empowerED25

Localization: Customizing Your Content for a Global Audience

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CEdMA

Agenda

1. Journey
2. Process
3. Success
4. Encouragement

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Randon Ruggles

Director, Customer Education

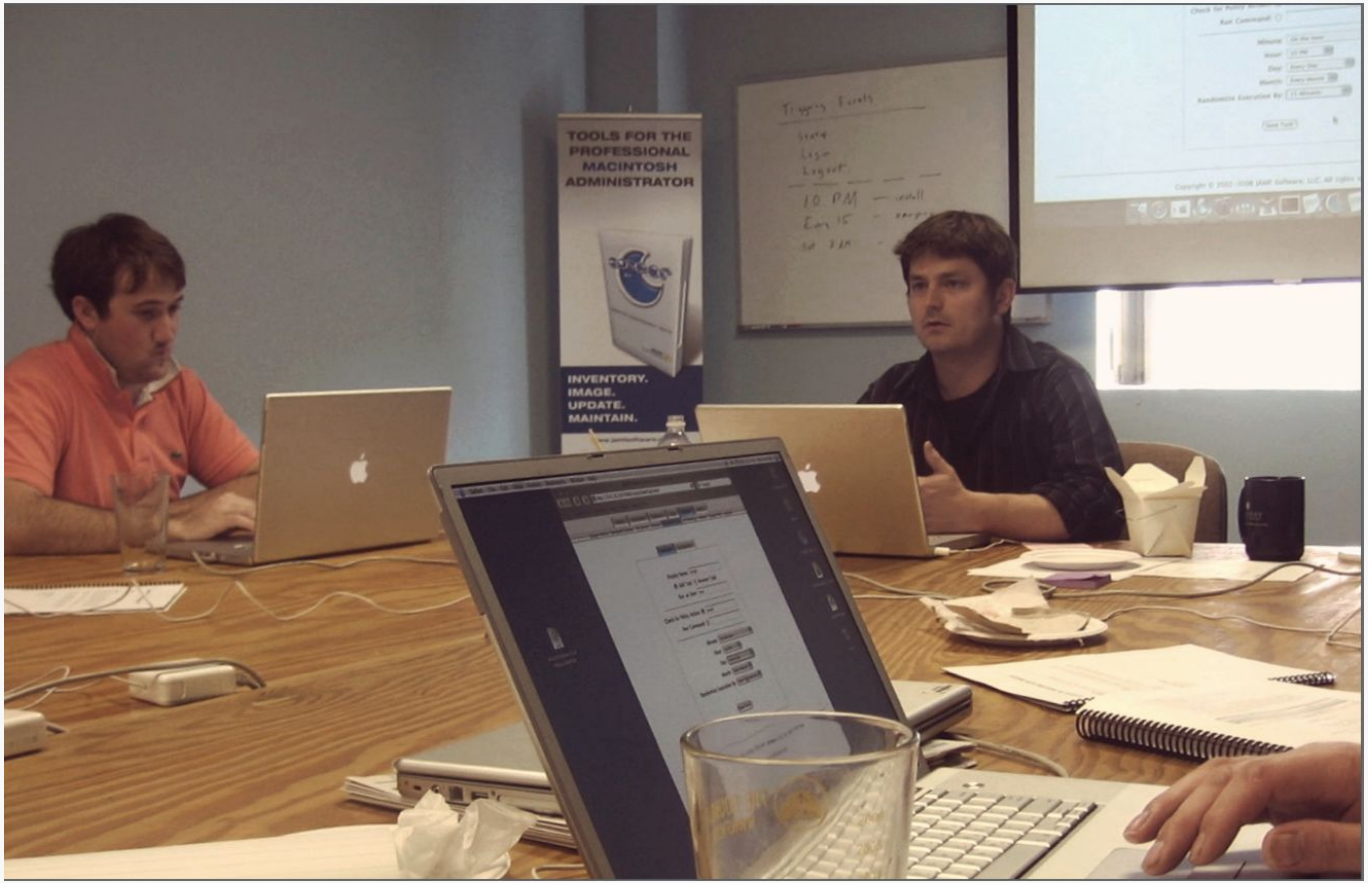
Jamf

Jamf

Founded in 2002 and went public in 2020

Focus on managing and securing Apple at work

More than 76K businesses, schools, and hospitals



First Jamf customer training in 2006

Jamf

Founded in 2002 and went public in 2020

Focus on managing and securing Apple at work

More than 76K businesses, schools, and hospitals

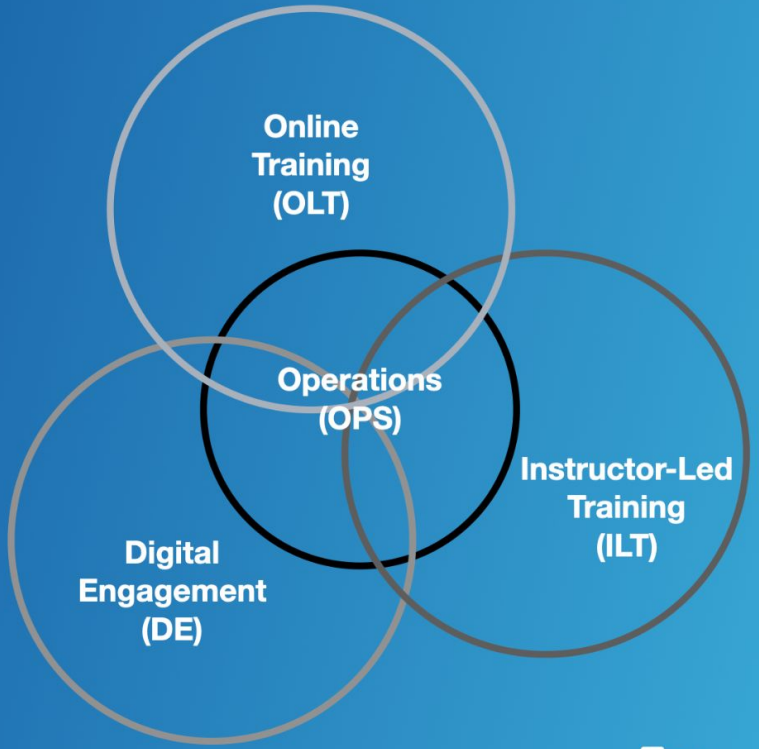
The Customer Education function began in 2017, 25 staff today

Combination of online, self-paced, and remote instructor-led offerings

FY2024: Over 100K individuals engaged and 10K exams delivered

Customer Education

*Provide relevant, engaging, and industry-leading learning experiences that drive the **onboarding**, **growth**, and **retention** of Jamf customers and colleagues.*



jamf

That is our story...
Yours is awesome too!

Who is creating content for a global audience today?

Journey

“So What, Why Care?”

“So What, Why Care?”

Materials in the language of the customer will:

- Allow for engagement and drive product use
- Increase in Net Promoter and Customer Satisfaction scores
- Generate additional growth, leading to more revenue and less churn

“So What, Why Care?”

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- Allow for engagement and drive product use
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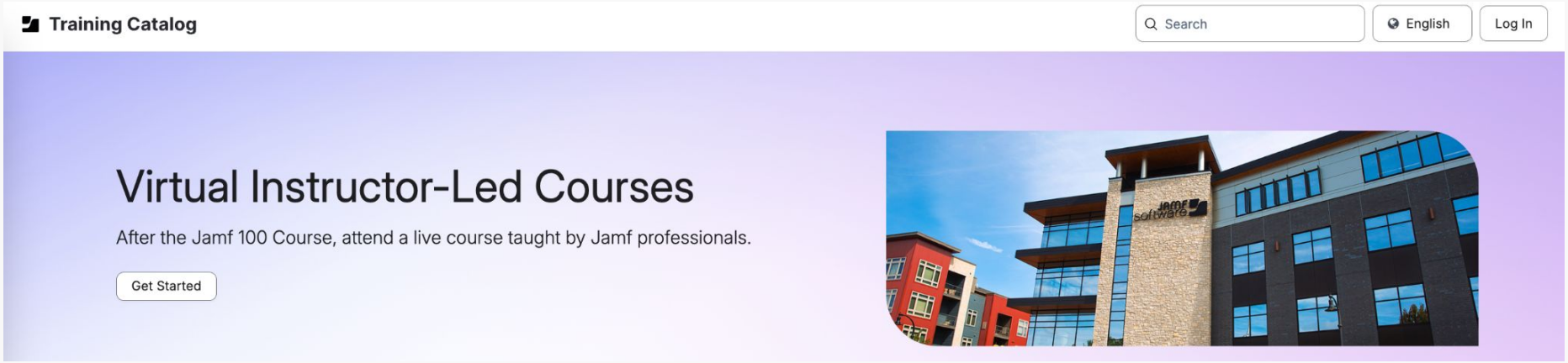
But, there is also a risk:

- Time
- Money
- Reputation

“We want _____ in a different language.”

Translation	**Localization**
Word for word	Words but in phrases
A -> B	A ->C(B)
No context	Local context & technical expertise
Straightforward and direct	Adapting and modifying

“We want _____ in a different language.”



“We want _____ in a different language.”

English

Virtual Instructor-Led Courses

After the Jamf 100 Course, attend a live course taught by Jamf professionals.

Get Started

Translation

Cursos virtuales dictados por instructores

Después del curso Jamf 100, asista a un curso en vivo dictado por profesionales de Jamf.

Comenzar

Localization

Cursos virtuales con professor

Después de Jamf 100, asiste a un curso en vivo impartido por profesionales de Jamf.

Empezar

“We want _____ in a different language.”

Training Catalog

Search | English | Log In

Virtual Instructor-Led Courses

After the Jamf 100 Course, attend a live course taught by Jamf professionals.

Get Started

Training Catalog

Buscar | Español (Spanish) | Iniciar sesión

Cursos virtuales con profesor

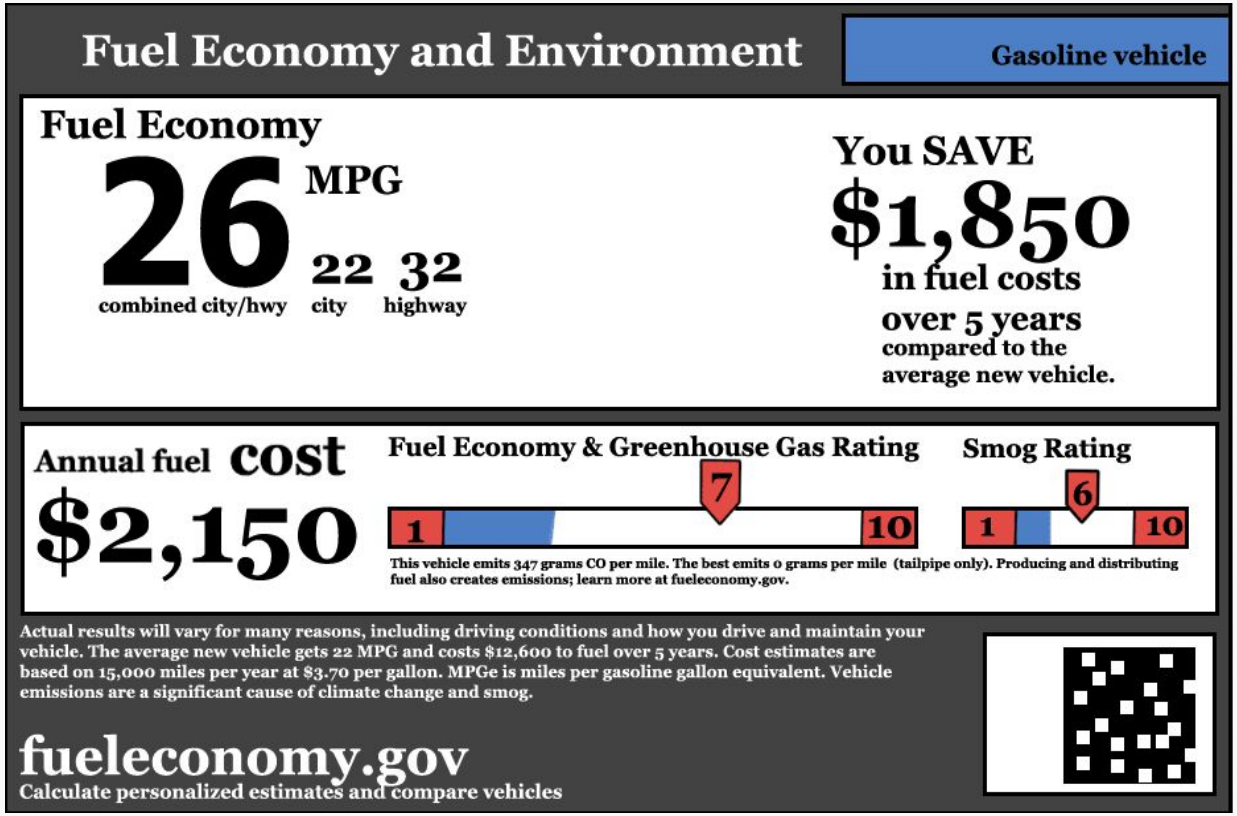
Después de Jamf 100, asiste a un curso en vivo impartido por profesionales de Jamf.

Empezar

“We want _____ in a different language.”

Translation	Localization
Word for word	Words but in phrases
A -> B	A ->C(B)
No context	Local context & technical expertise
Straightforward and direct	Adapting and modifying
Cheaper, automated	More expensive, process
Could achieve the goal	Better customer experience
Time and place	Our customers expect it

Our CE Localization Journey



Our CE Localization Journey

Started with “The Why?”

- *Lots of requests - from all over the organization*
- Drive revenue through customer growth
- Partners & customers, barrier to entry for Tier 1 technicians
- Retention through enhancing our Whole Product Experience

Our CE Localization Journey

Continued with Data

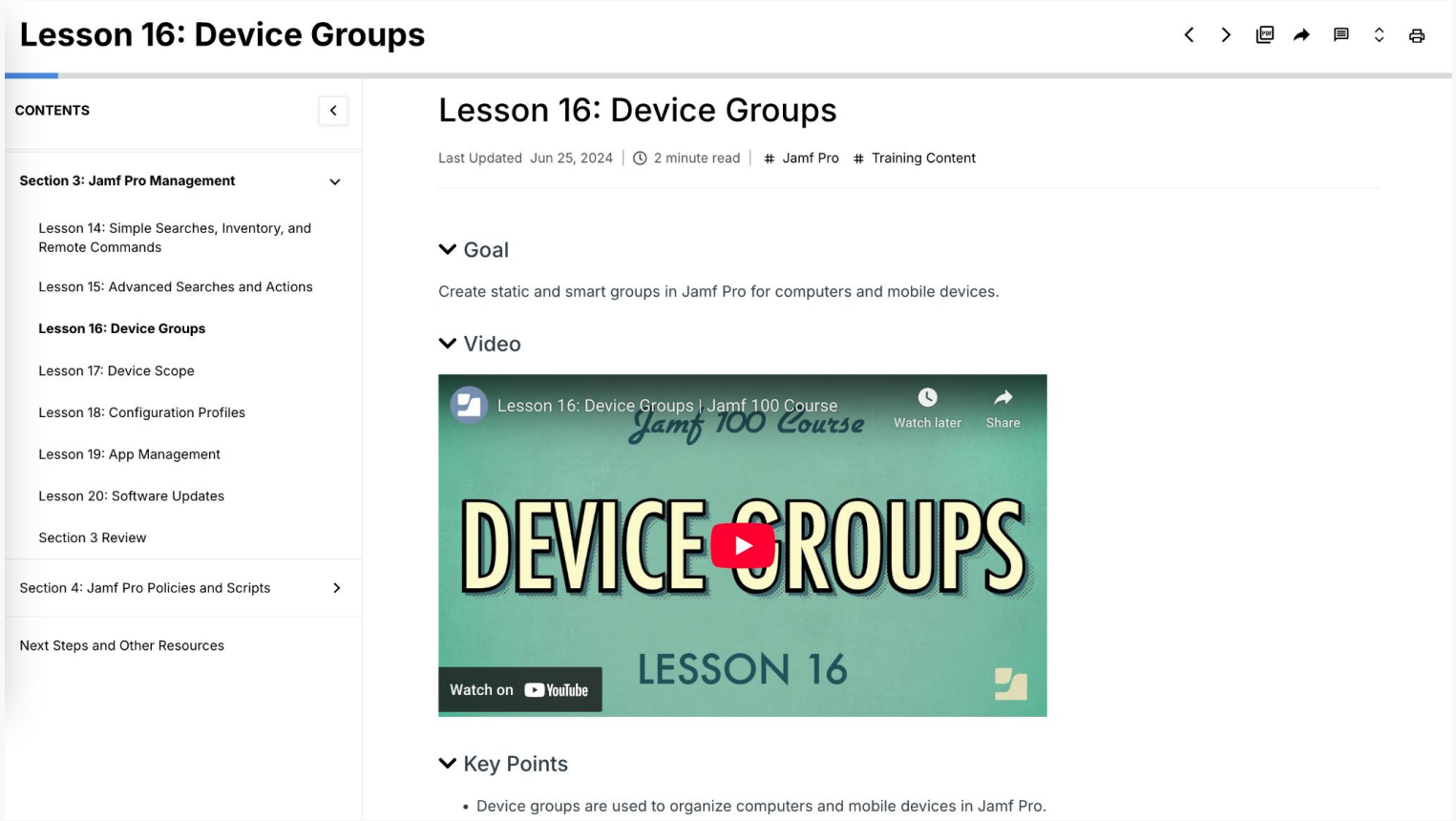
- Sales - Inbounds, leads, and Opportunities
- GTM staffing and support
- Post-sale staffing and support
- Content - Google, Wistia, YouTube, Pendo, and our products

Our CE Localization Journey

Finished with the How

- Refined our revenue opportunities and goals
- Ensured there was dedicated support and in-country review (ICR)
- Aligned on budget and staffing - across the organization
- Built a structure for:
  - Answering the org-wide questions
  - Delivering the value to the customer

Our CE Localization Journey



Our CE Localization Journey

Lección 16: Grupos de dispositivos

TABLA DE CONTENIDO

- Sección 3: Gestión de Jamf Pro
  - Lección 14: Búsquedas simples, inventario y comandos remotos
  - Lección 15: Búsquedas avanzadas y acciones
  - **Lección 16: Grupos de dispositivos**
  - Lección 17: Ámbito de dispositivos
  - Lección 18: Perfiles de configuración
  - Lección 19: Gestión de apps
  - Lección 20: Actualizaciones de software
  - Repaso de la sección 3
- Sección 4: Políticas y scripts de Jamf Pro
- Siguientes pasos y recursos adicionales

Lección 16: Grupos de dispositivos

Última actualización 25 jun 2024 | 2 minutos de lectura | # Jamf Pro # Contenido de formación:

Objetivo

Crea grupos estáticos e inteligentes en Jamf Pro para ordenadores y dispositivos móviles.

Vídeo

Puntos clave

- En Jamf Pro, se utilizan grupos de dispositivos para organizar ordenadores y dispositivos móviles.

Our CE Localization Journey

Base (English)

Supporting Text

Closed Captions

Text-to-Speech

Voice Talent

Video + Graphics

YOUR CE Localization Journey

Start with “The Why?”

- *Are you getting any requests?*
- Who is asking?
- What benefit does it bring to the business?
- Can you take it on?

YOUR CE Localization Journey

Continue with Data

- Do you have any sales - inbounds, leads, or opportunities?
- Is the GTM staffing in other regions/locations?
- Is the post-sale staffing and support ramping up?
- What does your content tell you? - Google, Wistia, YouTube, Pendo, and your product(s)

YOUR CE Localization Journey

Finish with the How

- What metrics are you expecting to change?
- What support will you have - budget and staffing?
- Who will you need on your “team”?
- What is the customer UX at the end?
- How will you begin?

If your marketing, product, and documentation are NOT localized….

Marketing (8)

Product (6)

Documentation (7)

Marketing **Product** **Documentation** **CE (6)**

If your marketing, product, and documentation are NOT localized, then why should your CE content be?!

Process

Our CE Localization Levels

Level 1: Translated video subtitles only

Level 2: Translated video subtitles and supporting text

Level 3: Text-to-Speech (TTS), translated video subtitles, and supporting text

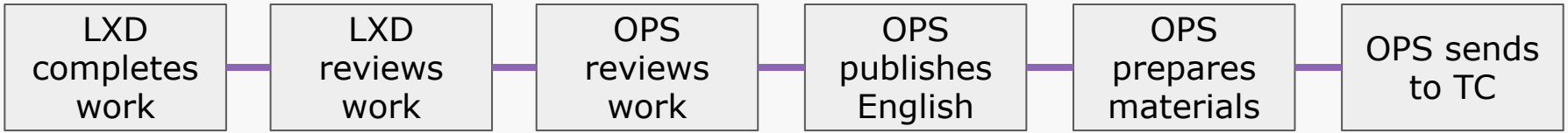
Level 4: TTS, translated video subtitles, supporting text, and full timing review

Level 5: Paid voice talent, translated video subtitles, supporting text, and manual modification of video for timing

Level 6: Paid voice talent, translated video subtitles, supporting text, manual modification of video for timing, and all video content/UI elements reproduced in language

Our CE Localization Process

We need a “team” to get this work done!



Customer Education

Our CE Localization Process

		Text (EN)
1		
2	#DETAILS	
3	#Title and description	
4	#Title	Prepare to Configure Jamf Connect
5		
6	#Short description	Locate the Jamf Connect license. Download the Jar
7	#Long description html	Why is the license important? Where can the Jamf
8		All of these questions and more will be answered
9		*Estimated module completion time: 15 minutes*
10		
11	#Settings	
12	#Long Description Title	About this Module
13	#Overview Title	Module Overview
14	#Curriculum Title	Module Components
15		
16	#Lesson Name Plural	Module Components
17	#Credit Unit Plural	Credits
18		
19		
20		
21	#CURRICULUM	
22	#VIDEO	

(1) Prepare to Configure (2) Configure for Google (3) Configure for Azure AD

```
1
00:00:00,531 --> 00:00:02,967
Welcome to the Jamf 100 Course!

2
00:00:02,967 --> 00:00:07,709
At Jamf, we strive to
help organizations succeed with Apple devices.

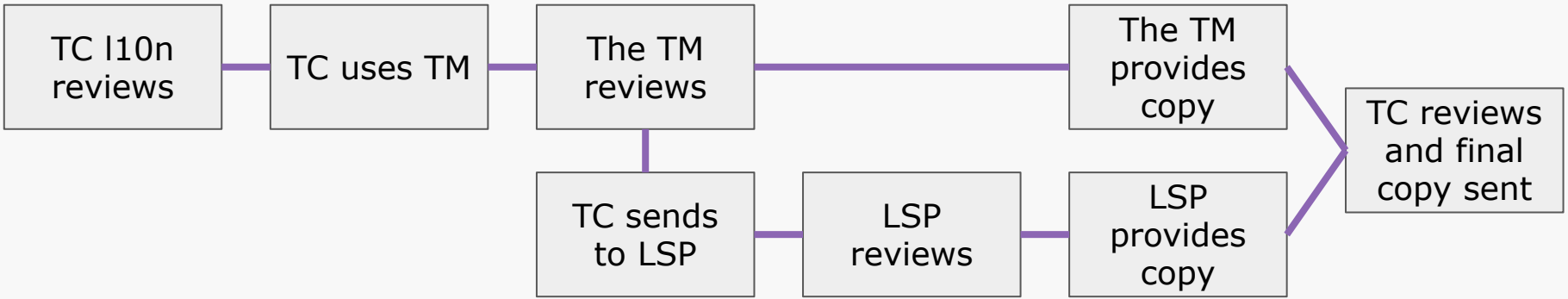
3
00:00:07,709 --> 00:00:09,381
A big aspect of that success

4
00:00:09,381 --> 00:00:12,118
is making sure that you, the admin,
are fully equipped

5
00:00:12,118 --> 00:00:15,328
and trained to use our software
to its full potential.
```

Our CE Localization Process

We need a “team” to get this work done!



Technical Communications

Our CE Localization Process

		Text (JA)
1		
2	#DETAILS	
3	#Title and descriptio	
4	#Title	Jamf Connect 構成の準備
5		
6	#Short description	Jamf Connect ライセンスの場所を確認する
7	#Long description html	なぜライセンスが重要なのですか？Jamf (
8		このモジュールでは、上記のすべてを含む
9		*モジュールの推定完了時間: 15 分*
10		
11	#Settings	
12	#Long Description Title	このモジュールについて
13	#Overview Title	モジュールの概要
14	#Curriculum Title	モジュールの構成要素
15		
16	#Lesson Name Plural	モジュールの構成要素
17	#Credit Unit Plural	クレジット
18		
19		
20		
21	#CURRICULUM	
22	#VIDEO	

(1) Prepare to Configure (2) Configure for Google (3) Configure for Azure AD

```
1
00:00:00,531 --> 00:00:02,967
Jamf 100 コースへようこそ

2
00:00:02,967 --> 00:00:07,709
Jamf では、Apple 製品を
活用する組織の成功を支援しています。

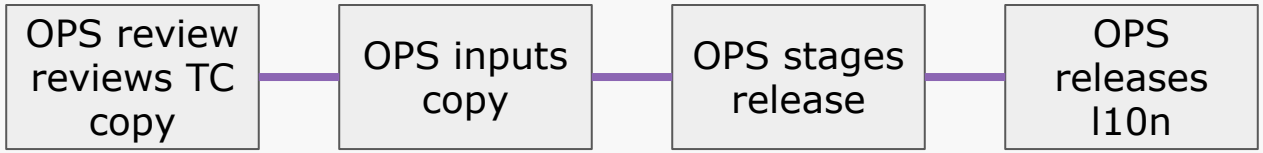
3
00:00:07,709 --> 00:00:09,381
ここでの成功の大きな要因は

4
00:00:09,381 --> 00:00:12,118
管理者が当社のソフトウェアを最大限に活用できるように

5
00:00:12,118 --> 00:00:15,328
十分な準備を整え、トレーニングを受けておくことです。
```

Our CE Localization Process

We need a “team” to get this work done!



Customer Education

Our CE Localization Process


```
1
00:00:00,531 --> 00:00:02,967
Jamf 100 コースへようこそ

02,967 --> 00:00:07,709
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組織の成功を支援しています。

07,709 --> 00:00:09,381
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当社のソフトウェアを最大限に活用できるように

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7	#Long description html	なぜライセンスが重要な
8		このモジュールでは、上
9		モジュールの推定完了時
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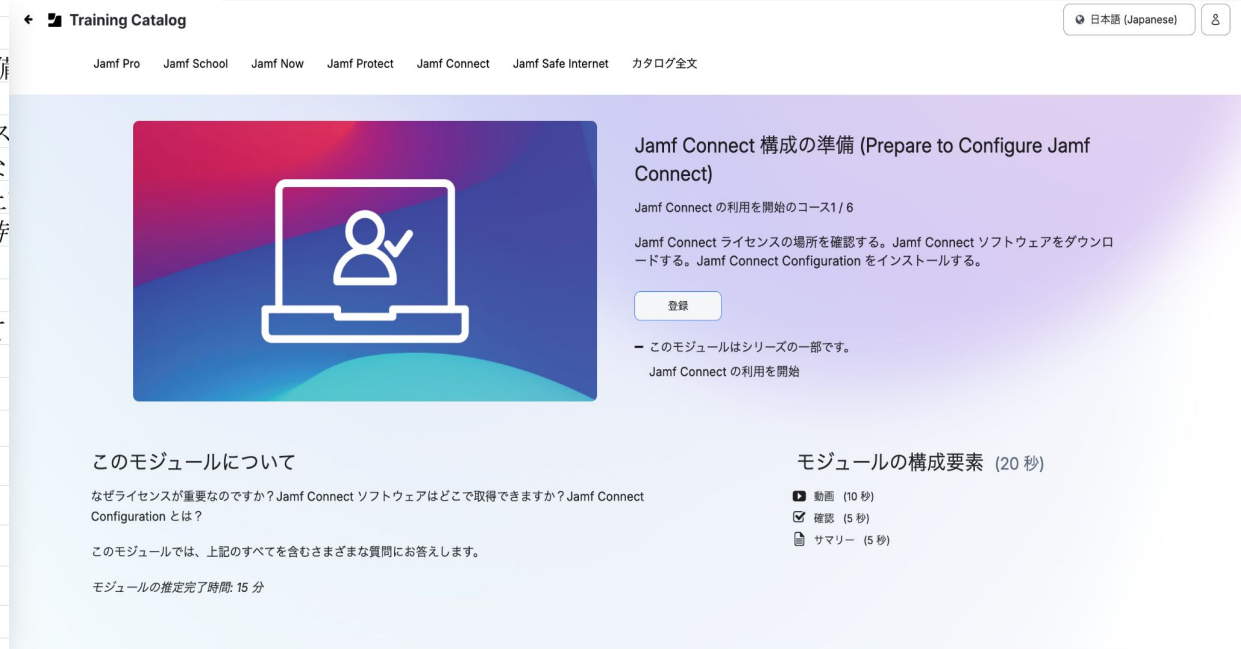
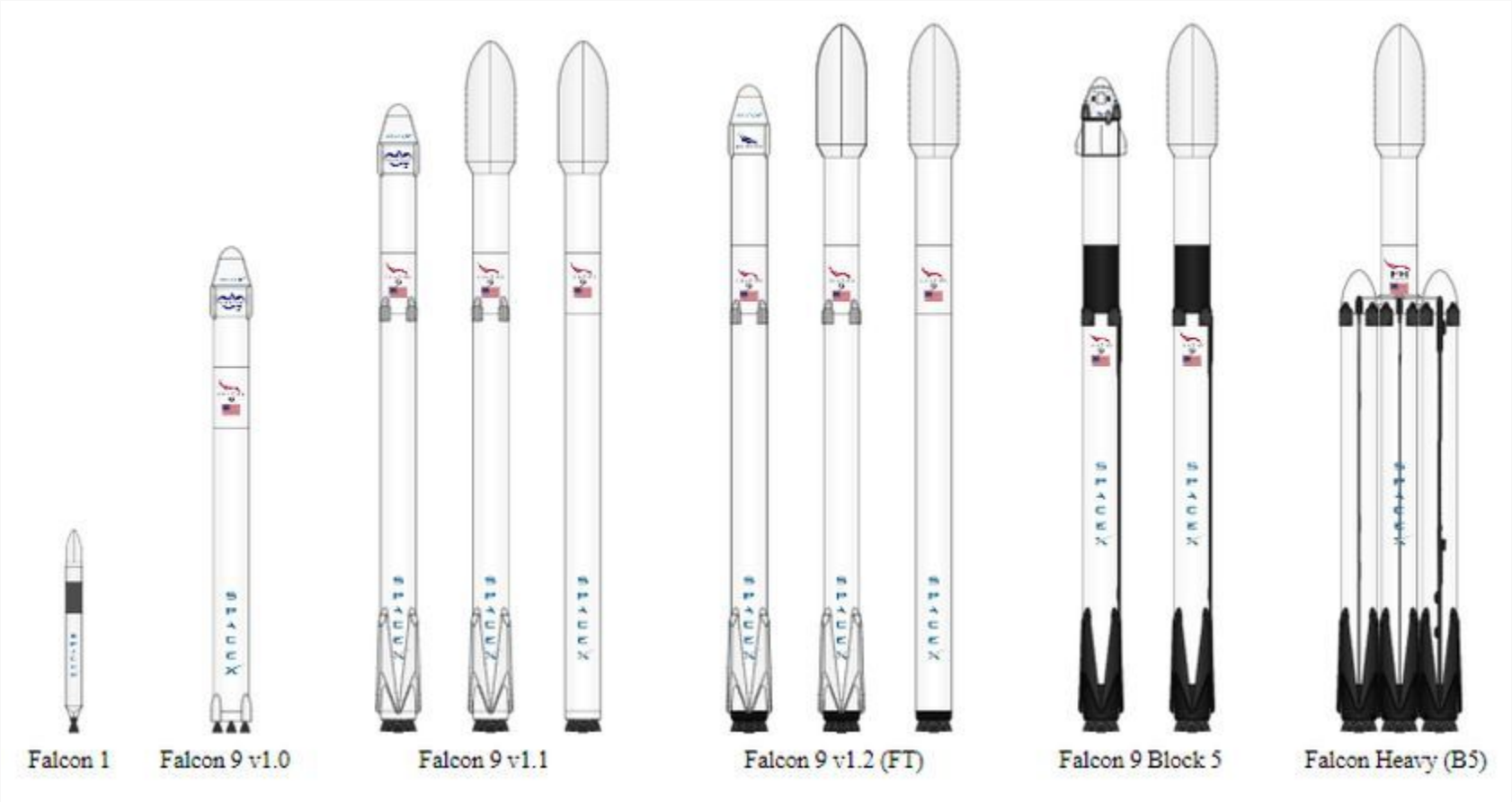


YOUR CE Localization Process

- What are your localization levels?
- What drives the specific level of localization per asset/product?
- Who is on your “team”?
- In-house localization team - possible or not?
- Do you have an LSP? Who owns that contract?
- Who reviews the content prior to publication?
- Can you handle multiple languages and assets at once?

Anyone else fascinated with space rockets?



*From Ars Technica

Start small, then iterate!

Results

Our CE Localization Results

We took a measured approach based on a variety of factors:

- ILT Certification Exam in a single language
- ILT Certification Exam in multiple languages
- OLT module in a single language
- OLT learning path in a single language
- OLT modules within a learning path in multiple languages
- ILT Student Workbook and Preparation Guide in a single language
- ILT Student Workbook and Preparation Guide in multiple languages
- OLT long form content in a single language
- OLT long form content in multiple languages

Our CE Localization Results

We continue to see:

- Engagement driving product use
- Increase in Net Promoter and Customer Satisfaction scores
- Additional portfolio growth, leading to more revenue and less churn

Our CE Localization Results

Jamf 100 Course unique users example:

- Jamf 100課程 = 2072 (2.62%)
- Formation Jamf 100 = 2107 (2.66%)
- Jamf 100 コース = 2562 (3.24%)
- Jamf 100 Kurs = 3000 (3.79%)
- Curso Jamf 100 = 6276 (7.93%)
- Jamf 100 Course = 63079 (79.75%)

Our CE Localization Results

Jamf 100 Course unique users example:

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Our CE Localization Results

Jamf 100 Course unique users example:

- Jamf 100課程 = 2072 ~~(2.62%)~~ -> (12.94%)
- Formation Jamf 100 = 2107 ~~(2.66%)~~ -> (13.15%)
- Jamf 100 コース = 2562 ~~(3.24%)~~ -> (16.00%)
- Jamf 100 Kurs = 3000 ~~(3.79%)~~ -> (18.73%)
- Curso Jamf 100 = 6276 ~~(7.93%)~~ -> (39.18%)
- ~~Jamf 100 Course = 63079 (79.75%)~~

Our CE Localization Results

We continue to see:

- Engagement driving product use
- Increase in Net Promoter and Customer Satisfaction scores
- Additional portfolio growth, leading to more revenue and less churn

But, there is also a risk:

- Time - Our our entire “team” is aligned
- Money - One series (6 modules) = 8 weeks, 6 people, and $8,100
- Reputation - Still strong and customer ❤️

Our CE Localization Results

"Providing localized learning experiences is foundational for our customer experience…we consistently see it lead to very positive impacts in ARR and Net Retention."

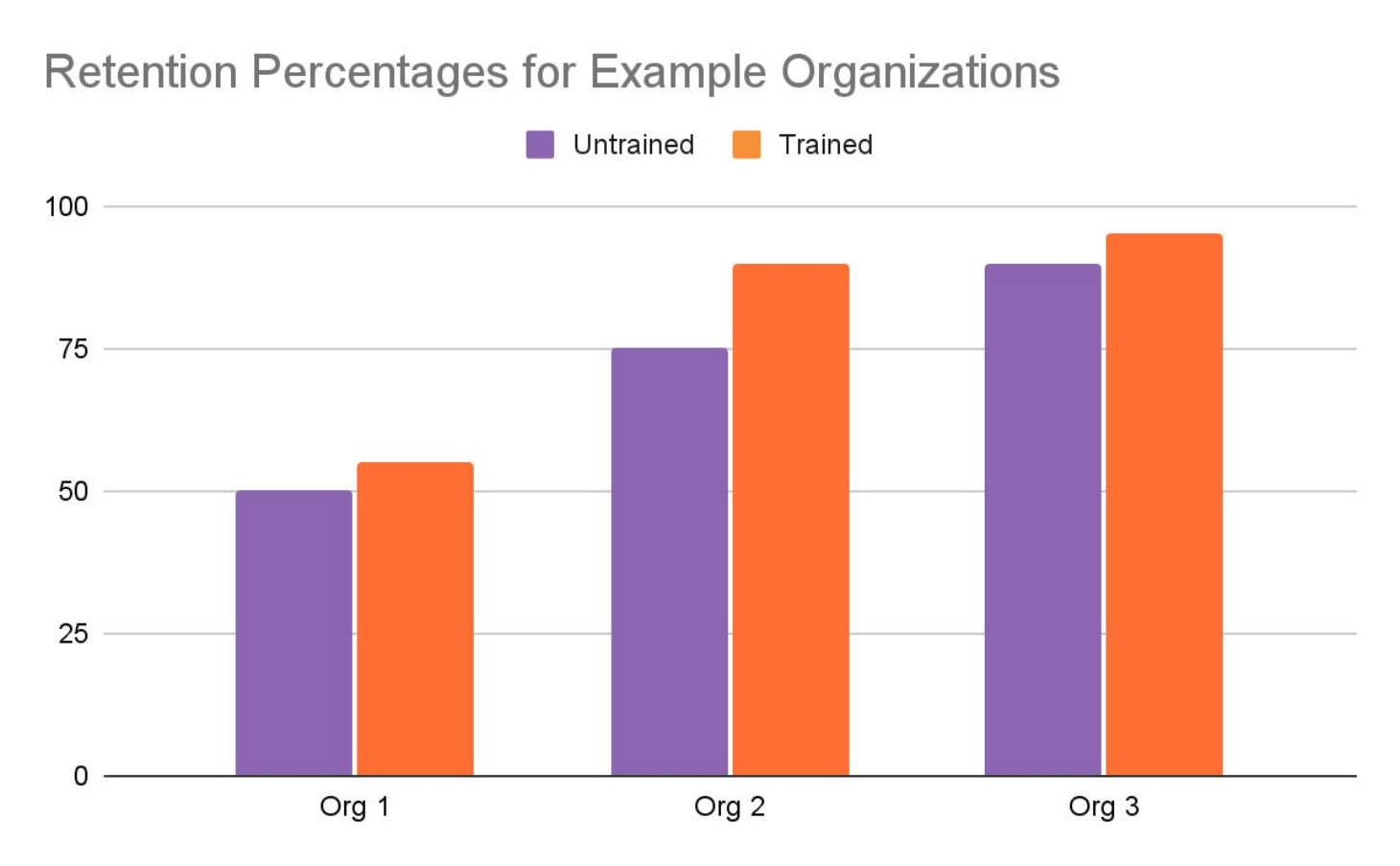
-Customer Success

"I have completed the Jamf 200, 300, and 400 Courses in German. It's great that these trainings are available in multiple languages, especially for those who are not fluent in English."

-Jamf Customer

YOUR CE Localization Results

- Why are you doing this work?
- Has it moved the needle in any way?
- What do you need to change - now or over time?
- How can you refine the process to achieve better results?
- Can you add or subtract a language easily?
- How could automation, AI, or additional tooling change things?
- Is the ROI worth it?



*For illustration purposes

Quantify the value of a 1% change to your KPIs

Are you leaving with something to consider?

Encouragement

Our CE Localization Encouragement

- **Be vocal** - it’s your content, timelines, and UX
- **Consider each project individually** - audience, scope, and level
- **Approach each language separately** - EN/FR/DE/ES vs. JA/ZH
- **Organization is key** - workflow, process, and tooling
- **Build your “team” now** - because you will lean on them later!
- **Consider how you build content** - words, phrases, and examples

YOUR CE Localization Encouragement

- How will you advocate for your content and localization?
- What criteria will you use to determine projects?
- How are you considering Asian languages today?
- What tools do you use to organize work today?
- Who is on your “team” both today and next week?
- How are you accounting for localization during content creation?

This presentation inspired me to do this ONE localization related thing when I get home: _____.

“So What, Why Care?”

“Being able to use localized content for training purposes is very important. For example, in Belgium English is only the ‘fourth’ language…Not everyone speaks English fluently and for those people localized content is a must.”

Jamf Customer

You can localize your content for a global audience!

empowerED25

Randon Ruggles

Director, Customer Education
randon.ruggles@jamf.com

Jamf

empowerED25

Thank You!

members.cedma.org

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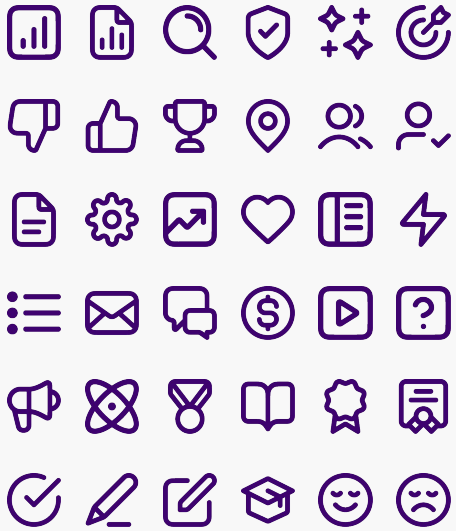
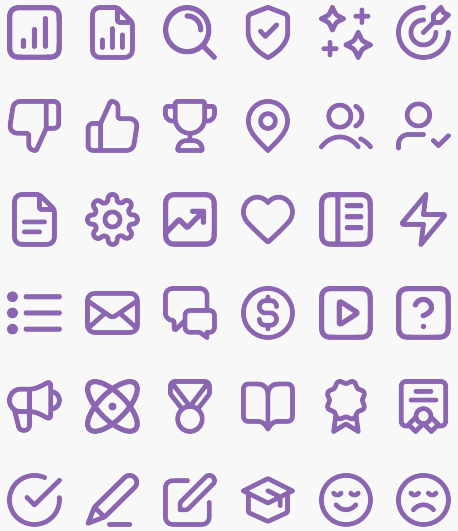
Icon Library

In dark + medium purple and white for dark backgrounds





Brand Colors

For reference