



**LIONBRIDGE**

**A BUYER'S GUIDE FOR FINANCIAL REPORT TRANSLATIONS**

# **5** STEPS TO FIND THE PERFECT PROVIDER

## **YOUR NUMBERS TELL A STORY**

**Your financial reports represent a chance to do more than the minimum for compliance. How do you transform your data for every audience?**

Your company spends all year working to deliver for clients. Annual reports are an opportunity to tell shareholders, regulatory agencies, customers, prospects, and employees about your performance and goals. They are an opportunity to show off a little and tell the world about your accomplishments. Share price, business accolades, year-over-year

financial performance, growth outlook, strategy, corporate giving, market context...These topics are all opportunities to attract new customers and investors and increase loyalty from current ones.

Relationships depend on emotion. The best approach for triggering those emotions varies by region, culture and background.

That's why you need expert translations from people who understand both audience and industry culture. And of course, you need a partner you can trust to maintain your privacy and security along the way.

**Anyone can do simple translations. Translating a financial report requires precision, confidentiality, agility, and deep knowledge of your business. Here's how to choose the right language services provider for your financial report translations.**



## 1: LOOK FOR AN ESTABLISHED NETWORK

**Your financial report translation partner needs a large pool of expert writers in multiple languages to satisfy the regulatory and consumer audiences.** Inquire about the length of time writers have worked with a provider. How many translators are full time or on call? How available are your connections at the company and their subcontractors? Financial reports (e.g., annual, half-year, sustainability) require revision after revision, so you'll need a team that can be consistently available during the entire process.



## 2: ASK FOR RELEVANT EXPERIENCE

**Financial data can be overwhelming for the uninitiated, and your annual report is hardly the time to source translators new to financial matters.** Before deciding on a report translation partner, ask if the team has accounting experience. Find a company that offers decades of experience and a background specifically in your industry. Are its writers well versed in the structure and culture of financial institutions?

The most productive annual report partnerships will be with companies that have experience in your field already. In fact, they may already be doing business with you. See if an internal pre-existing translation partnership can expand to include your annual reports, bringing along assets like translation memories that will save you time and money.



## 3: MANAGE THEIR MANAGEMENT

**Outsourcing is only helpful when it's smooth. Do you want just one point of contact to streamline communications?**

Can your financial reports partner manage complex projects with ease? Are they agile enough to handle changes to files in real time? Ask for performance and project data to confirm that your potential partner can meet your needs on time and on budget.

A useful indication of your partner's attention to detail is what sort of data they collect on subcontractors, not just in-house team members. A company that carefully tracks processes and outcomes at all levels is ready to be your global partner for critical projects.



## 4: VERIFY, THEN TRUST

**Financial information is sensitive by its very nature.** Make sure your partner is prepared to protect your privacy as vigorously as you do. Are file transfers secure? Do writers, translators and project managers sign non-disclosure agreements? Where are the servers storing your information?

The best match can provide translators not just in region but on site. Where is quality assurance in their process? Do they carry out pre- as well as post-translation checks? Are subject matter experts reviewing drafts? Try testing out your top pick by selecting them for a half-year report and seeing them in action.



## 5: GET THE RIGHT FIT

**Partnering with a language services provider that understands your work as well as your work style will save you time and effort during onboarding.** Do you want daily contact? How does the partner handle status updates and deliverable handoffs? Ask about their everyday operations to see if their flow will fit nicely with yours. Make sure the provider is agile enough to scale to meet your institution's needs. Can they give you personal care and attention? When have they done work of a similar scope for clients of a comparable size? Clarify their allocation of in-house versus outsourced staff. Make sure your teams click.

## READY TO TAKE THE NEXT STEP?

**Take our advice and use this guide on us: Give us a call and see how we stack up to the requirements above.** At Lionbridge, we build deep relationships with the biggest brands in the world, so they can build deeper relationships with their customers—and we're ready to do it for you. From localization to content creation, we're committed to global resonance for your brand.

Talk to us: we speak your business.  
**LIONBRIDGE.COM**

## ABOUT LIONBRIDGE

**Lionbridge partners with brands to break barriers and build bridges all over the world.** For over 25 years, we have helped companies connect with their global customers and employees by delivering translation and localization solutions in 350+ languages. Through our world-class platform, we orchestrate a network of passionate experts across the globe who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' clients. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 24 countries.

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