

LOCALIZATION PROCESS

Localization is adapting your message to a specific market's language, culture, tradition and legal regulations.

IT STARTS WITH A QUESTION OF

WHAT

- Content
- Target market
- Prospect
- Goals

AND THEN ADDS A FEW QUESTIONS

- Type of service
- Language pairs
- Rules of collaboration
- Cost
- Success / Quality metrics

NEXT IS A QUESTION OF

WHO

- Reviews your source content
 - Offers you guidance and advice when needed
 - Proposes solutions to potential issues
 - Discusses your style guide and instructions
 - Creates a project plan
 - Assigns your files to localization specialists according to ISO standards
 - Monitors progress
 - Manages risk
 - Communicates with the team of domain-specific providers: translators, revisers, reviewers, DTP, localization engineers and other professionals involved
 - Checks if your project specifications are met
 - Makes sure your project is on track for delivery
 - Manages queries from you and the team
 - Verifies the files before delivery
- Combines human translation with automated, efficient processes
 - Revises your target content after translation
 - Reviews the output and implements necessary adjustments and changes

A DEDICATED PROJECT MANAGER

PROFESSIONALS USING PRO LOCALIZATION TOOLS

THEN IT'S A QUESTION OF

HOW

- Translation Management System (TMS)
- Computer-Assisted Translation tools (CAT tools)
- Integrations and connectors to content / file management systems
- Engineering and DTP tools
- QA tools
- ISO standards

LASTLY, IT'S A QUESTION OF

WHY

- To increase your lead generation by efficiently addressing local markets
- To create content that converts your prospects into customers
- To delight users and deliver the best experience

BASICALLY? TO GROW GLOBALLY AT SCALE!