Is your organisation calling for more translation, in more languages and formats, delivered faster and more cost effectively?

The language challenge for businesses
The top four localisation challenges for the majority of organisations that we talk to are:

• **New markets, new languages:** you are becoming more global or seeking growth in emerging markets. There is competitive advantage to be gained by providing materials – such as commercial, technical and marketing communications, websites, software, training and legal documents – in the local language.

• **More formats:** as technologies and channels develop, there is a growing need for a greater variety of translation publishing formats, including e-learning packages, software, multimedia materials and audio.

• **Faster turnaround times:** product development cycles create time to market pressure to reduce the time taken to translate manuals, software, websites and support documentation.

• **Pressure to find cost savings:** a given in any sector.

Do you have the same challenges?
If you are a manager responsible for localisation, how do you improve the quality of translation while reducing costs; or translate into more languages without an increased budget? How do you get translators to reduce their lead times without paying a premium? How do you maintain the confidentiality of commercially sensitive documents as localisation volumes soar?

You may, like so many of those we talk to, also face specific issues that make it difficult to control costs, quality and turnaround times. Typical issues are:

• Lack of management information and visibility of your overall process and spending levels.

• Having to manage multiple localisation suppliers across the business, which is both time consuming and costly, and makes it difficult to ensure consistency of quality and achieve quickest time to market.

• Fluctuating demand creating bottlenecks at peak periods.

• Different processes in different parts of the business.

How do you respond?
If any of these challenges are familiar, you are likely to see immediate improvements by standardising on a single process and finding a supplier that can deliver consistent service levels for quality and turnaround times. To achieve your business goals for turnaround, quality, consistency and cost, look for a service that offers:

• Central management of localisation on a common technology platform.

• An efficient end-to-end process for formatting, publishing and delivering translated materials across a variety of technologies and media.

• Full reporting on service levels, user satisfaction and project costs.
There is also a wider opportunity to address the total costs of the entire process from content creation and authoring through to publication of localised material. Changing the way content is created can have downstream benefits for localisation costs, speed and quality. Structured authoring, controlled terminology, illustrations and animations can all be used to reduce word count and enhance usability and quality.

How we can help

Xerox provides a flexible managed service to help large organisations achieve the goals described above. Specific components of our service include:

- Advanced translation technology to maximise automation and deliver consistently high quality.
- A secure translation service: all work is performed under ISO 27001 and enhanced security is available for financial, government, defence and other work where security of data is paramount.
- Global, 24/7 rapid turnaround.
- Source and target terminology management.
- Support for over 100 languages across Europe, Asia, Americas, Middle East and Africa.
- Machine Translation to reduce time and cost; whether to give a quick understanding or, combined with our post-edit service, reduce cost and time to market for published documents.
- Software localisation services, including UI, help, support documentation, packaging, software builds, configuration and testing.
- A wide range of auxiliary services including desktop publishing, audio and video voiceovers and multi-media publishing.

More than translation, Xerox offers related services including:

- Content Development and Management Services that reduce cost and improve quality. Illustration and animation capabilities that help convey complex concepts in a straightforward, concise way.
- Publishing on the web, mobiles and tablets as well as on paper.

We cover all market sectors, but have particular strengths in technical documentation, product manuals and user guides for technology, automotive, consumer goods, telecommunications, various manufacturing companies, software localisation and secure translations for the financial services and government sectors.

Results you can count on

We have helped many large organisations achieve a wide range of goals for their localisation processes. Examples include:

**Standardisation:** A global telecoms company had too many localisation processes and suppliers causing quality and management problems. We are now their single global supplier and have implemented a common global process. We have delivered cost savings of around 50% while meeting enhanced turnaround and quality requirements.

**Lead times:** An automotive manufacturer wanted to reduce lead times for translated user and service documentation for new car models by six weeks. With our managed service they have achieved this, helping them with their wider goal of shortening the cycle for new product launches.

**Security:** A global professional services firm needs to translate large volumes of highly confidential information at very short notice. Our managed service meets their strict information security standards on a global 24/7 basis.

Let’s talk

We have been providing language services to clients around the world for more than 20 years. By working with us you will benefit from our technology innovation, process rigour and global scale, while dealing with a focused team small enough to provide a personal and responsive service. We market as one Xerox and do not like to call out divisions or separate organizations. Whatever your goals for localisation, and whatever the challenges you’re facing, we would welcome the chance to discuss how we can help.

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