

The Challenge

Keeping Pace with High-Volume, Dynamic Content

- Need to localize content for multiple game franchises
- Increased cadence of content updates and changes
- Requirement for last-minute localization before game releases

Blizzard Entertainment, known for its commitment to quality in game franchises like WarCraft, StarCraft and Diablo, faced significant challenges in localizing its content. The [CLIENT]'s philosophy of continuous improvement meant development teams were constantly refining and changing game elements, often up to the last minute before release.

This dynamic environment created a need for a process that could keep pace with frequent updates while maintaining the authenticity and quality of the gaming experience across all regions.

The Solution

Flexible Localization Platform with Rapid Turnaround

- Implementation of [CLIENT]'s localization platform
- Ability to handle last-minute translation requests

[CLIENT] proposed a flexible localization solution capable of handling Blizzard Entertainment's unique needs. The platform allowed for rapid turnaround of translation requests, even accommodating last-minute changes before game releases. Blizzard Entertainment worked closely with [CLIENT] to provide as much context as possible for accurate translations and cultural appropriateness.

The Results

Maintained Quality and Authenticity Across Global Releases

- Successful localization of high-volume, frequently updated content
- Ability to implement critical changes up to release day
- Preserved authenticity of gaming experience across multiple regions

Blizzard Entertainment's complex localization needs are successfully managed with [CLIENT's PLATFORM]. Using [SOLUTION], the team maintains the quality and authenticity of its games across multiple regions — even with frequent content updates.

For example, Blizzard Entertainment implemented critical text changes on the day of a game's release, receiving accurate translations within 45 minutes.

With this level of flexibility and rapid response, Blizzard Entertainment delivers unforgettable gaming experiences tailored to each audience.