eTranslate Localization

Localization by eTranslate is differentiated by a strong focus on Web localization, use of the industry's most sophisticated software applications and project management by highly trained and experienced professionals. The following represent the key activities for the content localization process:

- Glossary and Style Guide
- Localization Engineering
- Translation/Edit/Proof
- Graphic Engineering
- Functional and Linguistic Quality Assurance

GLOSSARY AND STYLE GUIDE

Localization providers work with clients to develop glossaries and style guides to ensure a consistent voice and avoid translator uncertainty. Style guides address issues such as general writing style, grammatical conventions, punctuation, and word usage. Glossaries are guides to diction. For each initiative, eTranslate develops a master glossary in the source language and adds to it industry-specific terminology combined with any additional terms that may be deemed difficult to translate. eTranslate then localizes this glossary in each of the target languages and sends it to the client for review.

eTranslate employs Translation Managers – a unique capability in the localization industry – who work closely with clients to develop glossaries and style guides. Translation Managers work with in-country resources thus ensuring that current dictionaries and references can be utilized and that localization resources are enmeshed in the target culture.
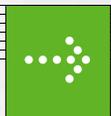
> *"eTranslate has greatly accelerated Asera's delivery of localized, multilingual solutions to our enterprise customers. eTranslate's capabilities in providing high quality localization services distinguish them from other companies we evaluated."*
>
> *Warren Weiss*
> *CEO, Asera*

HELPING BUSINESSES ACHIEVE THEIR GLOBALIZATION OBJECTIVES

eTranslate Localization Services helps organizations achieve the following objectives:

- **Minimize** miscommunication through excellent Project Managers empowered by software applications

- **Reduce** the cost of translation and localization processes and speed time-to-market, through automation, coordination and streamlining of processes

- **Improve** turnaround via localization work flow technology

- **Prevent** Web managers from mismanaging translated files by providing thoroughly organized and formatted files, supported by quality assurance

- **Gain** process knowledge from best practice experience gained by leading Web globalization projects at GE, Microsoft, Interwoven, and others

KEY ROLE

Localization Project Manager
Supports the client in matters related to the localization services aspect of the project. Responsibilities include: coordinating schedules and resources, ensuring that files are received and delivered according to the agreed upon schedule and guaranteeing that the project is completed on time and with the highest degree of quality. eTranslate Project Managers are trained in ISO processes, Six Sigma processes and are all black or blue belt certified in Microsoft Project.

eTranslate **Localization** is characterized by highly trained, multidisciplinary **staff who are motivated to maximize client success.**

TRANSLATION MEMORY (TM)

eTranslate offers a sophisticated translation memory system that stores translated segments in a database and reuses those segments when duplication occurs. A human translator performs the actual translation. Translations are recorded in a database and leveraged. In addition, any text leveraged by eTranslate's software is thoroughly reviewed by translators to ensure that it matches the terminology and style of the rest of the document.

eTranslate can apply existing translation memory or, if none exists, create translation memory if appropriate to the project. This methodology promotes consistency throughout the translation/edit/proof process and allows for reduction in processing time and cost.

Benefits include consistency of terminology and cost savings. In some cases, clients can project cost savings by working with eTranslate to analyze the current content base and comparing it to estimated changes. The range of cost savings can vary dramatically. However, savings usually occur after several projects have been completed, and are based on the assumption that translation memory is systematically maintained and that the client's text does not deviate too significantly from one version to the next.

LOCALIZATION ENGINEERING

Localization Engineering provides clients with the software skills necessary for Web site and Web application adaptation to different cultures. This includes the identification of source internationalization issues; building the test environment; preparing translatable text; re-engineering of components including recoding and script writing; and identifying the time-frame and needed resources to perform such functions.

Technology supported:
Web Servers: NES (iPlanet), IIS, Apache, Domino
Application Servers: NAS (iPlanet), ColdFusion, other third party applications
Programming Languages: VB, VBA and SQL, Java, PL/SQL, C, C++
Databases: Oracle, Access and SQL Server
Protocols/Scripting Languages: HTML, XML, ASP, CGI, JSP, JavaScript, VB Script, PHP
Operating Systems: Windows, UNIX, Macintosh

Localization engineering departments at companies that have traditionally concentrated on software localization have very different focuses, methodologies, and strengths. eTranslate engineers have backgrounds in Web technology and practice these skills on every project. As a result, clients often assess that eTranslate understands their goals and challenges best.

TRANSLATION/EDIT/PROOF (TEP)

eTranslate is a pioneer in using the Internet to facilitate language translation, with Internet-based operations beginning in 1993. eTranslate has assembled a world-class global network of language specialists linked by the Internet and organized in a central database by many criteria, including language capability and subject matter expertise.

eTranslate uses native speaking translators, editors and proofreaders and all content passes through a complete TEP cycle. The linguists follow the established guidelines (glossary & style guide) to ensure translation is appropriate and accurate and to ensure a fluid writing style in each language.

eTranslate is dedicated to providing all the resources necessary for developing a TEP process that is empowered by the Internet. The primary advantages to the client of eTranslate's technology infrastructure on TEP are: greater reliability, increased security, faster turnaround, volume capabilities, and localization quality. eTranslate has developed ULTRA Desktop, a suite of Web-based tools to enable translators to better perform their work. Features include: online help from glossaries, dictionaries, style guides, and translation memory. This system is networked to optimize the work of teams of translators and project managers.

GRAPHIC ENGINEERING

A majority of Web-based projects will need graphics localized. The goal of the Graphic Engineering group is to exactly match newly localized graphics with the originals. A key challenge is that HTML or XML text typically lends itself better to localization than graphics text. Graphics often have text embedded in objects. Because German words are typically longer than English words and Asian text runs vertically, newly translated text must be refitted with the objects. During this process, the Graphic Engineering group brings to the client's attention any issues regarding text expansion or redesign problems that localization will cause.

eTranslate will process graphics requiring localization in the following manner:

- Separate the localizable from the non-localizable graphics
- Client reviews graphic text
- Reintegrate localized text with graphics and adjust format appropriately
- Client conducts final review of graphics

File formats include: Adobe Photoshop, Adobe Acrobat, Adobe Illustrator, Adobe PageMaker, Macromedia Flash, Macromedia Shockwave, Macromedia Director, Macromedia Fireworks, FrameMaker, Quark, Freehand, Microsoft Powerpoint, Microsoft Excel, jpeg, gif, and animated gif.

Expert graphic engineering requires all the skills that are brought to bear by Web developers. The reproduction of an original Web site, despite new language impediments, is a new and challenging process that requires graphic arts skills, technology know-how, and hard processes. eTranslate offers a team of graphic engineers with backgrounds in Web development and linguistics. The group has also developed tools and processes that enable precise replications. This is a rare combination of abilities, and clients often choose to work with eTranslate based on the strengths of this group alone.

FUNCTIONAL & LINGUISTIC QUALITY ASSURANCE (QA)

Once eTranslate has translated all of the source text and graphics files, in-house QA engineers and linguists review the localized content in context to ensure its accuracy and integrity. eTranslate conducts Linguistic QA testing to ensure that:

- Translated text is contextually correct
- Dynamically generated text makes sense in the target language
- Truncations due to field size limitations or any other causes are discovered
- Applications/scripts that do special manipulation of the text (such as sorting and casing) run correctly on the translated text

Functional QA tests link functionality, integrity of the overall layout, ability to process foreign characters correctly, image display, and script functionality.

In our final Linguistic QA, eTranslate checks to ensure the contextual appropriateness of the text once the entire content is integrated. In Web sites with a database back-end, Web applications containing a user interface, or any dynamically generated Web page, this is the only time that testers can see the content in a manner similar to the user's experience. eTranslate often works with regional representatives on the client side to review the translated material, in context, before finalizing the project.

CULTURAL ADAPTATION

A standard component of any translation work is the modification of content to fit the target audience. The translators employed by eTranslate will perform this work automatically. In some cases, however, a client's content will contain elements that are so culturally-specific that a separate adaptation phase will become necessary. In this phase, elements such as style and register, references to pop culture or country-specific legal practices, and even the overall look-and-feel of the site will be evaluated. If necessary, eTranslate will suggest modifications, which, if implemented, will help ensure that content is appropriately presented for each of the designated target markets.

eTranslate's partnership approach with its clients means that we have greater responsibilities than translation. The success of our clients, whether it be ROI or branding value, is what matters. eTranslate aims to build target sites that are as impactful as the source site. Thus, cultural adaptation, where appropriate, is established as a critical success factor.

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.

e Translate

eTranslate, Inc.
945 bryant street
san francisco
california 94103
415.371.0000
415.371.0010

www.etranslate.com

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