



## MICROSOFT ISRAEL

### Business Needs

Microsoft Israel developed the Partners in Learning (PIL) program as part of its educational initiative vis-à-vis the Israel Ministry of Education. The program provides the foundation for teaching basic to intermediate technology skills in a hands-on manner. The program's courses cover subjects such as computer fundamentals, using the internet, digital media, database fundamentals, presentations and spreadsheets – all through the use of Microsoft Office applications. Course materials are available in both digital and printed formats and may be customized to meet the needs of particular learners.

Microsoft Israel faced the daunting, two-fold challenge of localizing all of the program's courses into Hebrew, and adapting them to the localized version of Windows and Microsoft Office applications – Word, Excel, Access, PowerPoint, Media Player and others. Furthermore, the adaptation had to be made to two editions of Microsoft Office – Office XP and Office 2003. And needless to say – the final format of the course booklets had to be identical to that of the original booklets.

### Solution

Microsoft Israel turned to its long-time partner, QT, for the localization of the PIL program courses into Hebrew. QT had performed numerous jobs for Microsoft and Microsoft Israel, from translating marketing material for Microsoft Israel's website to [localization of software](#) elements for Microsoft Worldwide through various vendors. But PIL was no ordinary project.

QT selected several professional translators for the job, all of whom proficient in the use of the Office applications taught in the PIL program courses and well-versed in the local education system's jargon. In order to maintain consistency, QT's engineers prepared the files for translation in SDL Trados format, so that all translators could work with the same Translation Memory and maintain consistency throughout PIL's 8 courses. The Translators also benefited from a pre-compiled glossary in Multiterm format.

Moreover, the translators had to personally follow all sets of instructions specified in the courses and perform them on their own using localized versions of Office applications. At the same time, QT's DTP staff created screenshots of every set of instructions, identical to those appearing in the English course booklets.

Everything had to be meticulously coordinated so as to have the final product – eight fully localized and formatted Partners in Learning Hebrew booklets – ready for print on time. Through careful planning and a well-coordinated workflow – the final, localized and adapted booklets were prepared with the exact same design of the original ones. Microsoft Israel's educational initiative was a success.

### Benefits

- Localization at its best – QT not only translated the original courses but also adapted them to the actual Hebrew versions of the applications being taught.
- Consistency in terminology and wording - All translators and editors used the same TM, which enabled them to maintain consistency throughout the eight different courses.
- Genuine look & feel – QT's DTP staff made sure that the final booklets had the same professional appearance of the original booklets and that all screenshots of the actual applications were of the right size and resolution.
- Fast turnaround – through careful planning, selection of personnel and smart choice of software tools, QT was able to carry out this large-scale, intricate project on schedule and deliver eight perfectly localized PIL booklets on time and on budget.