

# GO



BUILD INTERNATIONAL GROWTH



## Are you ready to Build International Growth?

Increasing revenue, being more competitive and growing market share are among the top reasons why businesses decide to expand into foreign markets. In 2020, [a study called "Can't Read, Won't Buy" by CSA Research](#) found that speaking to your foreign audiences in their own language can be critical to the success of your global efforts. The study found:

**40%**

will not buy from websites  
in other languages

**76%**

prefer products with  
information in their  
own language

**73%**

want product reviews in  
their own language

But if you're just starting out, how do you speak to your foreign audiences in their language? Or maybe you've already taken your first steps translating content but need help taking your business to the next level.

This guide walks you through the fundamentals of localization, introduces different approaches and explains how localization can drive global growth no matter your situation or the size of your company.



# WHAT IS LOCALIZATION?



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Localization is the transfer of information from the language it was authored in (source language) to another language (target language) while retaining its original meaning and format.

The localization process refers to the creation of a finished product for a foreign market. If you take the example of an instructional manual, it's not just translation of the copy. Text in images must be extracted, translated and put back into the image file. The new copy and images are laid out following the original document's format, adjusting for the length of the translated copy and the formatted materials are prepared for publishing.

The goal of localized content is for the end user to feel the content was created in their native language especially for them, not translated into their language.

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### Did you know?

Original content for translation  
is also known as source content  
or source materials

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# HOW DOES LOCALIZATION WORK?





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Because localization can be a very manual process, technology and automation are critical when you're building international growth. To improve time to market, reduce costs and minimize human errors, language service providers use a Translation Management System which includes translation memory, and where applicable, machine translation.

### Translation Memory

Translation Memory (TM) is an essential part of the localization process. A TM is a type of database that stores previously translated segments of content. With each new translation request, the content you'd like to translate is analyzed against the content in the TM to see if previous translations can be reused. Companies with a lot of technical information often find that reuse of previously translated content can run as high as 60%.

“

**60%**

It's not unusual for companies with a lot of technical information to reuse approximately 60% of previously translated content

”

### What are the benefits of using TM?



#### Cost savings

Since previous translations will be reused, you translate less and receive a discount on content that only requires editing.



#### Faster turnaround times

The TM database grows as more content is translated. This increases the likelihood that translated content can be reused, and decreases time needed to translate future projects.



#### Consistency

By translating only new content, your brand style, tone and terminology remains consistent with previously translated material. Any reviewer feedback or preferential changes are also stored in the TM, reducing the amount of time required by your reviewers.



### Machine Translation

Integrating machine translation into the localization workflow creates a 'base translation'. This may be of sufficient quality for use, for instance, when trying to get a general meaning of an email in a foreign language. When higher quality is required, the base translation is edited by a human post-editor.

“  
**40%**

Adding machine translation to the localization workflow can save up to 40% on traditional localization costs

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### Delivery levels and fit for purpose

With the never-ending explosion of content and emergence of new processes and technologies, translation and localization have had to evolve over time.

Fit for purpose translation workflows are a key strategy that should be considered to ensure you are investing in the right content, at the right delivery level and at the right price point to add value.

Your language service provider should be able to analyze your content and advise on the best approach based on your content type, what it will be used for, how long it will be used for and the structure of the content.

### Typical delivery levels

All these delivery levels have a part to play. They provide varying levels of quality, but they come with varying costs. Translation and review being the most expensive and machine translation being the least.

**A blended approach to translation allows you to do more with the same budget**



#### Translation + review

This is the optimum process. One linguist translates and reviews their own work. Then a second translator independently reviews.



#### Translation only

Translation is completed by one linguist, who reviews their own work.



#### Machine Translation + post-editing + review

This is a machine-led approach. Content is translated by machine, which is edited and then polished by a reviewer.



#### Machine Translation + post-editing

Content is machine translated and edited by a linguist.



#### Machine Translation only

Content is translated by machine only.



The best approach to translate your content can depend on many factors, including the content you're translating, your industry, the stage of your growth and the intent of your content. Identifying a methodology for your unique expansion needs requires collaboration with your trusted partner.

A broad spectrum of translation methods is available.



Machine					Human
	Machine Translation	Post-editing	Translation	Specialized translation	Transcreation
What is it?	Transformation of content into other languages instantly.	Expert linguists edit and revise text that is pre-translated by a customized machine translation system.	Professional linguists transform your content for your target markets.	Specialized translators apply topic- or industry-specific knowledge to compliance or regulated content.	Convey a specific cultural and linguistic experience for each market with highly tailored text, style and design.
When to use?	<ul style="list-style-type: none"><li>For high volume content</li><li>For emerging markets</li><li>When speed is more important than perfection</li></ul>	<ul style="list-style-type: none"><li>For high volume content</li><li>When translation may be cost-prohibitive</li></ul>	<ul style="list-style-type: none"><li>For nuanced content</li><li>When cultural or subject expertise is required</li></ul>	<ul style="list-style-type: none"><li>For regulated content</li><li>When specialized industry expertise is required:<ul style="list-style-type: none"><li>Life sciences</li><li>Pharmaceutical</li><li>Financial</li><li>Legal</li></ul></li></ul>	<ul style="list-style-type: none"><li>For marketing and advertising</li><li>When content needs to create an emotional connection</li></ul>
Best suited when content is:	<ul style="list-style-type: none"><li>High volume</li><li>Internal</li><li>Immediate</li></ul>	<ul style="list-style-type: none"><li>Continuous</li><li>Urgent</li><li>Structured</li></ul>	<ul style="list-style-type: none"><li>Nuanced</li><li>Recurring</li><li>Targeted</li></ul>	<ul style="list-style-type: none"><li>Regulated</li><li>Secure</li><li>Industry focused</li></ul>	<ul style="list-style-type: none"><li>Highly branded</li><li>Emotive</li><li>Creative</li></ul>



### Localization across your organization

Many organizations have a wide range of translation needs across departments. Often translation is decentralized, with each department managing their localization efforts in silos and with multiple vendors. This slows time to market, creates inefficient processes, impacts translation consistency and causes costs to be higher than they should be.

Localization is the perfect function to centralize when working across organizational departments. Processing more content has an exponential benefit by reducing costs, improving consistency and speeding up time to market. The more content processed, the higher the potential savings.

**40%**  
By centralizing localization,  
organizations can reduce  
costs by as much as 40%

Below are examples of content typically localized across departments



#### Technical Documentation

Instruction manuals

User guides

In-package / box information



#### Product Development

Software user interfaces



#### Marketing and Website

Marketing collateral

Advertisements

Campaign creative concepts

Web content



#### HR and Training

Personnel training

Personnel contracts



#### Help, Customer Support and Training

Online help

Knowledge bases

Training material

Customer support



#### Legal and Regulatory

Regulatory submissions

Patents

Contracts (external and internal)



# THE TOP 3 BENEFITS OF PROFESSIONAL TRANSLATION





Whether you're just getting started or have already taken your first steps toward international expansion, there are many benefits to working with a professional localization partner who can support you through every phase of your global growth.



### Competency

A partner with many years of longevity and industry experience can provide solid reliability as you build international growth. Not only will you benefit from their expertise, but you can also rest assured they will be in business with you for the long term.

Ensuring translations are managed by expert linguists with wide-ranging linguistic, cultural and subject-matter knowledge will help your content connect with all of your global audiences.

Whether your translation needs are predictable and consistent or sudden and sporadic, your partner should be agile and be able to seamlessly adjust to your requirements. Their advice on best practices, automation, technologies and innovation can deliver significant savings that get you to market faster and on budget.

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### The cost of poor quality

Redoing translations in multiple languages costs more than investing in a LSP with the expertise to get your project right from the start

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### Expertise

A language service provider that offers a comprehensive team of in-market translators around the globe as well as in-house linguists and other specialized internal experts to manage your localization process ensures continuity, productivity and accuracy from project to project.

When you work with the same teams, there's no need to retrain for every project and ramp up times are shorter. Their knowledge of your product and brand preferences are retained, making translations consistent and streamlining project timelines.



### Quality

A quality process embedded across your localization partner's policies and procedures from start to finish can reduce risks to your localized content and enable real-time monitoring and continuous improvement.

A partner that has adopted key international standards, such as the International Organization for Standardization (ISO), ensures your translation process adheres to industry standards and delivers the level of quality you expect. Some key localization-related ISO certifications are for a Quality Management System, Translation Services and Post-editing of machine output.



# SOME KEY FACTORS TO CONSIDER





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There are many factors when determining whether a language service provider will meet your needs. Following are a few questions to consider during your evaluation process.

### What kind of support will I get?

When it comes to running a smooth and successful project, the expertise of your project management team makes all the difference. Your project manager should act as an extension of your team to collaborate and identify the best-fit strategy for you. By leaning into their experience, you'll soon be rewarded with efficient and cost-effective projects.

### What qualifications do they have?

Technology is critical, but the translators and their skills determine the quality of the final materials. Creating high-quality content requires specific subject-matter knowledge and an understanding of your business issues and terminology.

### Are they constantly innovating?

The localization industry is constantly innovating to deliver language service and technology benefits to its customers, such as translation memory, machine translation and Linguistic AI. Selecting a partner committed to the present and the future through technology and innovation will help them keep pace with you as you grow.



### Can they scale with our growing needs?

A language service provider should be a strategic business partner for your entire organization. It's important that they have the operational flexibility to meet your needs now and in the future.

### How is pricing structured?

Cost per word is the standard pricing unit for language services. Many items should be clarified when comparing localization costs, such as:

- Does the cost per word include review or just translation?
- What other costs should you expect, such as content production or desktop publishing (DTP), to finalize your materials for market?
- How is a technology solution paid for?
- What quality level will you receive? (Cheap doesn't mean best)
- Are there separate project management costs and what value does this bring?



# We are here to support you

Taking your first steps toward building international growth?  
Experiencing growing pains and need a new solution?

Whether you need to get to market faster, automate processes, or translate your first words, RWS has the people, technology and experience to support you through all stages of your global journey.

For more information, visit [rws.com/gobig](https://rws.com/gobig)

## About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L). For further information, please visit: [www.rws.com](https://www.rws.com)

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