



## Welcome to Lingoport's November WorldReady Newsletter

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Dear Adam,

November means budget work for so many people. And let's face it, [internationalization and localization](#) get driven by budgets and business opportunity, rather than cool engineering initiatives. The burden is upon managers to understand and explain internationalization and localization processes, and find ways to do things more efficiently. In support of that we bring you several ways to learn, share and communicate regarding globalization challenges:

- My latest MultiLingual column, regarding [reducing the gap between good, quick and cheap](#).
- Upcoming webinars to learn new perspectives.
- Event recordings - there's been so much going on.

Also, I came away from the LocWorld conference particularly clear that much of our industry is having trouble keeping pace with agile development practices. We are spending some time coming up with some successful practices to share, and if you would like to contribute some ideas, please [email me](#).

I hope you enjoy this newsletter and that you can join us in our many future industry activities.

Cheers,  
Adam

I18n Article: Shrinking the Triangle

Good, quick, cheap... pick any two. Project managers will tell you this project triangle is the way it has to be. Fair enough in the short run, but there is a dynamic perspective to this particular triangle that static view will ignore. [\[More\]](#)



## Upcoming Webinars

### **Join us on Tuesday, November 30th at noon ET for Webinar: Supporting Internationalization Across your Enterprise with Globalyzer 3.4**

There is tremendous value in knowing if a product is global-ready as part of your development cycle. Large amounts of development, marketing and branding dollars are at stake. Yet often, the only way software gets verified for localization, is during the localization process itself, or based on a limited series of manual interface testing. That's way too late in the development cycle to be efficient and a very incomplete way to address the issue.

In this webinar, we'll be demonstrating how Globalyzer 3.4 (our new release) finds, categorizes, tracks and helps fix internationalization bugs in source code using static analysis.

[\*\*Webinar Recording is Available Here\*\*](#)

### **Join us on Thursday, December 9th at 11am ET for GALA Webinar: Internationalization Basics for Non-Engineers**

Join Lingoport CEO Adam Asnes for a webinar on the business and development issues that shape internationalization and provide help on understanding development issues and practices that make internationalization simple and part of the process.

This interactive online event targets professionals involved in helping their company succeed in international markets, including internationalization and localization managers, project and program managers, international marketing managers, senior executives responsible for international market share.



When registering for this Webinar, please choose "My company is a client of a GALA member" from the pull-down menu in order to avoid the registration fee.

[\*\*Webinar Recording is Available Here\*\*](#)

## Educational Internationalization and Localization Videos

### **Localization Technology Round Table Videos**

The recent Localization Technology Round Table brought together five industry

leaders to present an open technology framework that speeds up time-to-market and drastically reduces your localization and translation costs. Together, Lingoport, acrolinx, Clay-Tablet, Milengo, and Asia-Online presented how advanced, modular localization technology addresses the challenges faced when launching products or services to international markets in multiple languages. The videos of each session are now available for online viewing. [\[View Videos\]](#)



### **Localization World Video Recording**

Internationalization and Localization experts Adam Asnes, of Lingoport, and Angelika Zerfass, of zaac, recently presented at Localization World in Seattle. Their session Intro to Internationalization and Localization was moderated by Daniel Goldschmidt, principal consultant and cofounder of RIGI Localization Solutions, and is now available for online viewing. [\[View Video\]](#)

### **Webinar Recording: Developing and Documenting Software for the World with Agile Demands**

It's not uncommon for software companies to be realizing 40, 50 or even over 60% of their sales from markets outside their home country. Yet engineering and localizing software releases often remains a "tail end" process, with all kinds of clean up, delays and costs. When combined with an agile cycle of rapid releases, keeping code internationalized and well documented can be even more of a challenge.

[\[View Webinar Recording\]](#)

## Stay in Touch

Read our [internationalization blog](#) and connect with us on a variety of [social media sites](#).

Find us online @ <http://www.lingoport.com/>

Try Globalyzer free @ <http://globalyzer.com>

Call us at (303) 444-8020 or email us @ [info@lingoport.com](mailto:info@lingoport.com)

## Our Friends at ViaLanguage are Hiring

They are searching for more great people to join their team. Here's a listing of current openings: <http://www.vialanguage.com/content/careers.php>

## Introductory Offer

**Qualified companies may receive up to two free hours of software internationalization consulting.**

Time and again assuming internationalizing your code isn't a significant undertaking can prove expensive and awkward when it's time to localize - or worse, when you're already actively selling in a new market. This introductory consultation is an opportunity to discuss the technical aspects of your global product objectives and gain valuable information and direction you can put to use right away. Call us at

+1.303.444.8020 or [contact Lingoport by email](#) to schedule a consultative session.