

# LanguageLine Solutions

Maximize your business presence in a global marketplace



Enabling communication in any situation.<sup>SM</sup>

## Language Access at ALL Touch Points

### SPOKEN AND SIGNED

LanguageLine<sup>®</sup> Over-the-Phone Interpreting

LanguageU<sup>®</sup> Video Remote Interpreting

LanguageLine<sup>®</sup> Onsite Interpreting

Personal Interpreter<sup>SM</sup> App

### WRITTEN

LanguageLine<sup>®</sup> Translation

LanguageLine<sup>®</sup> Localization

### BILINGUAL STAFF

TESTING & TRAINING

LanguageLine Academy<sup>®</sup>



### BRIDGE LANGUAGE AND CULTURAL BARRIERS

Improve Productivity / Maximize Revenue / Decrease Expense / Improve Image

Boost Customer Service / Build Loyalty / Comply with Regulations and Laws

## LanguageLine Localization is a full-solution agency

We partner with you to help build your global business. We take the time to become intimately familiar with your company, its products, and the multilingual audiences you serve. Then we build a customized solution specifically for you. This results in higher quality, shorter turnaround times and lower costs. You can count on us to deliver exactly what you need, and only what you need.

Here are a few examples of the types of localization we provide:

- Websites
- Mobile apps
- Multi-media content
- Software
- Training materials
- Subtitles, graphics
- Online applications
- eLearning

That, however, is just the beginning. We localize all types of communications, in every medium, and on any platform. While 90% of global customers can be reached with 13 languages, we support more than 200 different languages and dialects.

Perhaps most importantly, we solve your localization problems with the kind of attention to detail, expert management, responsive service, and genuine commitment you won't find anywhere else.

## Localization from a company you can trust

We understand just how much is riding on the localization of your content, materials, and applications. So we provide diverse capabilities, bullet-proof quality, and superior project management from start to finish. In other words, we do what it takes to earn your confidence.

Our business model and partnership philosophy are truly unique. We don't view localization as a commodity. We see it as a path to helping you foster customer relationships built upon trust and loyalty.

The LanguageLine team delivers high-touch, high-quality solutions on each and every project. With our commitment to total and complete satisfaction, we have never caused a client to miss a product release date, a go-live date, or teach date... ever! No other vendor makes this claim.

## The LanguageLine Localization Difference

### OUR ENGINEERS ARE BEYOND COMPARE

At Language Line Solutions, we solve the most technically demanding challenges with the most innovative solutions, often in hours rather than days. How is this possible? First, unlike other providers, we don't outsource. All of our localization engineers are located in-house. Second, each engineer has an average of 10 years of localization and internationalization expertise.

And finally, every one of them is accomplished in UI, Help, and web engineering. They're also experts in all aspects of multimedia localization, as well as all of the leading translation memory platforms, software development environments, graphic design applications, and database management tools.



Over 20 years' localization experience



Engineering, PM, DTP, and QA are all performed in-house



Comprehensive QA at every step

### SUPERIOR QUALITY ASSURANCE PROCESS

LanguageLine's performance standards are very straightforward. We provide the highest quality deliverables, on time, every time. Our QA Specialists are vigilant in the review and validation of all deliverables, whether in print or online. In fact, LanguageLine performs comprehensive quality assurance procedures at every step in the localization process. Rather than testing only a sample of the work product, we test 100% of it. As such, every word, every page, every screen, and every function is tested or reviewed as appropriate.

### THE SOLUTION YOU NEED

LanguageLine is firmly committed to providing innovative solutions that maximize our clients' investment in translation while also improving their global communication strategy. We start by figuring out what you need. Then we build a custom solution that helps you meet your specific business objectives...at a cost that makes sense and provides great value.

## Localization links global business to local culture

The term “localization” is often confused with “translation.” Translation is the process of converting simple written documents from one language to another. Localization is the more complex process of adapting your digital content to a specific region’s language and cultural sensitivities so that it seems natural to that particular region.

Our increasingly digital world continues to open up new opportunities in new markets across the globe. Half of all senior executives believe localized marketing campaigns will lead to business growth and profitability. Multi-media localization allows you to reach the 6 billion non-native English speakers of the world. Close to 60% of these global consumers will only buy those goods and services sold in their native language, and they say language factors more into their purchases than price.\*



50% of senior executives believe localization leads to profitability and growth



60% of global consumers only buy items sold in their preferred language

## We embrace new technology

Technology is playing a progressively vital role in localization. It helps us improve quality, reduce costs, and simplify project management. That’s why LanguageLine deploys the most up-to-date technologies available, including a variety of our own proprietary tools. We’re also experts in multimedia localization, CMS integration, proxy solutions for website localization, and custom workflows for enterprises.

Our LingoNET web portal was specifically designed to make it extremely easy for global organizations to dispatch, monitor, and manage localization projects from any place, at any time, saving valuable time and expense.

\* Can’t Read, Won’t Buy: Why Language Matters on Global Websites, Common Sense Advisory, 2006

## In the words of our customers

“Your team was *EXCEPTIONAL* when it came to finding new and creative ways to deliver what our clients requested. I can always depend on LanguageLine to deliver high-quality translations on time and on budget.”

— Senior Project Manager  
Global eLearning Company

“Thank you, LanguageLine, for your staff’s professionalism and superior client service. I cannot stress or say enough about my appreciation for your support. You continue to provide guidance and best practices as we expand and develop our translation needs, you *never* miss a beat, even with the many changes to scope and timelines.”

— Vendor Manager  
World Service Learning Network

## Learn more

- To request a quote or to schedule a project please email [translation@languageline.com](mailto:translation@languageline.com) or call 1-888-763-3364
- Please visit [www.LanguageLine.com](http://www.LanguageLine.com) for more information on all of our language access solutions:
  - Translation and localization
  - Over-the-phone, onsite, and video remote interpreting
  - Testing and training of bilingual and interpreter staff
- Subscribe to our blog at [blog.languageline.com](http://blog.languageline.com)



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