



## *Globalization & Enterprise Content Management Content Localization 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 content localization service offering. Content localization is a comprehensive solution to provide content and corporate communication localization services. Our multilingual 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. 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.



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## Overview of Tasks

- 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, desktop publishing, engineering, functioning and linguistic QA associated with websites, user guides, online help
- Collaborate from kick-off to post-delivery review and analysis with clients on accomplishments and areas for improvement

## Powerful Delivery Model

Our service delivery model is centered upon very experienced “in-house” multilingual Globalization Program Managers. We utilize proven processes and leverage “best-in-class” software technologies in combination with our proprietary resource that link to our 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 more than a decade 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.

## For More Information:

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