



Translations for a working world.

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Localization Roundtable

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Our Background

Single Entity of 16 highly-aligned language vendors

- Pool resources, knowledge, ideas and breadth of language experience.
- Global network of 19 offices
- Dedicated local language expertise in each office
- Production and engineering centers in all major time zones
- Technology independent structure, we only use the right tools for the job
- We are curious, passionate, creative and disciplined. We deliver results and are motivated by quality.

3 Major Trends in the Translation Industry

- **Disintermediation & Collaboration**
 - Vast improvement online collaboration technology
 - Widespread availability and affordable bandwidth & cloud-based
- **Productivity Boosts**
 - Incorporation of machine translation
 - Shared online translation memories and communication platform
- **Role and Cost of Technology**
 - TMS and workbench tools are unusually expensive for value provided
 - What creates value are the services around the technology, not technology itself.

Separating Technology From Services

Technology should be an integrated solution. With the needs of enterprises today, no one solution works perfectly.

- *Technology independence* allows LSPs to:
 - Flexibly integrate into customer's defined workflows and processes
 - Integrate best-of-breed technology that provide value to customers
 - Invest instead in people who provide services around technology, such as for post-editing and collaborative translation methodologies
 - Focus on customer satisfaction. People provide services. Not computers. Not portals. Not software. People!

Separating Technology From Services

- Technology changes all the time. We adapt.
- Those LSPs that remain technology agnostic can better embrace imminent changes to technology to stay ahead of the curve.
 - Help customers launch domain-specific enterprise machine translation systems.
 - Discover huge potential for cost savings in information quality management.
 - Internationalize products well and early in the design
 - Finally install automated translation processes
 - Optimize budgets for high-quality translation, post-editing services and entering new markets.



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Thank You



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