said Chatham. “Rubric pushed the project along. We were busy on other EFI projects, and Rubric helped make sure we maintained our focus and our participation. For example, we could not at first reproduce a dongle problem; the dongle that provides secure access would not work on localized operating systems. Rubric patiently persisted until this too was fixed.”

“The dongle bug shows Rubric at their best,” said Chatham. “Rubric had some problems getting the dongles to install but captured the critical information necessary for us to identify a software

“Rubric uncovered issues customers would otherwise have stumbled over, which eliminated unhappy customers once the product was on the market.”

Greg Chatham, MicroPress Program Manager for EFI

bug and gave us screen shots and other information to help solve the issue, which saved us a lot of time. Other vendors wouldn't make that extra effort.”

“During their localization testing, Rubric found a few technical problems with our products,” said Vincent. “Some screen shots clearly showed the product running on Windows NT when it would only be available on XP. Rubric discovered these errors and other inconsistencies, and made sure they were corrected. It was like they were part of our team, part of our family, and not just some service provider.”

“I appreciate the fact that Rubric is proactive,” said Yoshihiro. “We work with a number of localization vendors; Rubric provides the best interactivity and the best communications of any of them.”

“Rubric provided a web site [StreamNET] that I could check to see what stage the work was at,” said Vincent. “I could instantly see what the scheduled delivery date was, what issues were being uncovered, and how much progress was being made. Rubric's web site, and for that matter Rubric's people, gave clear and consistent communication about all deliverables.”

“I could pull up StreamNET, any time of day or night, and could query the project status,” said Vincent. “StreamNET helped keep everything on schedule. We were always informed, and I always kept the appropriate people – my boss, the engineering team, Greg's boss – updated on the project. I never had irate people standing at my desk; everyone knew what the project status was and this forestalled problems.”

Technical expertise makes a difference

For technology companies, Rubric's technical expertise cuts their time to market.

“Rubric always asked very good questions, tested and checked everything, communicated clearly and frequently,” said Chatham. “Rubric uncovered issues customers would otherwise have stumbled over, which eliminated unhappy customers once the product was on the market.”

“Rubric found screen shots that were taken on system running NT not XP. Rubric identified the problem and made sure that the screen shots that needed to be changed were changed. This led to NT documentation being deleted, which in turn caused the English documentation to be improved

and reduced possible customer confusion locally. How often does a localization vendor improve your source materials simply by being diligent? Rubric does.”

And Rubric took that extra step to make sure EFI was successful at every juncture.

“One of our documentation people copied and pasted some web links into the documentation,” said Vincent. “These should have been actual hyperlinks, but they were just plain text, underlined and colored blue. Rubric discovered this, and changed all the text to hyperlinks . . . and didn't charge us anything extra. Rubric proactively improved our customers' experience with EFI, and stayed within the contracted cost of the project. Rubric didn't have to do that, but we sure like that they did.”

Happy customers are repeat customers

Speed, flexibility, quality, technical expertise, and building great relationships. That's why 98% of Rubric customers come back.

“Responsiveness,” said Yoshihiro. “The extra effort that Rubric makes means that I can count on them. I've enjoyed working with the Rubric team and look forward to working with Rubric again.”