



Translating Trust:

How Canary delivers a superior home security experience to customers around the world

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Fast Facts

- Crowdfunded support from contributors in 78 countries
- Secured retail partnerships in 15 countries in 15 months
- Available in 10,000+ international retail locations
- Serves customers in 145+ countries

SMARTLING SOLUTIONS

- Translation Management Platform
- Global Delivery Network (GDN)
- Smartling API
- Zendesk Connector

WHY SMARTLING

- Ensures a consistent brand experience across customer touchpoints
- Simplifies technical integration via flexible solutions and continuous support
- Promotes superior translation quality without compromising efficiency

Canary's co-founders knew their idea had global potential, but confirmation came sooner than imagined. Within one month of introducing their home security system on Indiegogo, 10,000 devices were pre-sold to crowdfunding supporters in 78 countries.

That already impressive international presence has nearly doubled since. Today, Canary retails in 15 countries and serves customers in more than 145 countries. But when Carmen Magar initially joined the team as Director of International, the company was only just preparing its plans for retail penetration and global expansion.

“Canary is a fast-paced startup that is redefining security. Going global was always a natural fit, but we had to do it well in order to preserve the trust our users place in us.”

- Carmen Magar
Director of International, Canary

Confirming A Candidate

The team understood that its disruptive success was the result of a superior customer experience. The sophistication of HD video and environmental sensors had never been so accessible in the simplicity of a smartphone interface. But to maintain business momentum, Canary's content strategy would have to remain as elegant as its engineering approach.

“The fact that Canary is easy-to-use and gives people access to the information they need is an important point of differentiation for us — not just from traditional security solutions, but regular IP cameras as well. Communicating with customers in their preferred language is a major prerequisite.”

Providing Canary users with a completely native experience would require translating everything from feature descriptions and legal disclaimers to mobile app interfaces and customer support portals. Magar would also have to manage collaboration carefully between departments to ensure localization activities did not distract from product development efforts.

“When engineers are busy with groundbreaking computer vision innovation, I find it's best not to distract them. With Smartling, we found a solution that minimized the need for involvement by our engineering teams.”

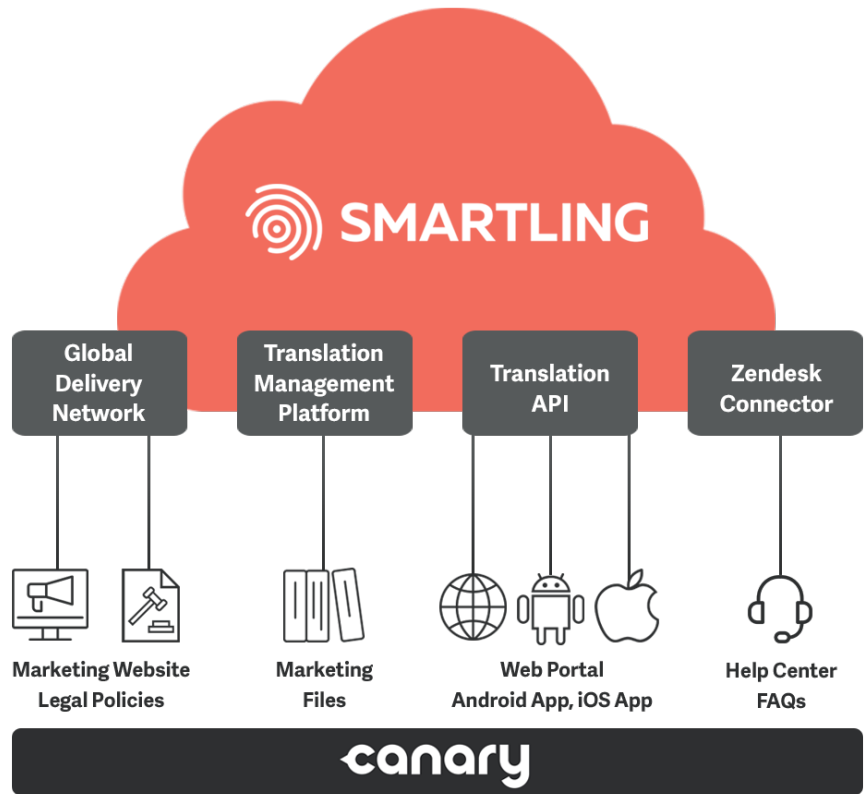
From an operational perspective, colleagues insisted on a solution that would significantly accelerate translation workflows and satisfy aggressive launch deadlines. Translation quality would also have to remain high — especially in an industry defined by authority and trust.

Executing The Plan

Smartling quickly acclimated to Canary's agile work environment. A dedicated onboarding team assured a fast and thorough implementation, and the home security innovator was able to launch its complete customer experience for French and German users in a matter of weeks.

In addition to helping Canary confidently meet launch deadlines, Smartling also became an ally in the arenas of cost efficiency and quality assurance. Providing translators and reviewers with visual context of the source text proactively reduced the potential for costly linguistic errors. And by leveraging translation memory, Magar consistently reduced translation expenses while preserving brand consistency.

Lastly, this restyled localization process won praise from an IT team formerly concerned that tedious translation tasks might take developers away from mission-critical projects. With Smartling, Canary has ramped up internationalization efforts while continuing to release product updates every 2-4 weeks unimpeded.



Even after successfully launching retail operations in 15 countries over 15 months, though, Canary still sees plenty of opportunity on the horizon. Fresh product features, enhanced app experiences, and more international markets are already on the agenda.

“ We believe we're only at the beginning of our story, in terms of both international expansion and product innovation in general. We're happy to have a partner like Smartling that is capable of not only keeping pace, but actually accelerating our global outreach.”

About Smartling

Smartling helps ambitious brands access more markets, deliver better experiences, and build stronger relationships by transforming the way content is created and consumed around the world. Our translation management platform prioritizes process automation and intelligent collaboration so that companies can quickly and cost-effectively localize their websites, apps, and documents with minimal IT involvement.

For more information, visit www.smartling.com.

Ready to get started?

[Request a demo](#) today to see how Smartling is helping brands like British Airways, Spotify, and Survey Monkey stay fluent everywhere.

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