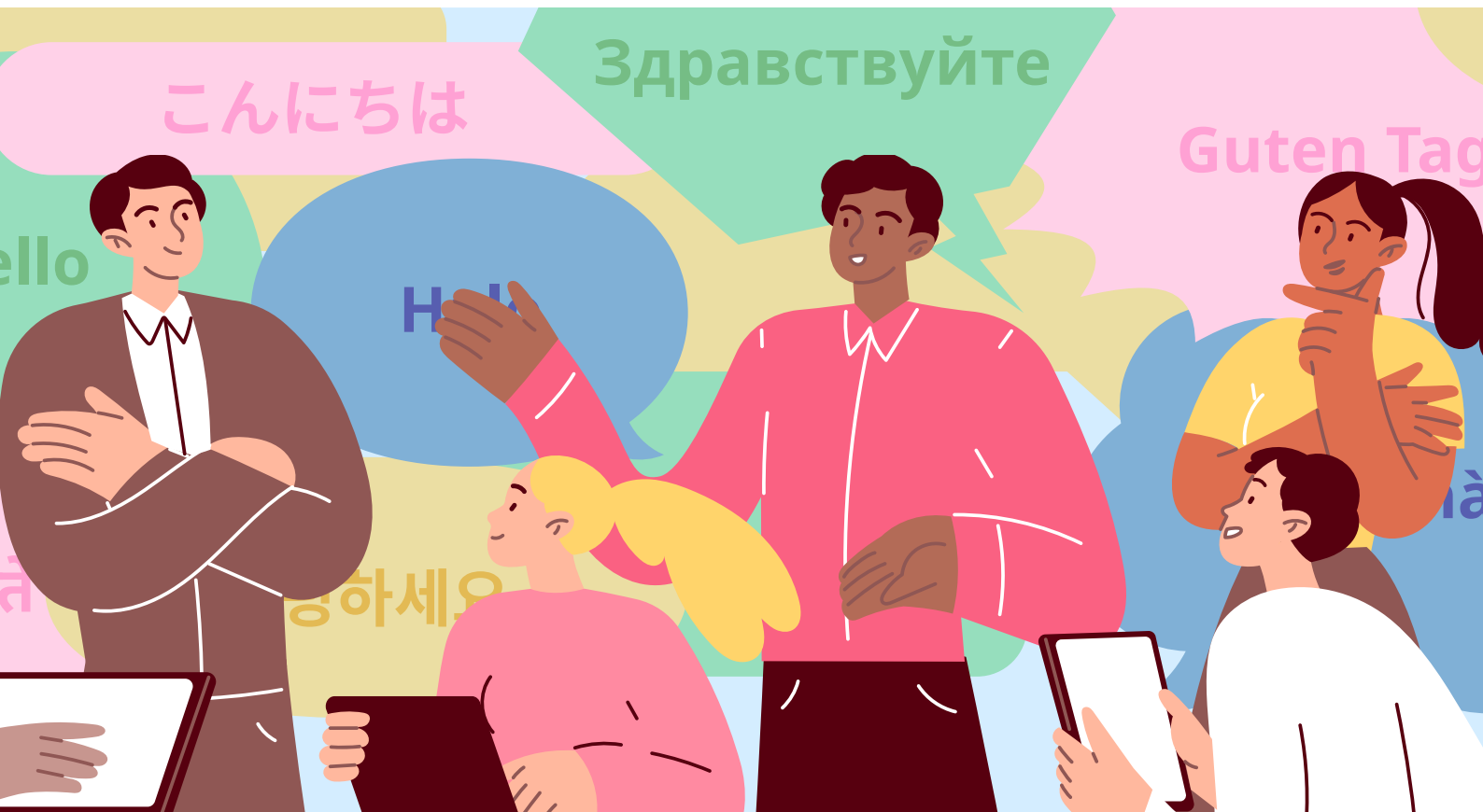


Smart Localization → Global Growth

SHIFT's Localization Solution

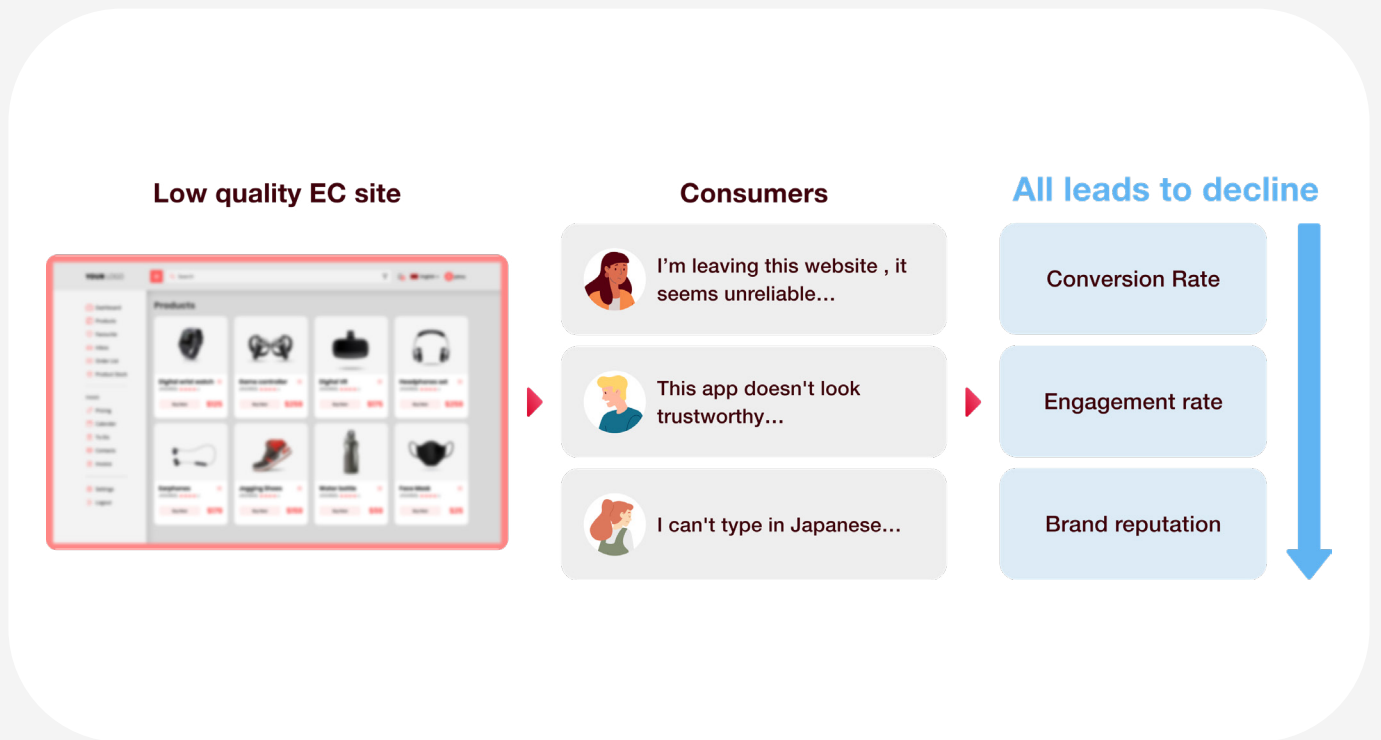




Executive Summary

Money spent on localization is not a cost, but a strategic investment that prevents user frustration and lost business opportunities. High-quality localization directly contributes to sales growth by ensuring that customers clearly understand the product value and feel confident making a purchase.

SHIFT supports its clients through a comprehensive localization testing solution that integrates top-tier linguistic talent, proprietary CAT tools, and proven QA frameworks. We verify both language quality and system functionality to eliminate translation errors, cultural mismatches, and hidden technical bugs. SHIFT enables global companies to build trust, boost engagement, and achieve sustainable growth worldwide.



What Is Localization and Why It Matters

Localization is the process of adapting a product or service to the language, culture, and technical environment of a target market. The quality of your localization directly affects how well your product performs, since customers only buy when they understand and trust what they see. According to a survey by Croud, 57% of users notice language or cultural inconsistencies on international websites, issues that immediately undermine trust and purchase intent. Poor translations, confusing layouts, or cultural mismatches can quickly make a product appear unreliable.

The impact of localization goes far beyond language. In software and apps, poor localization can lead to functional errors and usability issues that frustrate users and disrupt transactions. Such system-level flaws may break layouts, distort messages, or even disable features that once worked seamlessly. The result is tangible business loss; reduced engagement, abandoned purchases, and a weakened brand reputation.

Effective localization, on the other hand, enhances usability, builds trust, and strengthens market relevance. SHIFT ensures that every localized product communicates naturally, functions reliably, and feels authentically local, turning international users into loyal customers and driving sustainable growth across global markets.

Common Types of Localization Issues

Translation



Translation is not simply about replacing words; it is about conveying meaning and tone. In Japan, for example, many English words are written in Katakana as loanwords, but their meanings often evolve in unexpected ways. The term “マイペース (my pace)” may sound English, yet it actually means “to do things one’s own way,” not “my speed.” Likewise, “コンセント (consent)” refers to an electrical outlet rather than “permission.” Literal translations of such Katakana-English expressions can therefore produce confusing, or even comical, results.

Automated translation tools often overlook these nuances, leading to awkward or misleading phrasing that undermines credibility. True localization requires human expertise to convey the intent, emotion, and context that algorithms cannot capture. SHIFT blends native linguistic review with automated quality assurance to ensure every translation is precise, natural, and culturally authentic. Accurate translation fosters user trust, strengthens engagement, and delivers a seamless, native-quality experience in every market.

Functional



Functional localization ensures that software operates correctly under the language, regional settings, and usage conditions of each target market. Even when text appears accurate, functionality can change. For example, Japanese users often type using Input Method Editors (IMEs), where shortcut keys such as Ctrl + V may not work as expected. Issues like these often go unnoticed in English-only testing but can significantly disrupt local workflows.

SHIFT uncovers such hidden problems through real-environment testing that replicates actual user conditions. We verify functionality across operating systems, devices, and input methods to guarantee consistent performance worldwide. This includes testing localized builds under regional settings, character inputs, and system preferences that automated checks frequently overlook.

By identifying and resolving these subtle defects, SHIFT ensures that software remains intuitive, stable, and efficient in every market. Our functional localization prevents workflow interruptions, enhances usability, and protects the brand reputation built on reliable performance.

Formatting



Formatting plays a key role in how users interpret information. Even small details like date formats differ across regions: Japan uses YYYY/MM/DD, Europe follows DD/MM/YYYY, and the United States prefers MM/DD/YYYY. A simple mismatch can lead to confusion, such as reading 03/05/2025 as either March 5 or May 3.

Units of measurement and counting systems also differ, such as kilograms versus pounds or Japanese counters like 冊 and 枚. When these formats are inconsistent, users can become disoriented and costly operational errors may occur. Automated localization tools often overlook such nuances as they apply language rules without accounting for numerical or cultural context.

SHIFT carefully verifies every data format, including dates, units, numbers, and currencies, to ensure accurate and intuitive presentation in each market. Consistent formatting improves usability, prevents errors, and reflects the professionalism expected by global customers.

UI/UX



Localization often disrupts user interface layouts, as translated text can expand or shrink in unexpected ways. For example, “Sign in” becomes “Anmelden” in German or “ログインしてください” in Japanese. Without flexible spacing, buttons may overflow and words can break awkwardly across lines.

Automated localization tools frequently cause these issues by inserting string variables that exceed design limits. SHIFT’s engineers identify and resolve such defects through real-device testing and careful visual inspection under localized conditions. They check alignment, spacing, readability, and navigation flow on every screen to ensure a consistent experience.

By preventing truncated text, overlapping icons, and misaligned elements, SHIFT maintains a clean and intuitive interface across all regions. A well-localized design not only looks professional but also shows respect for local users, fostering trust and improving long-term engagement.

Cultural Context



Cultural symbols and colors carry very different meanings from one region to another. In Japan, a circle (○) signifies “correct” or “good,” while in many Western countries it can suggest “wrong” or “needs correction.” Conversely, a check mark (✓) is widely understood as “correct” in Western contexts but may be seen as “wrong” or “incomplete” in Japan. Colors also differ in meaning. Red often indicates danger or error in the United States, yet in Japan it can represent celebration or emphasis.

When these nuances are overlooked, users may misunderstand feedback or feel uneasy. Automated localization systems cannot recognize such cultural subtleties and often apply default symbols that conflict with local expectations. SHIFT addresses this through expert cultural quality assurance, reviewing icons, imagery, and color choices in context. By adapting visuals appropriately, SHIFT helps users immediately understand system cues and feel comfortable and confident in every market.

Garbled Text



Garbled text appears when software fails to process local character encoding correctly. For instance, “日本語” may show up as “æ—¥æœ—èªž” if encoding settings are inconsistent or incompatible. This often occurs when automated localization tools overwrite or misconfigure Unicode properties, causing characters to display as unreadable symbols or blank boxes.

SHIFT prevents these issues by validating encoding across all environments through both automated and manual quality assurance. Our team checks the entire text flow, from input to storage to display, to confirm full compatibility with each target language.

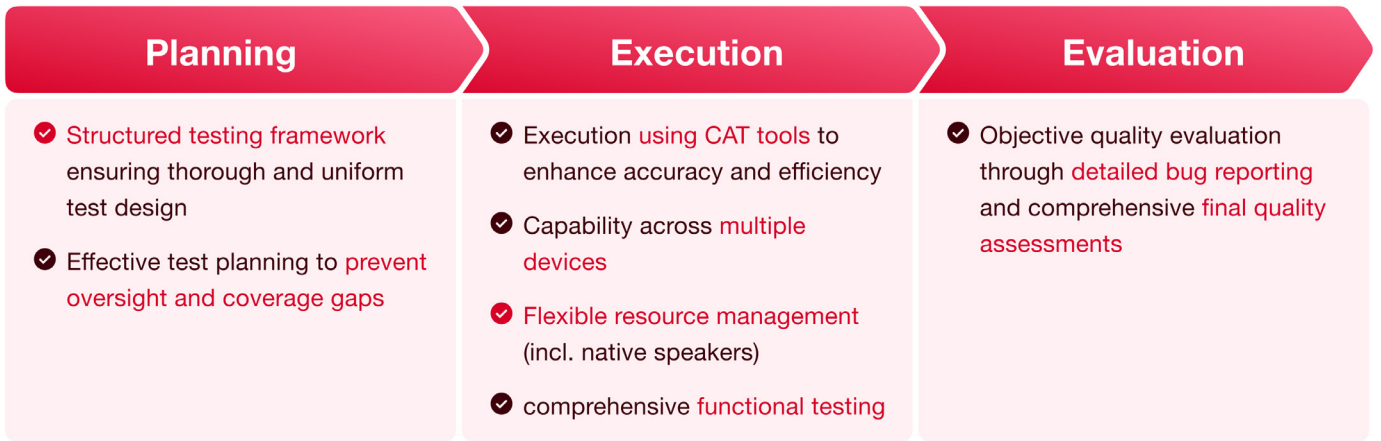
Unreadable text is more than a visual defect. It disrupts comprehension, undermines credibility, and frustrates users. SHIFT’s comprehensive Unicode validation ensures that every label, message, and form displays accurately. Reliable text rendering is vital for accessibility, usability, and trust, allowing users to engage confidently with localized products.



Our Localization Solution

SHIFT offers a comprehensive three-phase localization testing framework covering Planning, Execution, and Evaluation. Each phase ensures reliability, efficiency, and measurable quality across all languages, platforms, and devices.

Our Localization Solution



1 Planning

We create structured test plans that clearly define linguistic scope, coverage, and priorities. Standardized frameworks remove testing gaps and maintain consistency across projects. Early planning identifies potential functional, cultural, and UI risks before development, reducing rework and accelerating time to market.



2 Execution

SHIFT conducts multi-device and multi-environment testing with native specialists and proprietary CAT tools. We combine linguistic quality assurance with functional verification under local operating systems and input conditions. Real-world validation detects auto-localization errors and usability issues that automation cannot catch, ensuring flawless performance in every market.



3 Evaluation

Our evaluation phase provides transparent reports with detailed defect data, quality metrics, and actionable insights. Clients gain full visibility into product readiness through measurable performance indicators. SHIFT's data-driven reviews confirm that every release meets quality expectations and aligns with the needs of global users.



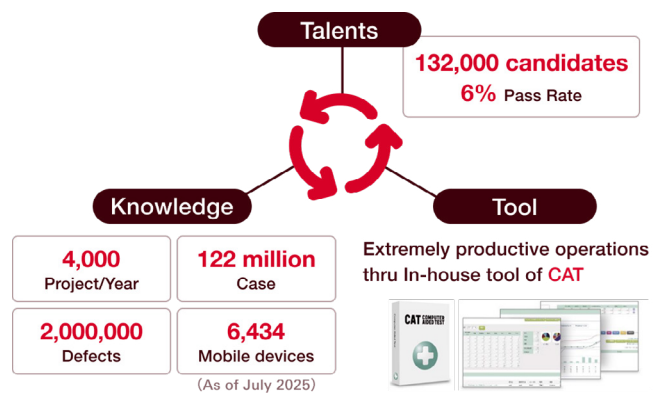
SHIFT's integrated process delivers localization testing that is precise, scalable, and outcome-focused. From planning to evaluation, we help clients release products that look, feel, and function perfectly worldwide.

Competitive Advantage

SHIFT delivers standardized, high-quality localization testing that maximizes return on investment and minimizes cost without sacrificing accuracy, speed, or cultural relevance.

SHIFT's Standardized Testing

Our testing excellence is built on three foundations: Talent, Knowledge, and Tools. Only the top six percent of 132,000 applicants qualify as SHIFT engineers. We analyze more than 120 million test cases and learn from over two million defects across 6,400 devices. Proprietary CAT tools support structured, scalable workflows and automated defect tracking. This standardized approach guarantees precision, consistency, and efficiency that remain unmatched in the industry.



Competitive Solutions

SHIFT consistently outperforms traditional system integrators in both cost and quality. Typical comparisons show test design at \$5 versus \$9 (44% lower), execution at \$9 versus \$18 (49% lower), and bug fixing at \$965 versus \$1,844 (48% lower). Our approach combines advanced automation, expert oversight, and extensive testing data to reduce errors and accelerate delivery. Clients achieve faster releases, stronger performance, and higher returns, proving that localization testing with SHIFT is an investment that delivers lasting value.

Cost		a SI company	SHIFT
Test designing	\$ per case	\$9	\$5 (-44%)
Test execution	\$ per case	\$18	\$9 (-49%)
Bug finding	\$ per bug	\$1,844	\$965 (-48%)

*Assume engineer cost of SI company A is \$80K/y while the one of SHIFT is \$64K/y (20% less)

*USD = 150JPY



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