

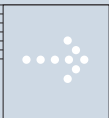
## eTranslate Consulting Services

# Globalization Solutions Practice

The Globalization Solutions practice is one of two key components of eTranslate Consulting Services, each addressing distinct globalization challenges. Globalization Solutions focuses on the technical, cultural and linguistic challenges of globalization. The Business Process Design practice addresses the organizational and business process issues related to creating, maintaining and managing multilingual assets. Together, these practices allow eTranslate to provide a comprehensive range of services that enable businesses to extend their global reach.

The Globalization Solutions practice is comprised of experienced professionals with knowledge and expertise to help businesses leverage their digital assets across languages and cultures. That involves, for example, ensuring that email systems can accommodate multiple languages, that graphics are culturally appropriate, and that content is free of ethnocentric references, among many other requirements. Whether a business is new to globalization or requires a more consistent, effective approach, the Globalization Solutions practice can help to establish a world-ready technology infrastructure and code base that is optimized for easy maintenance and expansion into any international or ethnic domestic market.

In addition to addressing technical, linguistic and cultural challenges, our practice professionals educate and empower businesses to identify and effectively address globalization and localization issues on an ongoing basis. The goal is to enable businesses to understand and manage the challenges they will face in launching or expanding their multilingual presence.



*“We were impressed by the depth of the GlobalWeb™ Assessment. We were able to incorporate a good deal of what we learned immediately, as we were just drawing up the designs of our new site.”*

*Wes Modes  
Web Operations Manager  
Interwoven*

### GLOBALIZATION CHALLENGES

A business launching its first globalization initiative may not be familiar with the many requirements that must be considered when delivering information to serve multilingual and multicultural audiences. For example:

- Databases must be designed to accommodate searching and sorting in a variety of languages with varying character sets and encodings
- Text may expand by 40-200% when translated, so user interfaces and HTML layouts must be flexible enough to accommodate the expansion
- Ethnocentric graphics and icons must be eliminated or replaced with images that are universally understood and culturally appropriate

These are just a few of the interrelated technical, linguistic and cultural challenges that must be addressed in order to build an effective and cost-efficient multilingual presence. The Globalization Solutions practice has the integrated knowledge and experience required to help businesses address these challenges.

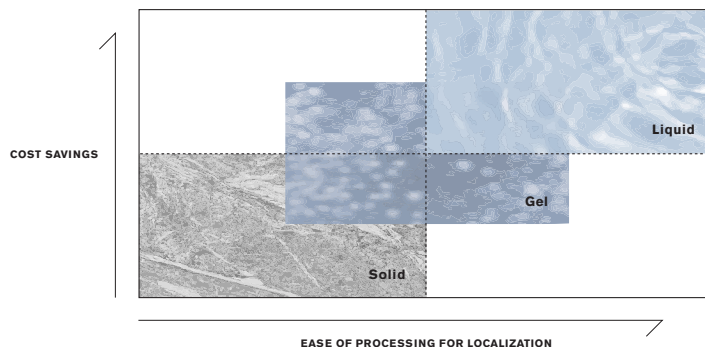
Another key challenge is ensuring that digital content is optimized for localization. eTranslate classifies digital content three ways—as either solid, gel, or liquid—to illustrate the time and cost required to localize the content for use in a specific global or ethnic domestic market. Solid content is the most costly and time-consuming to localize; liquid content, the least.

**KEY STEPS IN THE GLOBALWEB™ ASSESSMENT**

1 Assessment of **presentation layer** for cultural portability of font, graphics, layout, and navigational architecture.

2 Analysis of **business logic layer** for world-readiness of data input/output; string parsing, searching and sorting, data validation and externalization of localizable strings.

3 Evaluation of **database or other backend systems** for world-readiness of database platform, schemas and design; scalability of hosting solution; and database interactions with middleware and presentation layer.



- Well-formed markup, pure text and database content
- World-ready scripted files and page templates, Macromedia Generator components
- Flash, non-world-ready graphics, hard-coded or concatenated scripting

All three forms of content are required for a typical global Web site. The key, for localization purposes, is to ensure that content requiring frequent updates is in liquid form so that it can be localized quickly and easily, and that all content elements are optimized for ease of localization.

The Globalization Solutions practice can help businesses to transform solid content into liquid assets where appropriate, while ensuring the world-ready implementation of solid or gel content for less frequent updates.



One key offering of the Globalization Solutions practice is the GlobalWeb™ Assessment, a technical evaluation of the world-readiness of presentation, business logic, and backend layers of a Web property, as well as all relevant third-party components. The overall objective is to identify and address the problem of digital asset design (including architecture and development practices) developed without consideration for the requirements of delivering multilingual communication.

The output of the GlobalWeb™ Assessment is a customized report that includes a step-by-step plan for bringing all components to a world-ready state. The plan outlines specifications required for functional and technical globalization and covers such areas as code and script modifications, security requirements, and multilingual site design. eTranslate Consulting Services also can assist organizations with the implementation of the report's recommendations. This will enable a business to maximize efficiency and minimize risk when deploying digital content across multiple languages and cultures.

## GLOBAL READINESS WORKSHOP

If a business is new to globalization, in the initial planning and development stage of a site redesign, or has implemented ad hoc solutions in the past and requires a more consistent approach, it will benefit from the Global Readiness Workshop. The Workshop is a highly interactive, one- or two-day session (depending upon the needs of the business) that introduces the basic concepts and challenges associated with globalization projects. It is designed to help businesses identify potential pitfalls and brainstorm solutions in an informal and creative forum. Participating in the Workshop will help Web development and database teams develop a more world-ready mindset and avoid the problems of ethnocentric design.

During the Global Readiness Workshop, our consultants guide participants through the following steps to help ensure the success of the globalization project:

- Address the code architecture, design, user interface, and content strategy requirements to support a global Web presence
- Identify adjustments that can be implemented to produce significant cost and time savings
- Assess the current world-readiness of digital content
- Provide recommendations on how to address internationalization issues
- Facilitate the development of globalized presentation, business logic, and backend layers

## ABOUT ETRANSLATE

eTranslate provides enterprise-level Web globalization solutions to the Fortune 2000 through consulting services, software applications, and localization services. eTranslate generates significant ROI for its clients by improving global customer support, increasing the effectiveness of worldwide marketing, reliably delivering time-sensitive content on a global basis, and streamlining communication with their suppliers and partners.

Our approach to globalization entails a comprehensive range of software, processes, and services calibrated to each client's strategic goals. No single path and no one product or service is right for every business. For that reason, we begin with a proven methodology, applying sound business logic to develop a customized solution appropriate to each of our clients' needs.

