



Canvas by Instructure:

Providing Scrubbing and Translation Services for a Growing LMS

Instructure Quick Facts

- Based in Salt Lake City, Utah
- Education Learning Management Systems Industry
- Launched Canvas and Bridge LMS
- Founded in 2008 with continuing international growth

Translation Solution

- Scrubbing of 55,000 words
- Translation of 100,000-word guides in three languages
- Constant contact with the client and training sessions for translators
- Capacity to work directly in the website’s content platform in order to update content on a regular basis

Why inWhatLanguage

- Supports almost 60 file types
- Translation experience in more than 200 languages
- Leading translation technology innovation
- Simultaneous, centralized translation memory creates rapid cost savings

Instructure Origins

Instructure is an educational technology company based in Salt Lake City, Utah. Founded in 2008, Instructure has grown incredibly fast as a company and is now the developer of the Canvas Learning Management System (LMS).

Instructure needed a reliable translation company to partner with when the need to translate many of their materials into other languages arose. Canvas is currently used in countless high schools and universities all over the U.S., but as a company, they also aim for international institutions.

“Be global and sound local with the best enterprise translation solution. You can continually add language pairs, file types and project specifications to your translation mix as your company grows.”

Translation Problems

inWhatLanguage was involved in Canvas' documentation for instructors and students for many years for translations in Simplified Chinese, Latin American, Spanish and Dutch. They also worked in other languages, mainly Asian, when partnering with another overseas client.

Like a lot of other companies, Instructure first developed its product in English. Translation and localization of their materials came as an afterthought. Initially, this late realization of the need for translation caused some problems. Instructure started by crowdsourcing their translation needs by putting their UI and other various materials online to ask volunteers to assist with localizing.

Though this attracted some adept translators, there were also some very inexperienced volunteers who added to the inconsistency of the results and caused less than professional results. Instructure's target audience was negatively impacted and sales were affected.

Benefits of inWhatLanguage:

- Expertise to scrub and standardize previous crowd-sourced translation
- Delivery of very high volumes of content
- Local team of resources willing to receive training and learn more about the company
- Constant contact with the client
- Training sessions for translators
- Experienced linguists can localize content in over 200 languages

The inWhatLanguage Solution

When inWhatLanguage came into the picture, our professional network took existing content that was already in the interface (about 50-55,000 words across about 10,000 lines of code) and "scrubbed it", meaning all the content was corrected linguistically to remedy all grammatical, spelling and consistency errors.

We then applied the Microsoft terminology standard, in accordance with the client's specifications.

Additional Translation Services

We also managed to gather a local pool of resources who were able to meet with the Instructure team face-to-face to receive training and learn all about the company and the company's philosophy, which helped with consistency issues.

By the end of 2014, Instructure migrated all the languages they support—about a dozen—to inWhatLanguage for future projects.

Presently, Instructure's primary guides have been fully translated, (a considerable feat considering the Instructure guide alone is over 100,000 words). Furthermore, every month, Instructure published a number of updates (re-wordings, clarifications, new requirements, etc.) that the inWhatLanguage team also translated regularly.

These changes often required anywhere from a dozen updates and clarifications to several hundred revisions. Instructure develops their content in a platform known as "Screen Steps". Because of our ability to connect to any other CMS or content platform, we were able to integrate directly to their platform, saving both time and money for both parties. inWhatLanguage simply logs in, looks for the guide or article that needed editing and implemented the changes directly.

We met with Instructure quarterly to assess their latest needs and fine-tune our processes in working for them. We also organized training sessions to ease the localization process and assure project resources were defined and followed. This allowed us to develop our relationship and adjust our processes as their needs changed over time.

"Canvas isn't just a product, it's a breath of fresh air. It's an educational revolution. It's a rapidly growing company with an industry-pushing platform, hundreds of talented employees and millions of passionate students and teachers. And, sure, there's also a pretty incredible product in there too."