MediaPRO
Cybersecurity & Privacy Education

MEDIAPRO RELIES ON JONCKERS TO LOCALIZE THEIR AWARD-WINNING ONLINE TRAINING
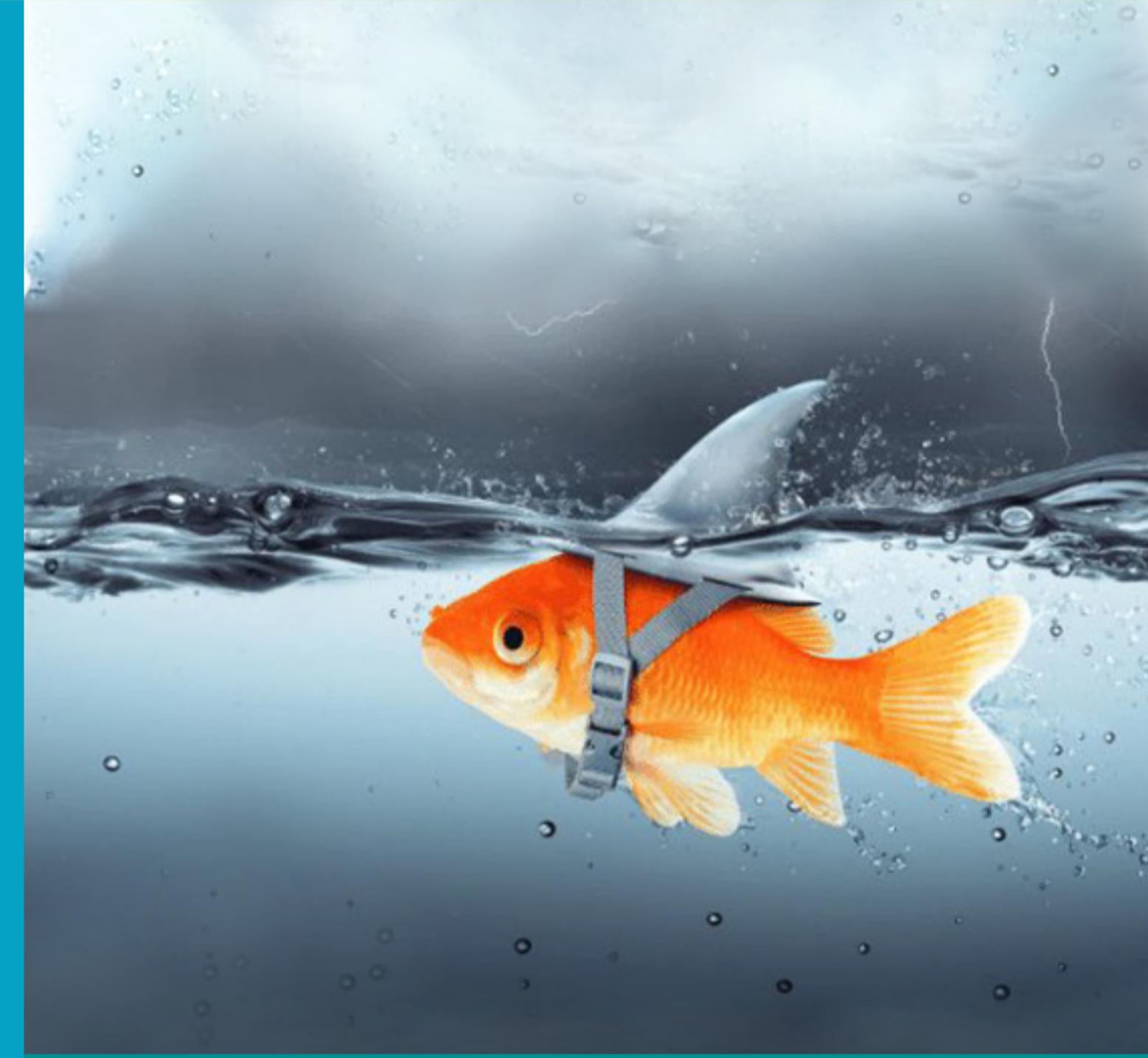
42 LANGUAGES IN 2020

10 YEARS OF CUSTOMER SATISFACTION

RANGE OF SOURCES

SCALABILITY

ONLINE TRAINING GOING GLOBAL FASTER THROUGH AI-OPTIMIZED TRANSLATION SERVICE

MediaPRO, an award-winning training provider in cybersecurity and data privacy, has increased the number of markets it can support by partnering with Jonckers, home of WordsOnline.

Over the last ten years, MediaPRO and Jonckers have collaborated to enable the multilingual delivery of tools such as the Content Catalog across a broad range of languages. MediaPRO offers an extensive library of Training Packs™ including Enterprise, Security & Privacy Awareness courses.

What makes MediaPRO trust Jonckers to localize their products year after year?

"The [combination of] pricing, the use of machine memory, WordsOnline platform, efficient processes, and how you [Jonckers] respond to our inquiries and urgent needs, all came together for us to show the partnership is solid."

Jennifer Wraspir, Senior Director of Professional Services at MediaPRO
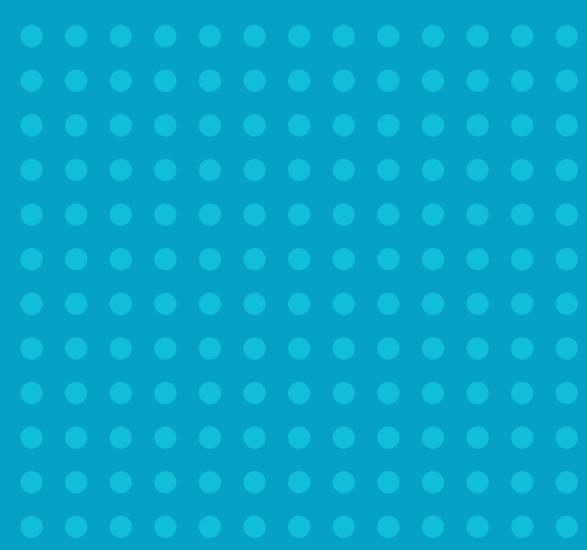
ABOUT MEDIAPRO

MediaPRO security and privacy training solutions are used by organizations of all sizes to protect sensitive data, demonstrate compliance, and reduce the risk to their reputation and bottom line. With MediaPRO, it's easy to keep employees engaged and track program effectiveness. And, unlike phishing-focused security awareness training solutions, MediaPRO covers security, privacy and compliance so users can address a more complete threat landscape.

MediaPRO has been named a leader in Gartner's Magic Quadrant for Security Awareness Computer-based Training for six years in a row. Jonckers was responsible for localizing MediaPRO's products during those years, breaking language barriers, and making it possible to expand into different markets.

"We are pleased to be able to support MediaPRO to go global faster and more cost-effectively with their industry leading e-learning products. MediaPRO can engage their audience and drive revenue globally, reaching out to audiences around the world. Languages are no longer a barrier, but a means of onward growth."

Silke Zschweigert, Chief Executive Officer at Jonckers

MEDIAPRO'S CHALLENGE

MediaPRO is specialized in developing customized security and privacy training solutions for third party companies. They understand the importance of localizing their videos to reach a wider audience and keep learners engaged with their material. Different customers present MediaPRO with different challenges. From diverse language requirements to varying wordcount volumes and unexpected releases, each project can be a new world to conquer.

As MediaPRO's trusted localization provider, Jonckers is always prepared with a flexible, ready-to-work and specialized pool of pre-certified linguists in multiple language combinations. **Jonckers successfully meets all their linguistic needs** to make MediaPRO's work easier.

"Our priority at MediaPRO is creating training content that puts people first and connects with the learner. Having content in their own language not only ensures better understanding but helps our customers better protect their organizations because their employees are more engaged. Having all our supporting content available in so many languages drives program success in every country."

Lisa Plaggemier, Chief Strategist at MediaPRO

VARIABLE VOLUMES

GLOBAL LANGUAGE COVERAGE

HIGH QUALITY VIDEO LOCALIZATION

URGENT DEADLINES
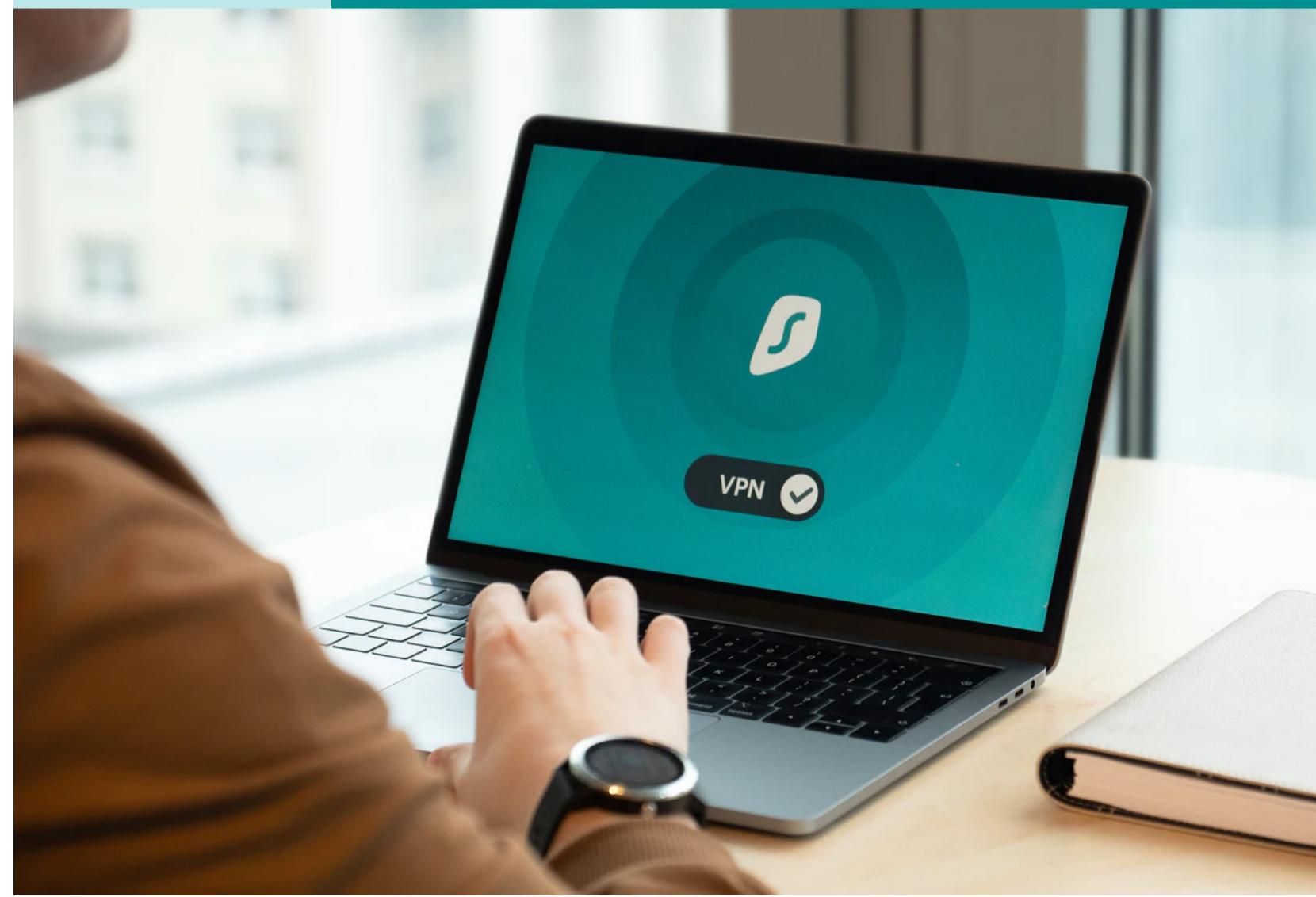
TRANSLATION MEMORY MANAGEMENT

COST-SAVING APPROACH

INNOVATIVE AUTOMATED WORKFLOW

HOW JONCKERS HELPED

Thanks to MediaPRO's ongoing trust in Jonckers, their needs and requirements are understood. Over the years, Jonckers has created and maintained translation memories that now bring MediaPro noticeable savings in time, effort and money. Since the beginning of the collaboration, Jonckers has carefully stored processed content in translation memories. For MediaPRO, this means they don't need to pay for phrases that have been previously translated, ensuring no additional re-translation costs. Jonckers current focus is on localizing the custom pages that contain new, customized information. Jonckers also integrates previously approved content at no cost. This has built trust and helped to secure our solid partnership.

MediaPRO uploads its content through Jonckers' cloud-platform, WordsOnline, to deliver optimal efficiency and savings. MediaPRO profits from a fully automated translation service, while maintaining the high quality linguistic standards that are Jonckers' hallmark.

DISCOVER WORDSONLINE
BY JONCKERS

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time? Most translations use a tedious, manual step-by-step process, which is disconnected, time-consuming, and relatively expensive. With over 25 years of experience in language services, Jonckers has developed an AI cloud platform called WordsOnline. WordsOnline uses a continuous publishing and localization approach that is fully automated, data-driven, and with a fully integrated language community.

WordsOnline is the end-to-end localization platform that combines Neural Machine Translation technology with an AI-empowered translation community to provide control, transparency, and scalability. **Go global faster and on budget.**

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www.jonckers.com

THE RESULTS

MediaPRO's e-learning localization team can easily require several million words per year to be translated into 100 languages. They rely on the WordsOnline cloud platform with a certified linguistic community to cope with fluctuating volumes and varying language requirements. This provides peace of mind for MediaPRO to focus its attention on growing its core business.

"**MediaPRO is one of our valued and loyal customers and we are very proud to be supporting them with their localization needs. They have recently revamped their strategy with a new library of content, where quality and speed were essential. For some time now, we have been successfully using end-to-end automated workflows through WordsOnline. This model delivers speed and scalability with quality because it connects directly to their online global qualified pool of translators. It also has unique quality features that allow us to easily manage risk at every step. We are looking forward to a continued partnership with MediaPRO and wish them every success in their global strategy!**"

Chiara Raimondo, Chief Customer Success at Jonckers