

Setting Localization Goals for the New Year

The year is slowly coming to an end, it is time to analyze how it went, it's time to set the future goals for our localization strategy, it's time to dream big to think where we want to be in 2020.



Some examples of Localization goals might be : release our new product in Southern Asia to increase customer base a 40% in 3 years, reduce our localization budget 10% by onboarding new vendors, reduce localization fixing bugs phase in 1.5 days, implement a script to automate LQA phase of component X to reduce the cost 15%Think big, think out of the box ☺