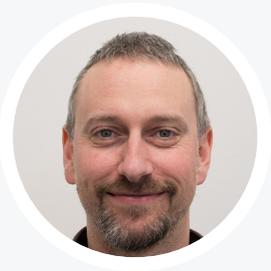


How SCS Software mastered localization into 47 languages and reached non-English speaking players

Over the past 3 years, SCS Software localized their games into 47 languages with Crowdin



“Crowdin platform is easy enough for anybody. Everything you need is in your browser, you just open it, and can start localizing

Patrik Rak, Lead Programmer at SCS Software



SCS SOFTWARE

COMPANY

SCS Software

<https://scssoft.com/>

INDUSTRY

Computer Games



Creating open world truck simulator games for thousands of people around the world

Founded 24 years ago, SCS Software is a privately-owned video game development company located in Prague, Czech Republic. SCS Software has successfully designed and developed over 15 titles, including a long line of truck simulation games in the 18 Wheels of Steel series. The company uses its independent solution – unique Prism3D game engine technology.

With the help of a diverse team of experienced professionals, the company became famous all over the world thanks to two incredible games: [American Truck Simulator](#) and [Euro Truck Simulator 2](#). SCS Software is also a proud winner of the 2016 Steam Awards in two categories, PC Gamer's Best Sim 2012 and the winner of Czech Game of the Year Technological Solution Award 2016.



Looking for a new localization software

Over time, localization has become more than just a secondary task. As the number of languages grew, localization required more time and resources. Thus, planning and automation of the whole process were critical. At that point, the SCS Software company came to Crowdin.

One of the issues they have had with previous solutions was the lack of **branches**.

COMPANY

SCS Software

HEADQUARTERS

Prague, Czech Republic

INDUSTRY

Computer games

TRANSLATION APPROACH

- Crowdsourcing
- Translation by team members
- Proofreading by native speakers and volunteers

FUNCTIONALITY USED

- Crowdin API
- Version management
- Translation Memory

KEY RESULTS

- 2 localized PC games
- 47 enabled languages
- Automated content delivery
- 70% of players from non-English speaking countries, including big communities from Turkey, Brazil, and Russia

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We were only able to have one version of the files, which was very complicated, as our products are two sister games with a big amount of similar strings. With Crowdin and having both of those main files and branches, the managing process became much easier.

Patrik Rak, Lead Programmer at SCS Software

Now, all strings that are similar in games are automatically translated, saving time for translators, proofreaders, and developers.

Another feature that proved to be an advantage for the company when choosing a localization management platform was **String Filter**. The ability to see all untranslated strings within a few clicks is a great way to manage the entire process and evaluate the situation. And the best – you don't need to be a localization manager to handle this. It's easy and quick, even for the person who is new to localization and platform.

And the thing that all developers and modern teams love – **automation**. SCS Software works with many translators. They have access to the latest content and work together simultaneously, boosting productivity. What's more, their translations are automatically integrated with the repo, ready to be merged.



Localization: an in-house team of developers + community translators

With over 300K players of both games combined on an average day and even more during weekends and holidays (according to [Steam Charts](#)), the localization of the games is effectively managed by the games community and a few team members.

The game industry is one of the luckiest areas in terms of fans who always support the game, suggest improvements, and can and are most importantly, eager to translate it into their native language. SCS Software is not an exception. They have a dedicated forum page about game localization, where they're inviting people and beta-testers to translate or ask questions considering game localization.

SCS Software doesn't have a dedicated localization team, as many might expect for a company of its size. There are a few people in the team who take care of localization, mostly developers and Patrik in specific, Lead Programmer at SCS Software. He's mainly responsible for uploading content to Crowdin and making sure the company didn't leak any important information, future feature spoilers, and more.

Even though their main translation strategy is community translations, some game languages are handled by people inside the company. As the SCS Software team contains people from around the world, the games are localized to some languages like Polish or Czech by its team members. They also take care of localization to US English, as it requires not many changes from their master language – British English. ” Most of us are familiar with spelling differences (color and colour) or terms differences like petrol/gas station, so it's one of the aspects that is easy to manage without hiring a dedicated team,” says Patrik.

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Crowdin platform is easy enough for anybody. Everything you need is in your browser, you just open it, and can start localizing.

Patrik Rak, Lead Programmer at SCS Software



Using JSON file format in localization

SCS Software manages localization completely through the [JSON](#) files, one of the most common file formats in localization. To provide a proper [context](#) for everyone who wants

to translate and save time on managing some localization issues, the team is providing additional comments for groups or individual game items right in the file. For example, they mark city or truck names, and more.

After syncing files to Crowdin, those comments are visible to translators and other members in the translation editor. This helps the community provide better quality translations and reduces the number of discussions in comments. All the necessary information is gathered in JSON files and automatically uploaded to Crowdin.



Translating two similar but still different games: branches and version management

With new updates in the form of new cargos, accessories and trucks, both SCS Software games are constantly filled with new content. To manage two similar but still different games and organize developing and localization processes better, the SCS Software team uses Crowdin branches called [version management](#).

Version Management feature integrates localization into the development process, allowing the company to avoid translation delays for added texts or new product features.

Typically, when developers create new branches in the repository, they synchronize them (master along with feature branches) with Crowdin. Duplicates between branches are hidden, so they will not affect the price or be translated twice. After the translation is complete, developers receive them as a pull request and can merge them. This way, they can merge new features into master along with translations.

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For me as a developer, the branches are perfect. With them, you can very easily translate a lot of text in like almost no time. The entire process is streamlined, and I think that's the greatest feature

Patrik Rak, Lead Programmer at SCS Software

The company has a few releases a year, so it's easy to manage branches manually. Still, for those who prefer full automation or create branches quite often, we recommend the [Crowdin CLI tool](#). It allows you to create a new branch with all corresponding files within a few clicks.



Steam Store Localization

Tailoring the Steam Store experience for those users who don't speak English is essential. Even though Steam supports a store page and in-game localization, it's still much easier to handle the translation process of both types of content in one place. One of the reasons SCS Software chose to translate their Steam Achievements on Crowdin – is the number of [supported languages](#). Crowdin supports 300+ default languages. Even if your target languages are not currently supported, you can still add them as [custom languages](#).

Steam proposes a much smaller list of languages SCS Software has in their games. It offers official language support for 26 different languages on a variety of platform features. SCS Software now uses much more – 47.

All of those texts are actually fetched through the Crowdin [API](#). They've written a script for that, so there is no need to upload texts and download translations manually.



Ensure quality and export only approved translations

By default, Crowdin uses source texts for the untranslated strings while exporting translations. You can also **skip untranslated strings** if your file format allows this or **automatically fill in the regional dialects**. This feature is useful when the project is translated into the language dialects (like Spanish, Argentina). Translations from Spanish will be automatically copied to untranslated strings in Spanish, Argentina.

The export option we recommend – **export only approved translations** feature. This way, you can maintain the quality of your localized product, as only texts that are both translated and approved will be included in the exported translation files. The approval

option is available for proofreaders and managers only, thus maintaining full control of what texts will be shown on your localized product UI.

SCS Software slightly changed the flow and now uses the approval option in a really creative way. "Approve" is their way of locking down translations they don't want anyone to change. Other strings can stay not approved.

For some languages, they have dedicated proofreaders. It can be someone from their team or some people from the community they have long-term relationships with. But usually, they keep approval status for the SCS people.



Game localization management is easy with an integrated platform: streamline your workflow

Localizing games allows you to improve your sales, increase the number of downloads, satisfy your international players, keep your place in a competitive market, and boost your app store ratings. With a nicely prepared localization strategy, translation team, resources, and localization management software, you can reach these goals faster.

The process of localizing a game involves much more than simply translating the text. It is important to control the text delivery, give translators the opportunity to work simultaneously, and provide a place where they can ask questions, leave comments, use a glossary, and more.

You can set a notification to alert them about new content and benefit from all the tools – translation memory, context material, and machine-translated suggestions.

Today, the SCS Software team effectively manages localization and speeds up release time with the help of Crowdin and the features we provide. They serve about 70% of non-English speaking customers and offer games in their native languages. Both of their games and Steam Achievements are being translated into 47 languages. The best part is they are always ready to open and ship their games in other new languages when they see the translations at the project are ready. The project in Crowdin currently has 200+ members (both managers and contributors), and SCS Software keeps engaging their players to be a part of the localization process.

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It's not the single feature for me, but the whole UI experience. It's very polished and easy to get into, even for a new user.

Patrik Rak, Lead Programmer at SCS Software


47

target languages


227

project members


5000+

strings