

Accelerating Global Certification Through AI-Augmented Localization

Challenge:

A leading technology company aimed to broaden its **Azure and Security ARB** certification programs by delivering fully localized training across **10** languages (including English, French, German, Korean, Japanese, and Chinese). Their existing English-only materials couldn't support regional trainers or meet diverse learner needs—especially around technical accuracy, cultural nuance, and rapid time-to-market.

Solution:

We partnered closely with the client to design a hybrid AI-assisted localization workflow combined with expert human review:

- **AI-Powered Translation**
 - Leveraged enterprise-grade GenAI models to rapidly translate a substantial volume of content—over 72,000 PowerPoint slides and lab manuals—within an ambitious three-week timeline.
- **Trainer & SME Involvement**
 - Internal technical trainers refined and validated AI-generated translations, ensuring precise terminology accuracy for Azure and security concepts.
- **Native-Speaker QA**
 - Certified native-speaking freelance technical experts conducted final review cycles, polishing language, adjusting cultural nuances, and verifying instructional clarity.

Customization and Delivery:

- **Scope of Courses:** Localized over 40 distinct Azure and Security ARB certification courses into 10 target languages.

- **Formats & Assets:** Delivered fully localized PowerPoint slide decks and accompanying hands-on lab guides for each language.
- **Workflow Cadence:**
 - Discovery & Planning: Initial workshops with client SMEs to define glossaries and style guidelines.
 - Iterative Sprints: Parallel AI translation and trainer reviews executed in structured 2-week sprints per language.
 - Ongoing Coordination: Daily stand-ups between localization leads, instructional designers, and client stakeholders for real-time feedback and adjustments.

Results:

- **Rapid Roll-out:** Successfully localized and delivered assets for 40+ courses across 10 languages within the agreed timeline of three weeks, showcasing the remarkable speed and scale enabled by advanced AI tools.
- **Scalable Delivery:** Equipped the client's regional trainers to conduct extensive certification sessions without further internal localization effort.
- **Positive Impact:**
 - Accelerated regional uptake of Azure and Security ARB certifications.
 - Enhanced learner satisfaction through culturally resonant, technically accurate, and error-free materials.
- **Client Satisfaction & Repeat Business:** The client expressed high satisfaction and has since engaged Koenig for subsequent localization projects, citing the efficiency, quality, and swift turnaround achieved through Koenig's AI-augmented approach.

Client Testimonial:

"Thanks for sharing the localized version of the courses, really appreciate your quick turnaround!" –

Regional Program Manager, Global Tech Training Division