



# Start speaking global

Reach new audiences  
in new places

 RWS

# Are you ready to start speaking global?

In a fiercely competitive world, many businesses are looking to grow internationally, expand their operations, and reach new audiences in new places.

Speaking to audiences in their own language can be critical to the success or otherwise of your global growth plans.

Communicating globally can be a daunting task as there are many factors to consider.

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.

93%

important for global brands to speak to all customers in their own language at all times

88%

important for global brands to show their cultural insight

82%

would not buy from global sites that didn't offer local language customer support

Source  
*Unlocked 2023*, research report, RWS

# What is localization?





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.

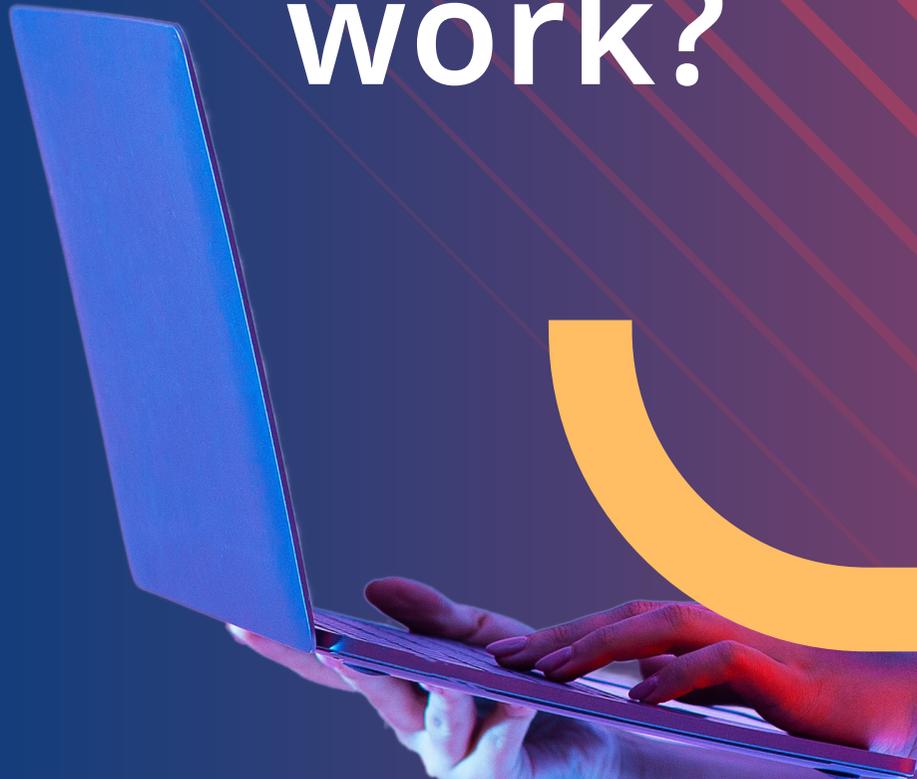
If you take the example of an instructional manual, it's not just translation of the copy. Text in images must be extracted, translated and put back into the image file. The new copy and images are laid out following the original document's format, adjusting for the length of the translated copy and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

Localization can also be used to help you deliver your marketing strategy, connecting with and conversing with audiences wherever they are in the world, no matter what language they speak. It goes beyond just translating content into someone's language - it's about adapting the content so that it feels natural for the reader.

## Did you know?

For content to feel natural to the reader it needs to be localized - it is not just the language that needs translating, the images, colours, layout, and visual queues all need to be adapted to that culture.

# How does localization work?



Localization can be a very manual process, so technology and automation are critical when starting to speak global. 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.

## RWS Translation Management System

Smarter, faster translation	Reduced translation costs	Consistent quality	End-to-end security
 <p>Linguistic AI</p>	 <p>Powerful translation engine</p>	 <p>Centralized terminology</p>	 <p>Secure projects</p>
 <p>Automated and customizable workflow</p>	 <p>Trados Studio compatible</p>	 <p>Translation quality assessment and automated QA</p>	 <p>Certified by ISO 27001 and SOC 2</p>

# 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.

**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 the 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.

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## Machine translation

Integrating machine translation into the localization workflow creates a 'base translation'. This may be of sufficient quality to use, for instance, when trying to get the 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

# 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.

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 you 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.

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



## 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 is the most expensive and machine translation the least.



### Translation + review

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



### Translation only

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



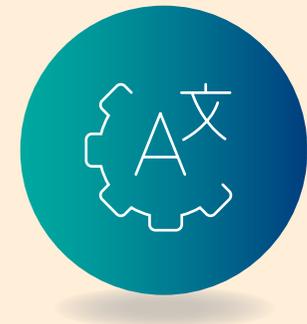
### Machine translation + post-editing + review

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.

Deciding on 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 board spectrum of translation methods – from machine (AI) translation to specialized human translation – is available to meet your needs.**



	Machine translation	Post-editing	Translation	Specialized translation	Transcreation
<b>What is it?</b>	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.
<b>When to use?</b>	<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>
<b>Best suited when content is:</b>	<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>



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## 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%

## 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

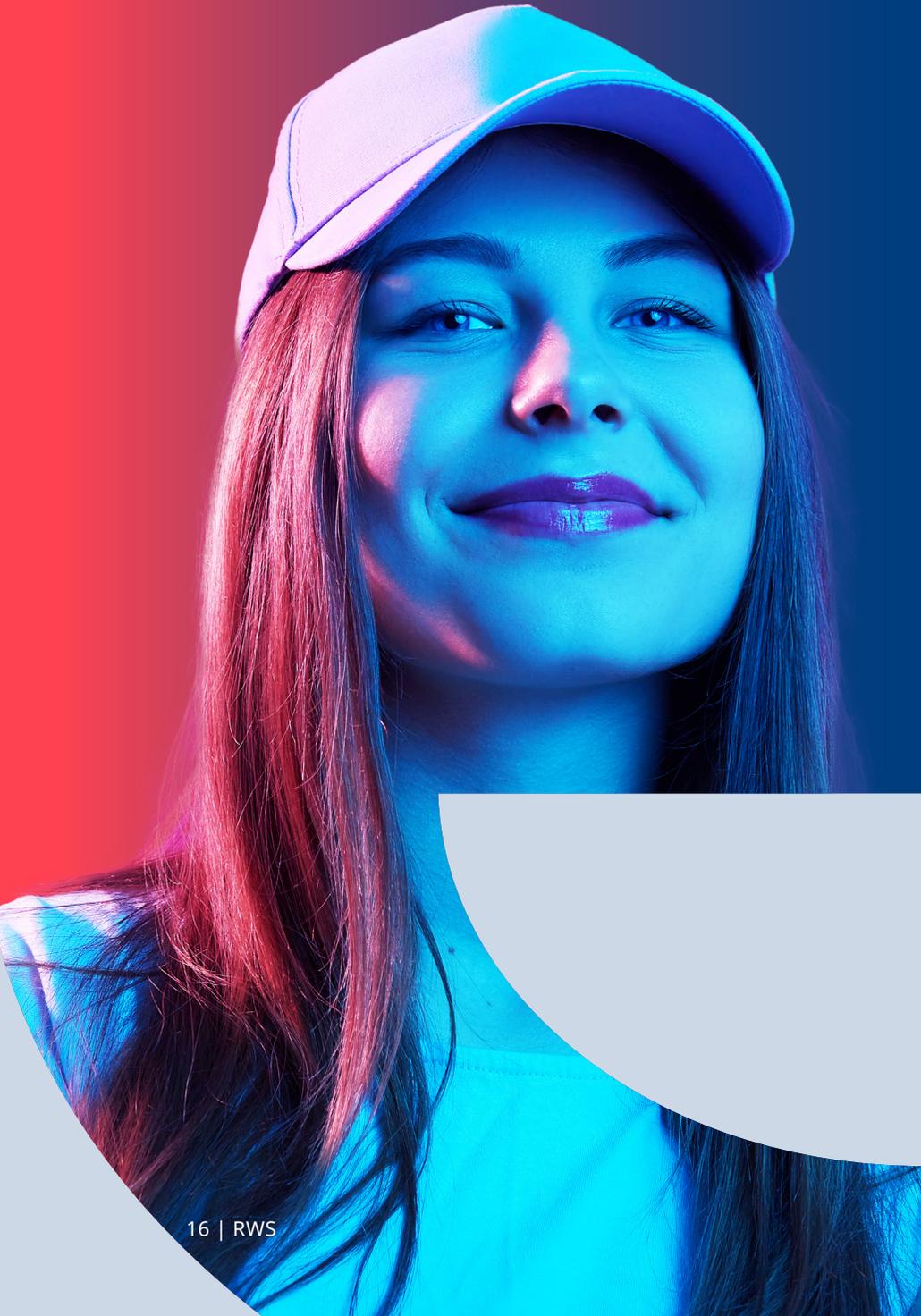


**Legal and regulatory**

- Regulatory submissions
- Patents
- Contracts (external and internal)

# Top 3 benefits





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.

## 01 Competency

A partner with many years of longevity and industry experience can provide solid reliability as you start to speak global. 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 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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## 02 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.

## 03 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.



# Key factors to consider





There are many factors when determining whether a language service provider will meet your needs. Here 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.

## 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?

## How secure is it?

RWS's TMS is certified by ISO 27001 and SOC 2 and provides end-to-end security for your projects.

## 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.

# Here to help you speak global

If you're looking to speak global we can help you every step of the way.

Whether you need to get to market faster, automate processes, or translate your first words, we can help you reach new audiences in new places all over the world.

Our passion and end-to-end expertise, coupled with our industry-leading technology, means we can help you grow globally right from the start.

## About RWS

- 3,500 language combinations available
- 1.9 billion words processed each year
- 30,000+ expert linguists in our network (including 2,000+ in-house translators)



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# For more information visit [rws.com/speakglobal](https://rws.com/speakglobal)

## 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 combination of AI-enabled technology and human 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.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 40+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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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