

Globalization Practice of COMSYS Services

gpContentLocalization – Service Overview



Companies seeking to communicate through the Internet, Intranet, printed materials and audio visual materials with employees, customers, and vendors in foreign markets benefit from our *gpContentLocalization* service offering. *gpContentLocalization* is a comprehensive solution to provide content and corporate communication localization services. Our bilingual team provides a turnkey solution including glossary and style guide development, translation, localization, desktop and web publishing, engineering, and linguistic and functional localization testing and proofreading. As an initial step, we review the cultural appropriateness of the content based on the specific target audience and country. Authoring the initially drafted content in a format and style to serve a global audience is a “critical” first step in the process. In our analysis phase we check for the use of colloquialisms, toll free numbers, graphics and/or colors that may be inappropriate for a specific market. Our global team of pre-qualified translators is assigned to a project team based on their area of expertise such as, marketing communications, legal documents, IT, life sciences, finance and banking or HR content, for example. Clients benefit from our well-developed and documented process that results in culturally appropriate web content, user guides, training manuals, release notes, press releases, and online help systems.

Overview of Tasks and Benefits

- ✓ Analyze and recommend culturally appropriate graphics, colors, and content
- ✓ Quality control checks throughout process
- ✓ Development of Key Performance Indicators (“KPIs”) to measure delivery success
- ✓ Style guide and glossary development for consistency
- ✓ Translation and DTP or engineering, QA associated with websites, user guides, online help that is appropriate for the market/country as well as clear and understandable
- ✓ Linguistic and functional testing – bug reporting, debugging, and verification
- ✓ Collaborate post-delivery review and analysis with customers on accomplishments and areas for improvement

Powerful Delivery Model

Our service delivery model is centered upon very experienced “in-house” bilingual Globalization Program Managers. We utilize proven processes and leverage “best-in-class” software technologies in combination with proprietary resource management tools with large databases of pre-qualified consultants and pre-qualified vendors around the world. Our “just-in-time” delivery model has been designed for *scalability* and *cost efficiency* while maintaining *premier quality* control measures through our very experienced “in-house” multilingual oversight team. We can work within Content Management System (CMS) workflows or outside, as specified by clients.

Years of Delivery Experience

We have many years of proven delivery experience and have completed a number of case studies on past engagements which have been made available on our website. In addition, we welcome the opportunity to provide letters of recommendation or the opportunity to visit with some of our satisfied clients.

gpContentLocalization

gpSoftwareLocalization

gpProgramSolutions

gpStaffingSolutions

Resource Management Tools: gpFOX & gpVendorDAX



For More Information, please call 1-713-386-1400 or e-mail us at: globalization@comsys.com

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