



Case Study

A global consumer brand reimagines how it speaks to the world with A Blueprint for AI-First Globalization

About the Client

The client is a leading designer, marketer, and distributor of branded electric household and specialty housewares appliances and products for restaurants, bars, and hotels.

Engagement Snapshot

Headquarters: USA

Industry: Manufacturing

Project: Intelligent Language Translation Platform

Business Need

Expanding Across Borders with Precision

The client, known for its user-centric innovations and extensive product catalog, faced a pressing challenge: expanding into new language markets (US, Spanish, and Canadian French markets) without compromising the quality and consistency of their user documentation.

Every appliance shipped required user manuals in the local language, each precisely formatted and contextually adapted. However, the traditional translation workflow was highly manual, time-consuming, and unsustainable with rising multilingual demands.

The client's goal was:

"Achieve faster go-to-market for international products while ensuring document quality, tone consistency, and formatting integrity."

The Challenge

As the organization ramped up efforts to penetrate global markets, they were bogged down by:

- **Manual Translation Overhead:** Teams had to remake product manuals entirely for each new language—consuming weeks of effort per manual.
- **Tone and Layout Inconsistencies:** Preserving layout fidelity while adjusting tone (from formal to conversational) required human-intensive formatting and reviews.
- **Scaling Barriers:** As documentation volumes multiply, the existing workflow is strained by multilingual expansion.

These issues stalled market launches, jeopardized consistency across customer touchpoints, and increased operational overhead.

The YASH Solution

AI-Powered Translation Engine with Human-Like Nuance

YASH Technologies engineered an intelligent, automated translation platform tailored to the client's needs. At the core of the solution were several integrated Azure capabilities that brought AI, automation, and scalability together:

Smart Document Intelligence

- **Azure Document Intelligence** decoded and structured complex PDF layouts.
- It ensured section titles, tables, images, and other elements were preserved with semantic accuracy before translation.

Natural Language Translation with Tone Adaptation

- A **fine-tuned Azure OpenAI GPT-4o model** was deployed and trained on domain-specific manuals.
- It translated content while maintaining a formal or conversational tone aligned with each region's cultural context.

Automated Formatting & Generation

- A **custom PDF regeneration pipeline** reconstructed translated documents with exact visual fidelity.
- No manual reformatting was needed, saving hours per document.

Integrated Data & Application Layer

- All documents were versioned and stored in Microsoft Sharepoint, with structured XML data extraction for indexing and searchability.
- The entire solution was hosted on **Azure Web App**, ensuring enterprise-grade security, scalability, and continuous delivery.





Transformative Benefits: Powering the Client's Success

Seamless Localization, Faster Time to Market

The deployment of an AI-powered document translation platform transformed how the client approached multilingual content delivery:

- Zero Manual Reformatting: Documentation could be published directly without post-processing thanks to layout-preserving automation.
- Enhanced Accuracy: Fine-tuned translation ensured consistent tone, terminology precision, and contextual clarity across all outputs.
- Operational Expansion: Supported U.S. and Canadian markets immediately, with scalability planned for other geographies.
- Reusability & Extensibility: The platform is designed as a reusable asset for broader content translation across business functions.
- Cost savings from reduced manual effort and rework.

For more information contact YASH today at info@yash.com or visit www.yash.com

Global Presence

AMERICAS | EUROPE | APAC | MEA

World HQ: 841 Avenue of the Cities, East Moline IL-61244 USA | Tel: 309-755-0433 | Fax: 309-796-1242 | www.yash.com

