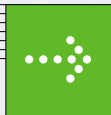


eTranslate Consulting

... ❖ ... Enabling World-Ready Globalization Solutions

eTranslate Consulting establishes the business process and technical foundation for enabling multilingual communication. Communicating across linguistic and cultural barriers is a challenge that goes far beyond translating words. It also requires business processes to support the complexities of making that communication happen, and technology that is “world-ready,” meaning that it can be modified easily for any global or ethnic domestic market. If appropriate business processes have not been established or if digital assets are not world-ready, it will be prohibitively costly and time-consuming to extend communications to new markets and languages, and virtually impossible to manage ongoing localization processes.

eTranslate Consulting enables businesses to implement world-ready Internet solutions. Whether organizations require technology design and code internationalization, help in planning business processes for localization, or other globalization services, eTranslate Consulting can assist in establishing and maintaining an effective multilingual presence.



“eTranslate enabled us to quickly tap into global revenue opportunities while extending our international reach.”

*David Tamburri
Senior Vice President of Sales
Screaming Media*

TERMINOLOGY

Globalization* addresses all of the enterprise issues associated with making a company truly global. For the globalization of products and services, this involves integrating all of the internal and external business functions with marketing, sales, and customer support in the world market.

Internationalization* is the process of generalizing a product so that it can handle multiple languages and cultural conventions without the need for redesign. Internationalization takes place at the level of program design and document development.

Localization* involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold.

World-readiness is defined by eTranslate as the measure of how easy or difficult it is to modify digital assets and information infrastructure for use in a specified target market (international or ethnic domestic).

**Source: Localization Industry Standards Association (LISA)*

HELPING BUSINESSES ACHIEVE THEIR GLOBALIZATION OBJECTIVES

eTranslate Consulting helps organizations achieve the following objectives:

- **Minimize** the risks associated with launching globalization initiatives, by ensuring that sound business processes and world-ready technology are in place before deployment of a global Web site
- **Optimize** technology and business processes for expansion to minimize the time and expense required to reach new customers and markets
- **Reduce** the cost of translation and localization processes and speed time-to-market, through automation, coordination and streamlining of processes
- **Leverage** existing information and technology assets for multilingual audiences rather than “start from scratch” for each new initiative
- **Enhance** productivity of internal resources by automating processes associated with developing and managing multilingual content

eTranslate **Consulting** supports eTranslate's end-to-end solutions through activities designed to reduce localization risk and ensure smooth implementation of eTranslate software.

COMPLIMENTING ETRANSLATE SOLUTIONS

eTranslate Consulting is a key component of eTranslate's integrated approach to addressing globalization challenges that also includes software and localization to facilitate multilingual site management. This comprehensive set of offerings enables eTranslate to deliver a modular or end-to-end solution to meet the needs of any business with plans for extending their multilingual communications.

eTranslate Consulting complements eTranslate's end-to-end solutions through activities designed to reduce localization risk and ensure smooth implementation of eTranslate software:

- Ensuring predictability and straightforward management of ongoing localization efforts
- Modifying digital elements, such as hard-coded text, that are disproportionately labor- and management-intensive
- Assessing the need for custom programming and development to ensure seamless integration with eTranslate software
- Developing an efficient integration strategy for all content repositories with multilingual content

TWO UNIQUE PRACTICES

eTranslate Consulting is comprised of two practices that address distinct globalization challenges. The Globalization Solutions practice addresses the technical, cultural, and linguistic issues surrounding globalization. The Business Process Design practice focuses on the business process challenges involved in creating, managing and maintaining multilingual assets and develops an organizational and process framework for meeting those challenges. eTranslate Consulting also offers Technology Integration services to businesses that choose eTranslate's globalization software to ensure seamless integration and smooth installation.

Depending on its needs, a business might benefit from any combination of services offered by eTranslate Consulting. Whether businesses require a specific service or a comprehensive globalization solution, eTranslate Consulting is flexible to meet those needs. Our consulting professionals can address the unique challenges of any business and assist in developing a world-ready solution that is tailored to specific situations.



BUSINESS PROCESS DESIGN PRACTICE

The Business Process Design practice addresses the many organizational and business process challenges related to globalization. There are significant issues that must be considered in developing, approving and managing multilingual content, such as what content will be localized, who will be authorized to create, edit and approve localized content, how quality metrics will be established and enforced, and what infrastructure or resources will be required to support the international presence.

If such issues are not addressed and resolved at the start of a globalization initiative, the resulting problems can create a ripple effect throughout the organization and seriously hinder ongoing localization efforts. For example, if a clear process is not in place for coordinating different language versions of documents, the complexity of managing changes to multiple versions can cause missed deadlines. Or, if there are not firm guidelines for determining who is authorized to edit content, the same document might be edited in different ways by multiple parties in different countries, creating inconsistency and quality problems.

By resolving such issues before the localization process is initiated, the practice builds a solid foundation for multilingual content management, helping to ensure that deployment and ongoing development and maintenance of multilingual assets will proceed smoothly.

The Business Process Design practice helps businesses achieve their globalization objectives, delivering the following benefits:

- Reduces overall risk and associated costs in creating and maintaining multilingual assets
- Speeds time-to-market by reducing chances of in-process changes and attendant mix-ups and rework
- Establishes framework to leverage knowledge and enhance communication across the organization
- Reduces the burden on internal resources by clarifying roles and responsibilities and diminishing bottlenecks that can cause schedule overruns



GLOBALIZATION SOLUTIONS PRACTICE

The Globalization Solutions practice develops the technical, cultural and linguistic foundation required to leverage digital assets into multilingual and multicultural markets. That includes, for example, eliminating the use of ethnocentric icons (such as a mailbox icon), cultural jargon, sports metaphors that are not universal, and date and time stamps based on U.S. rather than international standards.

Based on a thorough analysis of the world-readiness of existing infrastructure, content, and technology, the practice develops solutions for enabling presentation layer, middle-tier, and backend systems, as well as third-party components, for use in international or ethnic domestic target markets. Depending on the needs of a business, the output could be a focused educational and training program or a detailed roadmap for achieving technical, cultural, and linguistic world-readiness.

As part of its service offerings, the Globalization Solutions practice has developed two evaluation tools to help businesses assess what will be required to achieve a state of world-readiness.

- **GlobalWeb™ Assessment.** A comprehensive audit to assess existing content, design and user interface for portability into additional markets and specify requirements to support ongoing management of digital assets and localization projects.
- **Global Readiness Workshop.** A one or two day introductory seminar that covers basic globalization issues, challenges and potential pitfalls, for businesses that do not require a comprehensive assessment. The Workshop focuses on the code architecture, design, user interface, and content strategy requirements necessary to support a global Web presence.

The Globalization Solutions practice delivers the following benefits:

- Enables technology to effectively and intelligently utilize, interpret, and serve localized content
- Reduces the turnaround time for content localization by making digital assets easier to localize
- Eliminates the re-engineering costs associated with adding new languages
- Educates and empowers businesses to identify and address globalization and localization issues on an ongoing basis
- Increases the scalability of language production, through early detection and elimination of digital elements that are disproportionately labor and management intensive.



TECHNOLOGY INTEGRATION SERVICES

eTranslate provides Technology Integration services to clients who use eTranslate software. These services include analyzing client architecture to optimize integration with eTranslate's applications as well as configuring and installing the applications.

Technology Integration services encompass the following key activities:

- Assessment of the impact of eTranslate on overall systems and architecture
- Identification of relevant technologies, content repositories, and the most efficient integration and means for content exchange
- Custom development as needed to integrate existing technology with eTranslate
- Configuration and installation of eTranslate software products

THE DISCOVERY ENGAGEMENT

For businesses that are new to globalization, in the early planning stages of a globalization initiative, or need help in clarifying the scope of a project, the Discovery Engagement may be a good starting point for working with eTranslate Consulting. The Engagement is an integrated assessment of world-readiness that includes the following components:

- Business process review
- Evaluation of technical infrastructure
- Cultural, technical and linguistic assessment of digital content

The outcome is a comprehensive situation analysis, including a definition of detailed requirements for implementing a globalization initiative. By outlining the project scope and implementation requirements, the Discovery Engagement lays the groundwork for a successful globalization initiative and simplifies future implementations.



ABOUT ETRANSLATE

eTranslate provides enterprise-level globalization solutions to the Global 2000 through software, consulting and localization. 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, consulting, and localization 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.



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