



## Eliminated language barrier from a Digital Mapping Software

### The Client

MapmyIndia is India's leader in premium quality digital mapping, data, GPS, location-based services (LBS), GIS and location-based business intelligence solutions. MapmyIndia pioneered digital mapping in India and is driving the Indian navigation and location-based service industry by providing products and services across all platforms, directly and in partnership with leading players internationally.



**Localization of digital mapping software to make it available in native languages**



**"To Interact with non-English users in their preferred language"**

### Business Challenge

MapmyIndia aspired to deliver its navigation services across India. The hurdle was the language preferences in different states, and limitation of the system to interact with end-users only in English language. This restricted its approach to local language speaking genre of customers. Thus MapmyIndia was on toes to eliminate and resolve the language barriers from its software utility.

### Webdunia Solution

To wipe out the language barrier the responsibility was put on the reliable shoulders of Webdunia and our consistency in delivering quality solution continued. Webdunia undertook the localization of mapping content in 8 Indian languages and supported it with voiceover service in same languages for Interactive Voice Response (IVR). This again showcased the innovative image of MapmyIndia.



**"Webdunia boosted the utility of MapmyIndia by making it available in 8 Indian languages including it's IVR interacting in local language"**

### About Webdunia

With over 15 years of experience Webdunia has provided organizations with language & technology solutions so as to transform the way they interact with customers across varied regions & cultures. Webdunia has a unique combination of technology and language intellectual wealth. With acumen to understand customer and explicit delivery standards we have always been successful in engaging customer over a long haul. We are forerunner in delivering localization services in Indian, Asian and European languages with genuine local experience. As a technology veteran, we provide new-age IT Services with in-depth expertise in Microsoft and Open Source technologies.