

Language Intelligence - Localization Services



ISO 9001: 2008
CERTIFIED

languageintelligence
Professional Language Services

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We help you speak the language of your customers.

Language Intelligence is a professional language services provider that combines technology, human translation and process innovation to create custom language solutions for international businesses. We create streamlined processes that reduce cost and provide accelerated time-to-market.

In its 20 years, Language Intelligence has always prioritized the evolving needs of its clients, and developed innovative technical solutions to meet changing requirements. Our clients include some of the world's leading international firms: Bosch, Bausch+Lomb, Fujifilm, GE, Johnson & Johnson, Corning, Kodak and Xerox.

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1. Services

CONTENT INTERNATIONALIZATION

We begin by identifying the outputs you need to communicate with your international audience. We then work with you during content development to ensure that your words are prepared for translation as they are being written. The benefit of this process is accelerated time-to-market; we help you advance rapidly from source to localized content.

XML MIGRATION & CONTENT MANAGEMENT

To support implementation of your international marketing strategies, it is essential to devise an efficient and user-friendly method of controlling the large number of words and outputs that you create. Language Intelligence works with you to develop methods for managing your content; solutions may range from a simple, small-scale XML implementation for a few documents, to a full-scale Content Management System (CMS) designed to handle all of your content.

AUTHORING & TOPIC MAPPING

We work with your authors to create well-internationalized content. We can also author for you. Your localization process becomes agile; updates become easier and faster, writing teams become more efficient, and time-to-market is significantly accelerated. Topic mapping is an organizational tool; it allows maximum reuse potential among writing team members. We will train your teams to write in this method.

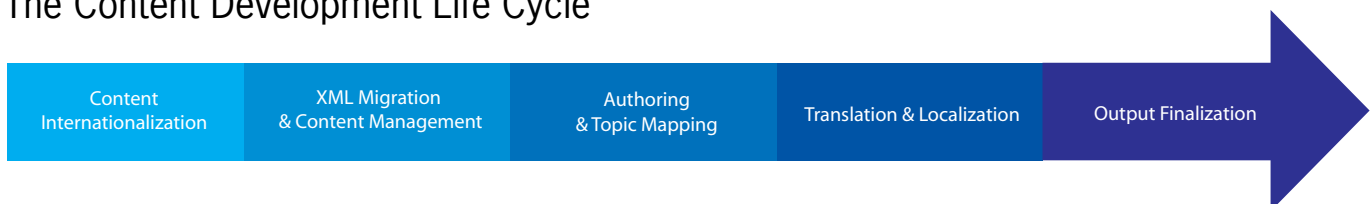
TRANSLATION & LOCALIZATION

Your content is now ready for translation and localization. We employ professional linguists, tools & technology, processes and experience to develop high-quality, accurate translations. Your customers are now reading your words as if they were written in their native language.

OUTPUT FINALIZATION

The layout and styles of your translated content will now match the quality of your source material. Imagine your sales and marketing team, distributors, and customers fully equipped with localized documentation, marketing collateral, and software that is ready for use in any language.

The Content Development Life Cycle



2. What can Language Intelligence do for you?

We can start working with you at any stage of the content development life cycle.

The earlier you involve us in the process the easier it will be to leverage technology and process innovation to reduce cost and accelerate time-to-market.

As soon as you know your project is destined for localization, contact us. We will address your immediate needs and take the time to learn more about your long-term objectives.

Let's talk about your...



Immediate needs:

- What is your project timeline?
- Who is the target audience?
- Which languages are required?
- What is the intended use?
- Can you provide us with editable source content (e.g. MS Word, InDesign, HTML, XML)?
- Is there any existing reference documentation (e.g. glossary, style guide, previous translation, translation memory)?
- Are there any regulatory requirements associated with your projects?

Long-term objectives:

- What improvements would you like to make to your current content development process?
- What improvements would you like to make to your current localization process?
- How often do you need translation?
- What types of content do you typically need translated?
- What are your final outputs (e.g. manuals, packaging, marketing materials, software)?
- What technology are you currently using?

3. Our Directors



Lisa Pietrangeli
Director, Global Client Solutions

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Lisa's extensive experience at Language Intelligence covers many areas of the business including: project management, resource selection and management, localization consulting, and management of the localization project management staff. It is this experience combined with her analytical skills that allow Lisa to create customized, efficient processes for your organization. She has degrees in Art History, Spanish, Italian and American Sign Language. Lisa has spent time living and studying in Italy.



Rick White
Director of Client Services

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Rick has been with Language Intelligence since 2000. He began as a Localization Project Manager, moved into the role of Director of Operations and now serves as Director of Client Services. As the Director of Client Services, Rick is responsible for expanding and growing existing client relationships, as well as supporting the development of new opportunities. Rick has a degree in Photography and Art History and has studied German and Spanish.



Andrew Pulcino
Director of Technical Operations

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Andrew's experience at Language Intelligence spans more than a decade and includes solving complex technical issues for our clients. With his excellent technical and analytical skills he has developed Intellireview™, an online application that enables the review of translated documents from anywhere in the world. Andrew's educational background is in cognitive science, and he has studied French, German, Japanese and Spanish.

4. Standard Project Life Cycle

GATHERING PROJECT REQUIREMENTS

- Languages, deliverables, timeline, necessary QA steps, etc.
- Reference materials, TMs, glossaries, software/virtual machines, etc. (What already exists? What should be created?)

SOURCE REVIEW: TECHNOLOGY AND SOLUTIONS

- File preparation: XML tagging, tag verification, conversion into translatable format.
- Review of layout and design elements.
- Content internationalization.
- Options for improved process?

SOURCE REVIEW: CONTENT

- Identify any localization issues.
- Analysis of content/subject matter.
- Clarifying requirements: Tone, style, internationalization, linguistic quality, etc.

QUOTING

- All project costs as per requirements from file preparation through to ICR and finalization.
- Project kick-off.
- Collaboration between PM and tech staff.
- Collect any questions that still require client involvement before project begins.
- Create preliminary timeline.

PROJECT TRACKING AND SCHEDULING

- PM defines timeline and project milestones.
- Ongoing updates to client throughout project.

SECURING TRANSLATION TEAM

- PM follows Translation Selection procedure (as detailed in LI's ISO 9001:2008 QMS) to select qualified candidates from approved list.
- Translators and reviewers are notified and contracted.
- PM provides translation teams with prepared files, PDFs of English source documentation, localized screen shots, TMs, glossaries, and any other relevant reference materials.
- PM composes detailed instructions and sets expectations for translators and reviewers.
- PM sets up blog or other communication system for teams to share information.

4. Standard Project Life Cycle (Continued)

TRANSLATION AND REVIEW

- PM remains in constant communication with translation team.
- Ongoing collection of inquiries, suggestions, terminology suggestions, etc. is managed by PM.
- Glossary development. The existing term base is linked to the translation memory for real-time term recognition and translation teams add terminology to the term base during translation.

TRANSLATION AND REVIEW COMPLETE

- PM collects translations on a rolling basis in order to begin finalization.
- PM cleans translations into translation memory for future use.
- PM collects and documents translation evaluations from reviewers.

TECHNICAL TEAM - FINALIZING TRANSLATIONS

- Review XML and make any necessary adjustments.
- Prepare translations for use in Intellireview (proprietary ICR tool).
- Load files into Intellireview.

INTERNAL QA

- PM and Technical team verify that instructions were followed, that QC steps have been completed, and that all requirements were met by translation teams.

IN-COUNTRY REVIEW

- PM contacts and manages client's ICR team.
- ICR team provides feedback.
- LI translators review and implement changes.
- PM updates translation memory for storage and future reuse.

PROJECT FINALIZATION

- Technical staff flows content back into final format.
- Four-step review process
 - Formatting: Member of technical team reviews all layout, styles, graphics, etc. by comparing to original source file.
 - FFV (Final Format Verification): Another member of the technical team prints out document for review. All necessary adjustments are noted.
 - Change Implementation: Original formatter implements all noted changes.
 - Final Page Turn: Document is printed and reviewed before delivery.

DELIVERY

- PM uploads finalized documents to FTP and informs client.