

Global-Ready and Great, Winning Revenue by Globalizing Right the First Time and Every Time – By Adam Asnes of Lingoport

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Go to any general business conference and sit in on a question-and-answer session with a leading executive, and I'll bet you that expanding global revenue comes up within the first five questions. This always gets me excited. Beyond the thrill of seeing globalization getting the business recognition it deserves, at Lingoport, we're seeing a direct cascading effect. Smaller companies than ever before are winning contracts and gaining worldwide clientele. Larger companies are refining processes as they are expected to make larger gains in their revenues outside their home markets.

Of course, globalizing a company means different things to different people, depending upon one's point of perspective. As always, there are legal, tax, distribution, partnership, logistical and global labor-force issues to deal with. But the primary focus, behind which every other issue falls in line, is winning and keeping clients all over the world—or at least in the areas you've targeted. In order to do that well, companies must keep their eyes on to goal of all the hubbub and hassle. Loyal worldwide business expands revenue, lowers regional market sales risks and increases the equity value and cachet of the company. There's a lot at stake aside from meeting a set of minimum globalization project requirements. With greater global competition comes greater client expectations. You need more than just adequate performance based on a set of minimal specs. Products have to work well, according to local client expectations.

There's a product launch saying, "don't worry, be crappy." The emphasis of a launch being that it's most important to keep up momentum, get the new product out and not worry about exceeding expectations, let alone meeting them fully. I don't think that saying works when you're going global with a software product. When reaching beyond a company's traditional customer base or comfort zone, it's important for the product, brand and company to do a good job and focus all their attention on being successful. If a company can't commit to that, I'll be the first to say they shouldn't take on the project. Mistakes, long delays and ugly surprises can be all the more expensive when you factor in the amount of work that must be done to support new customers in far-flung parts of the world and deal with damage control. So now, when companies talk to me about their time-to-market requirements, I talk with them about revising their outlook to time-to-client-satisfaction. The first is just a commitment to a checklist. The second is a commitment to happy customers who in turn buy again and refer even more business. Either way, a company needs to stretch its expertise, tools it brings to the task and its vendor relationships. Why not do it really well?

Based on these principles and our experiences with high profile global companies, we've found some exciting opportunities for us to fulfill our clients' needs. At Lingoport, we provide both a product, Globalyzer, and integrated internationalization services to help our clients' products become internationalized. Adapting products so that they will support any language, character set, date format, address format, currency, sort order and so on presents new and ongoing challenges to software development teams. Chances are, most developers on a given team have little practical experience with software internationalization and next to zero experience with specific issues that relate to practical problems building software that works elegantly in for markets speaking, for example, German, Arabic, Chinese and Japanese. Both our Globalyzer software and our internationalization services support our customers in being successful, on time and on budget.

In business processes, what gets measured, gets improved. In that vein, we have development tools including debuggers, tracking systems, tools that measure system security and the like. Yet, prior to our first Globalyzer software release, I know of no commercial product that had made a serious effort to support entire development teams in building internationalized code over a wide range of programming languages, while facilitating internationalized teamwork. That's a pretty sweet spot for Lingoport to be in with our clients.

The combination of an experienced team of globalization developers with a product that accelerates the process with more predictability and, higher quality gives clients a competitive advantage in their world-focused development efforts. Plus, our clients can continue to measure and build internationalized applications long after they've finished working with our development team. What's more, Globalyzer helps us identify and quickly extract all the elements that will need translation. This means that we can actually engage localization companies early in the internationalization process, giving more time for the localization process including QA. Combine that with a strong context for what's going on within the code and you get the opportunity to produce very strong globalized products without negatively impacting time and money.

For some companies, internationalization may be a first time effort. For others, they may have been global for years. We have several large Globalyzer clients that actually have their own in-house internationalization services experts. These people move from team to team adding their internationalization expertise to the development process. It's these clients that I find perhaps my favorite endorsement of how we do things. For them, Globalyzer is an important tool to make sure developers can be successful independently of their hands-on assistance.

Perhaps some day soon, we'll see more unified software platforms supporting globalized development from code creation, to testing, to localization and ongoing content management all the way through a product's lifecycle. I'm exited

to be leading our company in helping businesses stretch, grow and thrive worldwide.

Lingoport, we focus on providing products and services which help our clients' software teams meet and exceed their product objectives in terms of becoming world-ready.

Adam Asnes, Lingoport's founder and President, brings 18 years of successful experience and leadership, delivering sales, marketing and engineering solutions to Fortune 1000 clientele. Founded in early 2001, Lingoport provides internationalization software and services to global technology companies, helping its clients to be more nimble in creating and maintaining global business and revenues. Clients include Captaris, eCollege, FileNET, Hewlett-Packard, Philips, SAS, Western Union, Yahoo! and more. Mr. Asnes has capitalized on his industry contacts and experience to launch Lingoport, build an innovative team to create Globalyzer - LingoPort's award-winning enterprise internationalization development software - and turn Lingoport into a growing new force in the globalization industry, internationalizing complex software over many technologies and demands. <http://lingoport.com>