Solution Brief
Moravia Software Localization

Software is found on just about every device we use—desktops, laptops, mobile phones, tablets, and all types of electronics like printers and point-of-sale systems. And users all around the world demand and deserve local-language versions. Businesses do well to give them what they want: users are more likely to purchase a localized product, they experience higher satisfaction, are more likely to recommend the product to a friend, and make repeat purchases.

But make no mistake: software localization is complex. It's no small thing to go from one language to another while maintaining usability and functionality.

With software localization experience going back to the early 1990s, we help companies reach global markets with high-quality localized software products.

Our full suite of services includes:

> **Translation**—our software-specialized linguists provide target-language versions of the original strings.

> **Internationalization (i18n)**—our engineers design internationalized code that will handle varying date, currency, and number formats, and UI factors such as space limitations, encodings, and fonts. The result is localization-ready code: one set of source files that can be used across multiple languages, countries, and locales.

> **Internationalization testing** will find any functionality issues prior to localization that would cause bugs in the localized files.

> **Engineering** includes the crucial steps of software analysis, build engineering, bug fixing, and scripting.

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> **Localization testing**—our experienced testers make sure that the localized product is fully functional, linguistically accurate, and that no issues have been introduced during the localization process.

> **Functional testing**—this type of testing makes sure there are no defects such as truncated text strings, overlapping controls, misaligned controls, duplicated hotkeys, etc., that might have been introduced during the localization phase.

> **Linguistic testing** includes verification of the language quality of the localized product user interface. Linguistic errors include untranslated terms, incorrect translations, or grammar and punctuation issues. It also checks for locale-specific formats and conversions for phone numbers, dates, times, and other numerals.

> **Scripting** brings efficiencies to the overall process through batch processing and automation of discrete engineering activities. Scripts can be built for mastering localized builds, automating checks to verify fixed defects, and to parse files not directly supported by the tools.

> **Graphics management**—we manage all graphic formats, including screenshots of the localized UI, to achieve high quality localized versions.

We use a variety of industry-standard software localization tools such as SDL Passolo, SDL Trados, and Alchemy Catalyst as well as custom-developed tools not commercially available.

Your brand name and reputation can take years to develop, but can be damaged very quickly if your software doesn't work or has been poorly translated. That's why you need an experienced localization partner that will guide you through the complete software localization process, and one that has the resources, qualified in-country linguistic talent, and engineering capabilities to ensure a cost-effective and high quality localized product.

To learn more about our software localization services, please contact us at: *http://www.moravia.com/en/contact-us/.*

The following steps are commonly included in a software localization project:

> Design for localization: before translation, software engineers review source code to make sure that the functionality of your software will be preserved when localized

> Translate software text strings: translation professionals convert all text within the software into your target language

> Complete the build: engineers build the software with the localized text files

> Test: linguistic and functional testers rigorously test the localized software to make sure the quality of language, appearance, and functionality are top-notch

About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.

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