From Traditional to AI-First Localization

How Translated helped Asana automate 70% of its workflow, reduce manual effort by 30%, and improve translation quality.

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Scaling Growth Without Scaling Complexity

Asana, a collaborative work management platform, was growing rapidly as the world embraced remote working, but their localization workflow wasn't able to scale with the business. Growing needs for global content brought increasing requests to create and maintain content quality across languages, and the mounting complexity of managing it all was driving up localization workflow costs.

They needed to resolve the manual workflows and simplify the complexity they were facing. The solution? An automated workflow that would provide the tools and structure to scale with their growth and seamlessly support new languages and locales without disrupting day-to-day operations.

That's where Translated came in, partnering with Asana to co-design a custom, end-to-end AI-first localization workflow, powered by AI and perfected by language professionals.

An All-in-One, AI-First Workflow

Together, Translated and Asana co-designed a comprehensive, end-to-end customized solution to streamline their localization workflows.

Centralized and streamlined content intake and delivery.

Custom AI model, continuously improved by human feedback.

Direct-to-translator model that selects translators via AI ranking.

Human supervision available throughout the pipeline.

"Working with Translated allowed us to create an automated workflow that seamlessly integrates with all of our technology platforms across the business. This custom integration allowed us to reduce the time to deliver quality translations and has created a scalable model that enables us to add new languages effortlessly. With this custom partnership model, we were able to integrate the project management workflows into Asana for full-team visibility into translation operations."

Rachel Rosin, Head of Digital Experiences, Asana

The Solution in Detail

Translated and Asana partnered to redesign how global content flows across Asana's entire customer journey tech stack. What was once a fragmented process evolved into a unified, AI-first program powered by **TranslationOS**, Translated's **adaptive AI-driven service delivery platform**.

TranslationOS became the single operational hub of Asana's AI-first localization strategy that is now fully observable, automated, and transparent, **helping teams deliver consistent, on-brand localized content faster across every global market**.

As part of this, we replaced the legacy GitHub connector with a newly designed Content Repository. To ensure the new solution met real-world needs, we embedded UX alignment, agile development, and sandbox testing into the process. The result was a flexible, scalable system that automated translation requests and deliveries while empowering the localization team to work independently through the UI.

Key Advantages

Scalable Quality with Human–AI Collaboration

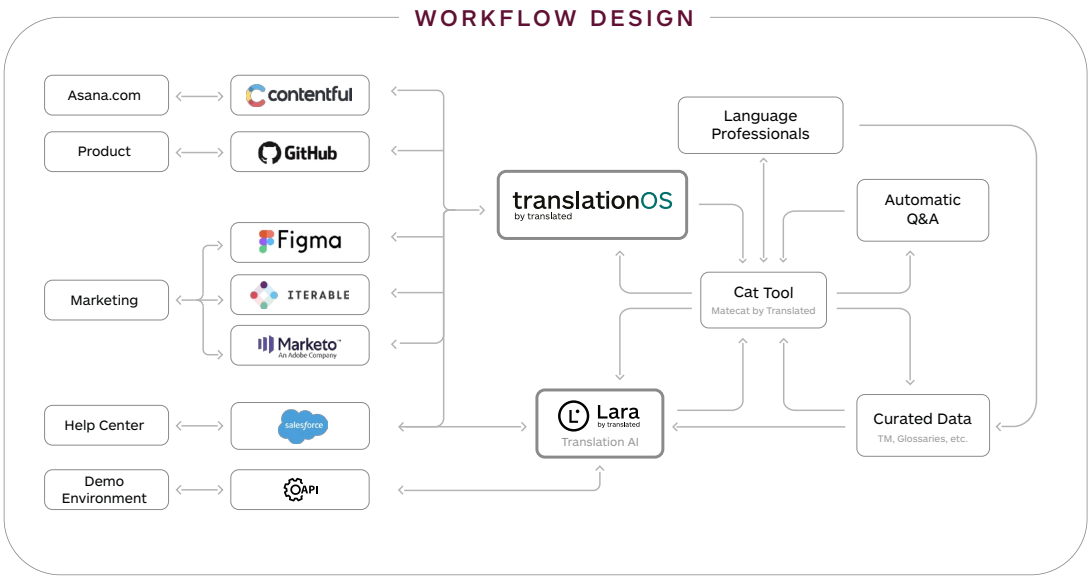
Integrated Lara, Translated's proprietary AI translation engine, with professional translators in a single workflow. Lara learns continuously from human feedback, increasing first-pass acceptance, reducing edit effort, and delivering compounding quality improvements over time without added operational load.

Custom-Built Connectivity

Unified all content sources across Asana's tech stack within TranslationOS, creating a single operational hub for routing, service-level control, and delivery tracking.

Full Visibility and Transparency

Centralized localization management in one dashboard, providing real-time visibility into project status, quality, and spend. Gave leadership a clear line of sight into global execution, enabling informed decisions and stronger program control.



From Bottlenecks to Scaling Worldwide

What began as a need to scale localization without scaling effort became a blueprint for sustainable global expansion.

Translated's AI-first approach helped Asana reduce operational load, shorten delivery cycles, and empower teams to do more with less, all while preserving the brand's voice worldwide.

Achievements

70% Of the workflow **automated**

30% **Faster** Time-to-market

268 Manual **workload days saved** per year

$1.4m Total time, license and operational **cost savings annually**

Ready to scale your ambitions?

Whether you're managing content across a dozen teams or hundreds of markets, Translated's AI-first workflows can help you expand further, faster.

Get in touch for a tailored solution to help you overcome operational bottlenecks and maintain quality as you grow.

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