



Optimize for Everywhere with Software Internationalization



Technology companies looking to launch their software applications globally can encounter challenges like delivering a high-quality and seamless user experience (UX) worldwide. This is often due to language complexity, cultural nuances, user preferences and the technical requirements of individual markets.

Internationalization is the process of auditing and updating applications to make them localization-ready and functional across international markets.

This involves ensuring that code is separated from translatable content such as the user interface (UI), that elements like numeral formats, currencies and address fields are tailored to each culture and that your application supports the various languages, scripts and input methods that your markets use.

Taking the time up front to ensure that your application works seamlessly and provides exceptional UX in every market can save considerable time and money in the future—a bug in the source application multiplies in the subsequent localized versions, making fixes more cumbersome. Plus, an unfriendly application that does not accommodate your market's unique needs can also damage your company's reputation and impede your global revenue goals.

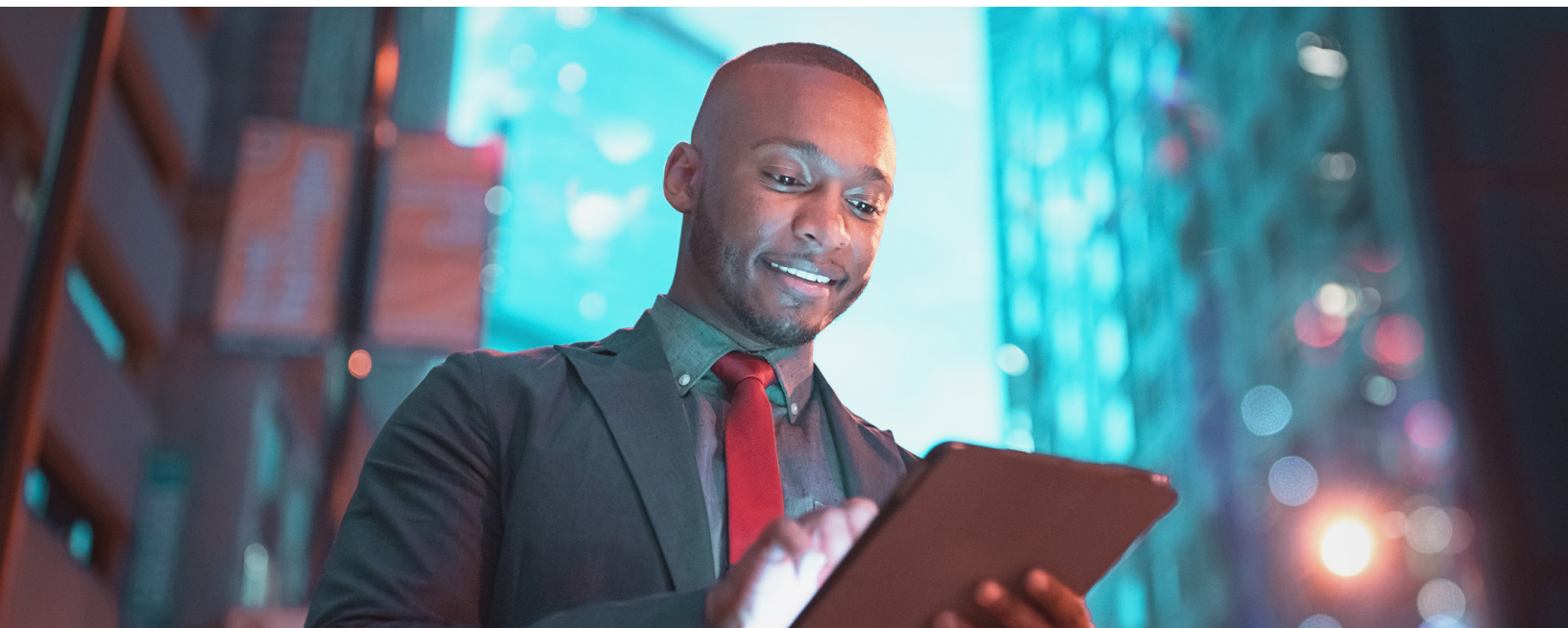
At RWS, we help businesses prepare for successful localization by addressing these challenges during the software development stage. We use software internationalization best practices to increase the chance of global success and return on investment.

Our software internationalization services include:

- **Strategy and audit**—We assess your goals, target markets and current application to determine what may need to be adjusted to accommodate local market requirements.
- **Process and workflow**—We help you build frameworks and workflows to improve the application's functionality, architecture and design so your brand is consistent across all markets.
- **Technology**—To keep you future-ready, we integrate the latest technologies like cloud, big data and analytics, artificial intelligence (AI) and machine learning (ML).
- **Customization**—As you expand into new markets, we work with you to meet local-market requirements and customize your product. The goal is to design and develop your software applications so they can be adapted for particular regions and languages without changing the program's code.
- **Infrastructure and insights**—We provide the storage and infrastructure to generate intelligent insights from various regions so you can target your audiences with unique offerings.
- **Testing and quality assurance (QA)**—We conduct thorough testing to ensure your application runs seamlessly on multiple devices and platforms. We also provide ongoing services in key areas like user interaction, algorithm design, data formats, software services and documentation.

What Makes an Application Internationalized?

- **Unicode encoding support**—We create key placeholders, rather than hardcode for individual languages, to enable your application’s codebase to be configured for region-specific product development.
- **Language neutrality**—We develop easily translatable applications whose code is separate from the interface. We also structure the content so that it is independent of a specific language’s grammatical structure or a culture’s conventions around colours, images, symbols and emojis.
- **Source code preparation**—We optimize code language, organize source code and provide support for code synchronization. We incorporate localization data into your source library with proper naming conventions and metadata for easy import and export.
- **Region-specific configurability**—We build in flexible formatting so code can recognize regional language or cultural preferences, including text formats, personal information, calendars, dates, time zones, currencies and numerical conventions.
- **Specific language support**—We ensure that your application supports bidirectional text, vertical languages and various scripts both in the UI and input fields through language identifiers and cascading style sheets (CSS).
- **Code integration**—We consider how your code will adapt to specific application skins, welcome banners, UI iterations and accessibility-related changes.



Comprehensive Testing Services

It is critical to thoroughly test your software products before final release. We work with you in the following areas:

- **Global testing**—We ensure your products work properly for the intended target market and are in compliance with global requirements. Our internationalization testing services reduce costs and increase speed to market as bugs are fixed in the development phase, eliminating the need to re-work from scratch.
- **Usability**—We test the software’s usability in an agile environment and our quality analysts, software engineers and linguistic teams assess infrastructural changes brought on by new languages.
- **Source language**—We look for cosmetic and linguistic changes in the source language and test numerous combinations of languages and operating systems (OS) to resolve any UX issues.
- **Bug fixing**—Our testing labs report bugs and remove errors such as inconsistent terminology, improper screens or window display, translation errors, misinterpretations and other linguistic issues.

The business benefits

Software internationalization prevents the need to re-engineer your application for individual markets—a costly, error-prone and time-consuming process. Ensuring that your application is global at the onset increases revenue and profit and shortens time to market. Plus, better structural design encourages user-centric development and produces a high-quality product that meets technical and cultural requirements in all the markets it enters. Lastly, a single set of source code for all languages is easier for international compliance and increases your application’s acceptance, resulting in greater customer satisfaction.

By building internationalization into your application development workflow, you can easily market your application around the world, putting you in control of your global growth.



We are RWS.

We are a top-tier language and technology services company that provides software internationalization services to ensure flawless applications and excellent user experience for globally minded companies. Connect with us at www.rws.com.

