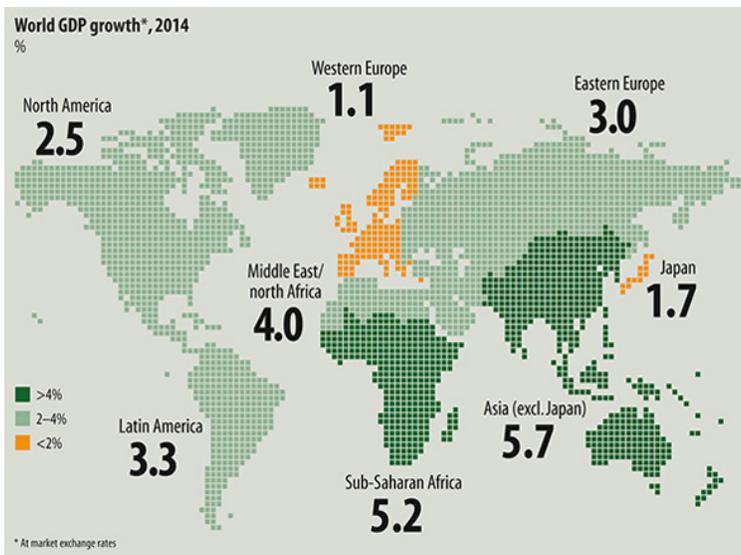# Lionbridge

TRANSLATION SERVICES DRIVE REVENUE IN THE WORLD'S FASTEST GROWING ECONOMIES

When attempting to drive demand, many companies naturally look at targeting international markets. However, selling complex products to a worldwide audience can represent significant challenges.

Lionbridge has identified three macro trends that will affect any company that currently sells or has plans to sell products or services in other countries. Companies wishing to grow revenue by expanding global sales need to understand how these trends will affect their efforts, and use this knowledge to develop strategic solutions that can help boost product acceptance while keeping costs low.

Trend #1: Developing economies represent substantial revenue opportunities

In spite of the recent global recession, several developing nations continue to grow at a healthy rate. A quick look at the 2014 gross domestic product (GDP) growth rate for various worldwide economies (as posted by Tesfa News[1]) reveals these growing markets will drive revenue opportunities for companies positioned to sell there.

World GDP growth*, 2014
%

North America 2.5
Western Europe 1.1
Eastern Europe 3.0
Middle East/north Africa 4.0
Japan 1.7
Latin America 3.3
Asia (excl. Japan) 5.7
Sub-Saharan Africa 5.2

■ >4%
■ 2–4%
■ <2%

* At market exchange rates

Trend #2: English proficiency in developing nations remains low

The amazing growth of foreign economies is a welcome trend for any company looking to drive new revenue opportunities. However, these companies should take note of another, less favorable, trend at work; English proficiency remains generally low in many of the fastest growing economies.

Education First, the world's largest privately held education company, publishes an English Proficiency Index (EPI) that measures English proficiency on a country-by-country basis. The index is based on test data from nearly two million adults who took an online test over a period of three years. It is the first index of its kind to give countries a standardized measure of English competency in adults.
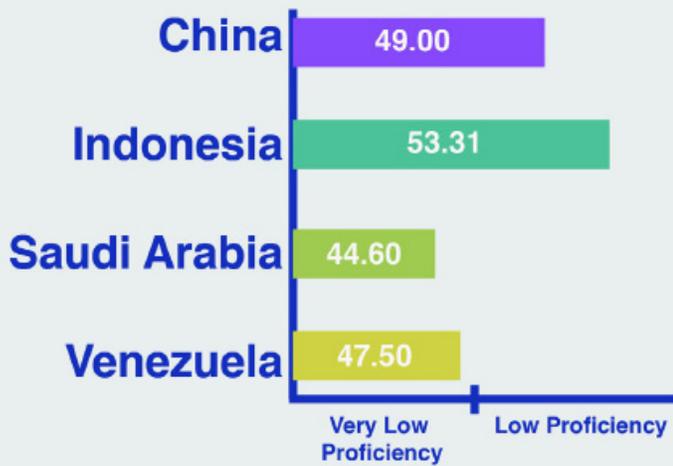
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1 http://www.tesfanews.net

English Proficiency Index (EPI)

Four of the five fastest growing economies noted above – China, Indonesia, Saudi Arabia and Venezuela – have country scores that land them in the "low" to "very low" proficiency range. Looking at other fast growing economies, the results were essentially similar.

The results of this testing show that any company planning to capitalize on these emerging markets will need to offer localized product content to achieve broad adoption.

Trend #3: Your customers are expecting content, lots of it
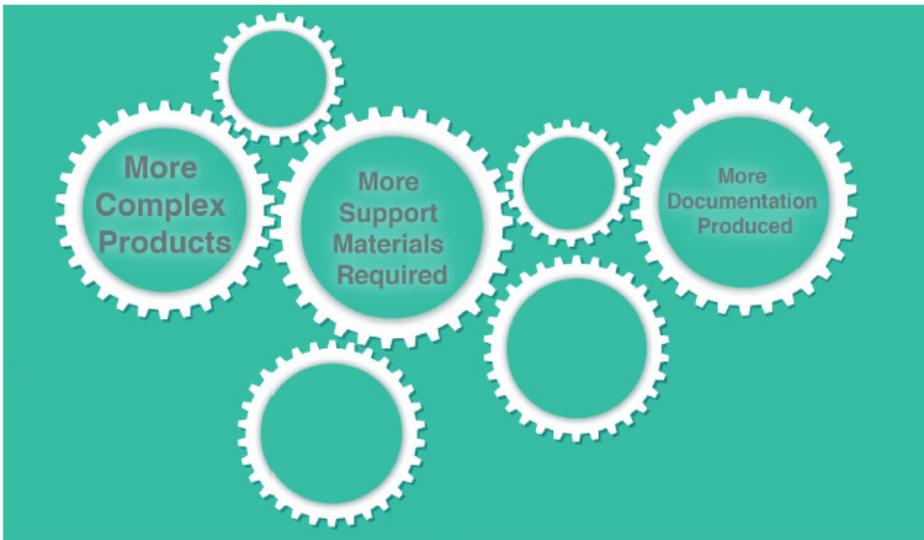
Global companies are beginning to understand that providing in-language content to buyers is a key component of building long-term relationships with them. In fact, research shows that language increases in significance in situations where buyers need help[1]. The more complex your products or services, the more support your customers require, and the more documentation you'll need to produce. Having the right content available and comprehensible for your customers goes a long way toward increasing the adoption and acceptance of your products around the world.

Capitalizing on The Three Trends

When these three macro trends are considered together, it becomes clear that localizing large amounts of content is the most effective way to reach audiences in the world's fastest growing consumer markets.

While the sheer volume of content that needs to be translated may seem daunting, the bottom line is that those companies that translate content for their individual target markets will take the lead over those that don't. Companies that can do so with the least impact on their resources are the ones who will have the best competitive advantage.

Addressing the Challenges of Localizing Technical Content

Shrinking budgets collide with an expanding market base

Successful global players understand that capitalizing on the promise of emerging economies requires delivering an end-toend user experience in the customer's native language. Leaving critical aspects of this experience out of reach, linguistically speaking, can have catastrophic consequences for customer adoption, satisfaction, and loyalty, which ultimately translates into missed revenue opportunities.

However, as your organization produces more technical content, the expense of translating it using traditional translation techniques grows. Many of our global clients are reporting that they are facing shrinking localization budgets at the very same time that their localization needs are increasing.

This environment has created a competitive opportunity for companies that can leverage emerging translation technologies to deliver more content in more languages more cost-effectively than their competition.

Smart Automated Translation (SAT) answers the call for better, less costly content localization

Smart Automated Translation (SAT) is an innovative new method of translating growing types of content that would otherwise be cost-prohibitive to publish. Lionbridge created SAT by building on our existing, proven localization technologies with new technologies that we have developed specifically to address our clients' globalization challenges. The result is a breakthrough translation process that delivers both speed and cost savings for localizing technical content.

[1] Common Sense Advisory, Inc.

SAT Makes Localization More Efficient

Traditional translation methods usually consist of translating file after file after file, with the help of translation memory tools and numerous review cycles. In recent years, machine translation has been added into the mix and used effectively as a productivity booster. With SAT, Lionbridge takes these proven technologies to the next level.

SAT has revolutionized the localization process by combining machine translation technology, efficient work processes and specialized human post-editing to deliver a low-cost, quick-turn solution for translating high-volume technical content.

Our unique process increases productivity, reduces costs, and delivers the right quality level for the content required. Use of SAT has helped our clients achieve a 40 percent reduction in translation time and a 30 to 50 percent reduction in cost.

Translation strings lower word counts and optimize resources

With SAT, all the content is analyzed concurrently, as a single entity. SAT then uses unique Lionbridge technology tools to break document files into strings and combine like strings for machine translating. This results in a project with fewer overall words and fewer file management requirements. It also allows sentences and phrases to be grouped in ways that make the process more effective – both for reaching the right translation resource as well as for applying technology in the best possible way to reduce translation costs.

Human review boosts quality but not costs

The final step is a very craftsmanship process of review in which a human translator evaluates the completed work. This specialized human post-editing round, based on content type and topic, adds to the efficiency of the SAT process and has a very high impact on improving quality, but accounts only for a very small portion of the cost. This allows us to dramatically enhance translation quality while still keeping costs within your budget.

Best fit projects for SAT

SAT is designed for high-volume technical projects exceeding 80,000 words. This solution is applicable for support content and the like, which naturally is apportioned a lower budget and lower level viewership than high-profile marketing content such as website copy. SAT is also ideal for projects with tight timelines, as one of the main solution benefits is the reduction of translation cycle time. The speed of delivery allows for same-time or almost same-time product launches in multiple languages when there is a high volume of content that requires translation.

Ideal projects for SAT include:

- Technical manuals
- Assembly instructions
- Parts catalogs
- Internal documentation
- Release notes
- Support content
- Employee handbooks
- Installation, operator and maintenance manuals

Solution Benefits

SAT increases productivity, decreases turnaround time and reduces translation costs while delivering the right quality for the content for certain types of projects. Overall, SAT represents:

- A Smarter Process : Content is grouped and distributed in a way that maximizes productivity and decreases turnaround time by 40%

- Fewer Words to Translate : Translation memory, string-based processing, and advanced language technology dramatically reduce the number of words to translate

- Significant Cost Savings : Innovative processes reduce the cost of translating high-volume content types by 30-50%

SAT reflects Lionbridge's commitment to using automation to address our clients' cost and quality level requirements. It is a unique and highly-effective approach to solving the challenges of high-volume translation.

Learn More

For additional information, or to start a high-volume project, contact us at http://info.lionbridge.com/SAT

About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centers in 26 countries.

To learn more, visit http://www.lionbridge.com