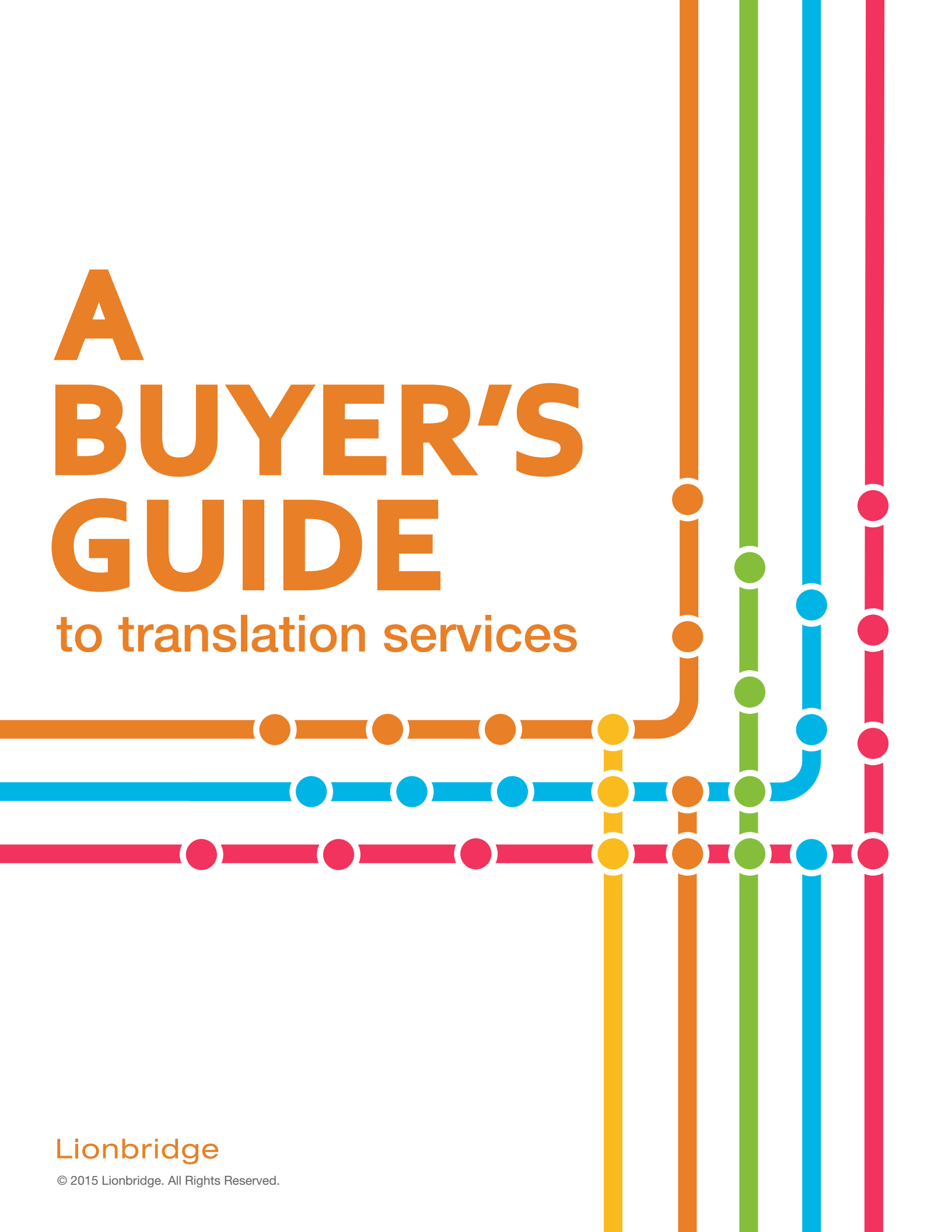


A BUYER'S GUIDE

to translation services



Lionbridge

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FINDING THE RIGHT APPROACH FOR YOUR CONTENT

The sheer magnitude of content your organization creates and manages is enormous and growing fast. At the same time, you need to reach a global audience with targeted, technically accurate, and culturally-sensitive messaging, in a variety of formats, across a multitude of channels. And you need to accomplish all of this while operating under the usual budget and time pressures.

This means you need to make savvy purchasing decisions around translation, weighing your goals and content types against the various translation methods available. For example, does your content require machine translation, transcreation, SEO web translation, or video translation? What's the right balance of traditional translation versus some of the newer methods available? What are the tradeoffs?

Of course, traditional translation is the "gold standard" of translation, using human translators to create extremely accurate and highly-nuanced versions of multilingual content. But, traditional translation typically takes longer and is the most expensive option.

IT DOESN'T TAKE AN EXPERT TO SEE THAT NOT ALL CONTENT REQUIRES EQUAL TREATMENT.

Certainly, some high-level content does require traditional translation to convey complex messaging in a culturally appropriate way. But recent advances in translation technology have made it so that many materials can be adequately translated using automated or machine-based translation, and even more may be best suited for a hybrid approach.

HOW DO YOU KNOW WHICH TRANSLATION TYPE IS RIGHT FOR YOUR CONTENT?

Lionbridge has created this buying guide to help you determine the appropriate level of translation for your different content types. With our breadth of innovative translation capabilities and more than 100,000 multilingual human experts, covering 250+ languages, Lionbridge has your content covered.

“ Fortune 500 companies that invest in translation are

1.5
TIMES
MORE

likely than their Fortune 500 peers to report an increase in total revenue.”

Common Sense Advisory

WHAT TYPE OF CONTENT

do you need to translate?



SECTION
01
Technical
Content

SECTION
02
Training &
eLearning Content

SECTION
03
Video
Content

SECTION
04
Marketing
Content

SECTION
05
Website
Content

SECTION
06
User Generated
Content

SECTION
07
Support
Content

SECTION
08
Consumer Labeling
and Packaging

SECTION
09
Medical
Content

SECTION

01

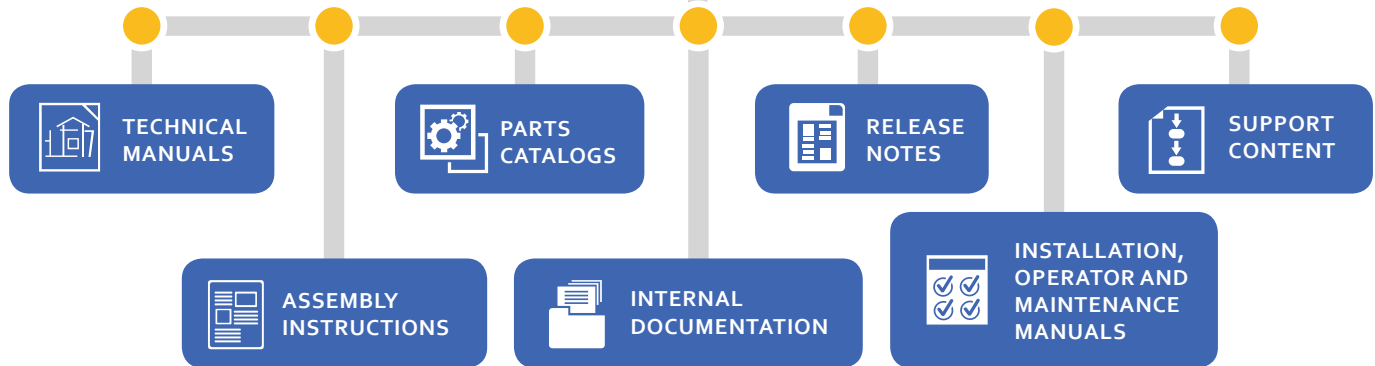
TECHNICAL CONTENT



AUTOMATED TRANSLATION

BEST FOR: LARGE VOLUMES OF CONTENT WHERE TRANSLATION SPEED AND AFFORDABILITY ARE KEY.

TYPICAL CONTENT TYPES:



TRANSLATE LARGE VOLUMES OF CONTENT FASTER AT LOWER COSTS

To stay within budget while developing multilingual content, it's important to have a low-cost translation solution — particularly when you need to translate large volumes of content.

Lionbridge offers three types of Automated Translation to support the growing demand for lower cost translation. Each service features a unique level of sophistication and output quality.

Machine Translation with Full Post Edit

This approach is ideal for maximizing the efficiency of MT without forgoing quality. It is a two-phase process that features a quick machine translation round followed by a full human post-edit round. The post-edit round enhances the raw MT output with accurate context, cultural nuances, local references and industry jargon. This option provides up to 30% cost savings over pure human translation and is best suited for high-exposure, high-value content.

Smart Automated Translation

Smart Automated Translation (SAT) is a breakthrough translation process that combines machine translation with targeted human post-editing. This allows us to target specific areas or words of your translated content in the post-edit process if a full post edit isn't necessary. SAT reduces translation costs by 30-50%, decreases turnaround time by 40%, and produces fit for purpose quality. It is a highly effective way to contain the costs of high-volume translation.

Raw Machine Translation

Raw machine translation is the lowest cost option and is best suited for low-profile content. With raw MT, the quality depends entirely on the intelligence of the MT engine. Lionbridge MT engines are continuously trained to surpass the accuracy of generic online translation tools. The use of raw MT can offer benefits of speed, cost savings and higher volume processing for lower level content.

LEARN MORE ABOUT TRANSLATION AUTOMATION:



[Six Most Popular Translation Methods](#)



[Download our MT Solution Brief](#)



[Which Website Translation Approach is Right For You?](#)



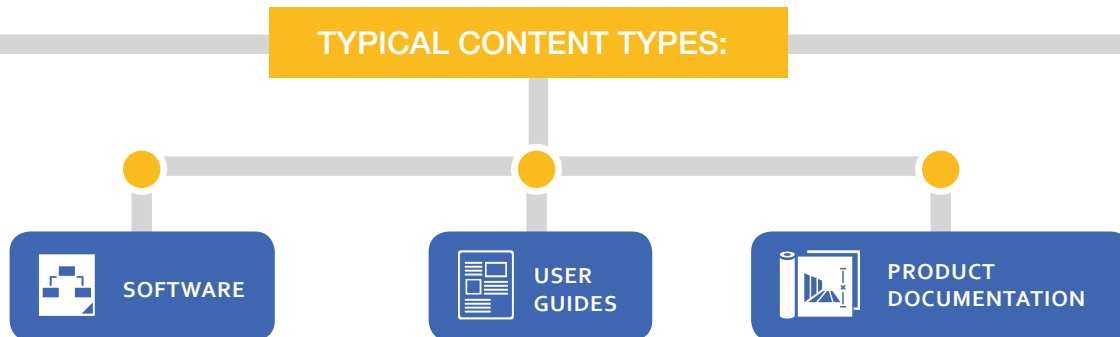
[Download our SAT Solution Brief](#)



[Video: Smart Automated Translation](#)

TRADITIONAL TRANSLATION

BEST FOR: MORE NUANCED TRANSLATIONS OF SMALL VOLUMES OF CONTENT WHERE CLEAR, PRECISE AND CULTURALLY-RELEVANT TRANSLATION IS PARAMOUNT.



COMMUNICATE EFFECTIVELY IN EVERY MARKET WHERE YOU DO BUSINESS

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Lionbridge solves this challenge with centrally-managed translation services of the highest accuracy. Our traditional translation solution features a streamlined, well-managed process, consistent and shared global terminology, effective translation reuse, and access to thousands of in-country subject matter and industry experts. We work with your organization to address both language and culture so your international audiences respond to your products and content as you intend.

A centrally-managed translation process backed by local in-country expertise.

Partner with a single provider to lower translation costs by 25%

LEARN MORE ABOUT TRADITIONAL TRANSLATION:



[FAQ: Why Would I Want to Centralize All My Translations?](#)

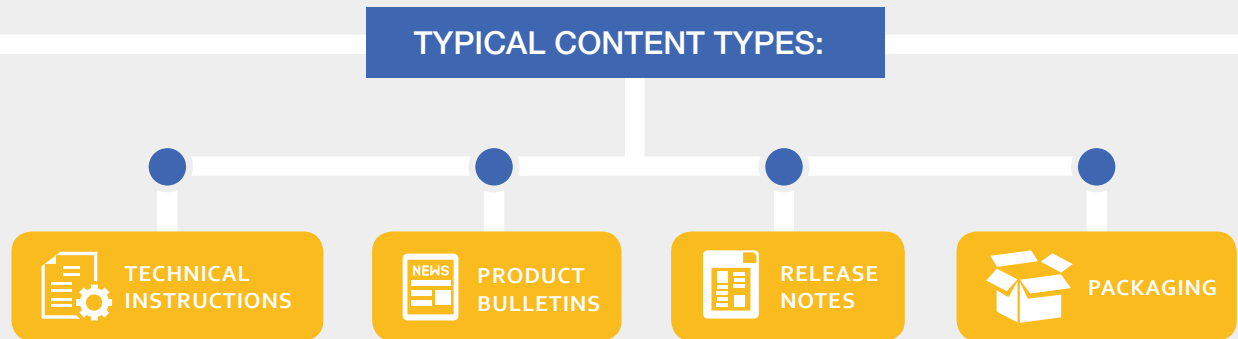


[Download our Translation Solution Brief](#)

Lionbridge helps companies deliver products in 100s of languages and locales

AGILE TRANSLATION

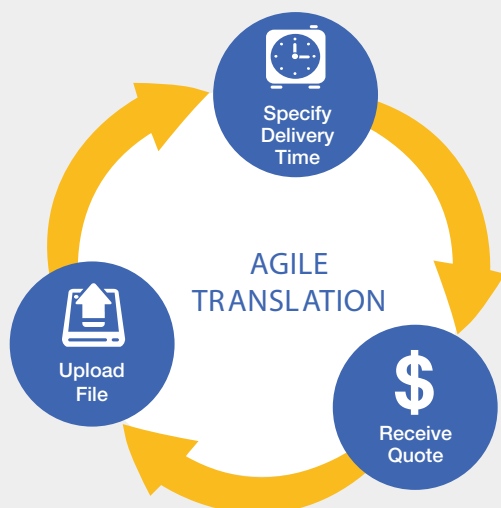
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The result? Peace of mind that small, quick-turn projects are translated successfully and repeatedly no matter where they originate. And since Agile Translation aggregates large numbers of content submissions, transaction costs remain low and provide a viable alternative to traditional translation.



LEARN MORE ABOUT OUR AGILE TRANSLATION SERVICE:



[Read our Agile Translation Case Study](#)



[Download our Agile Translation Solution Brief](#)

SECTION

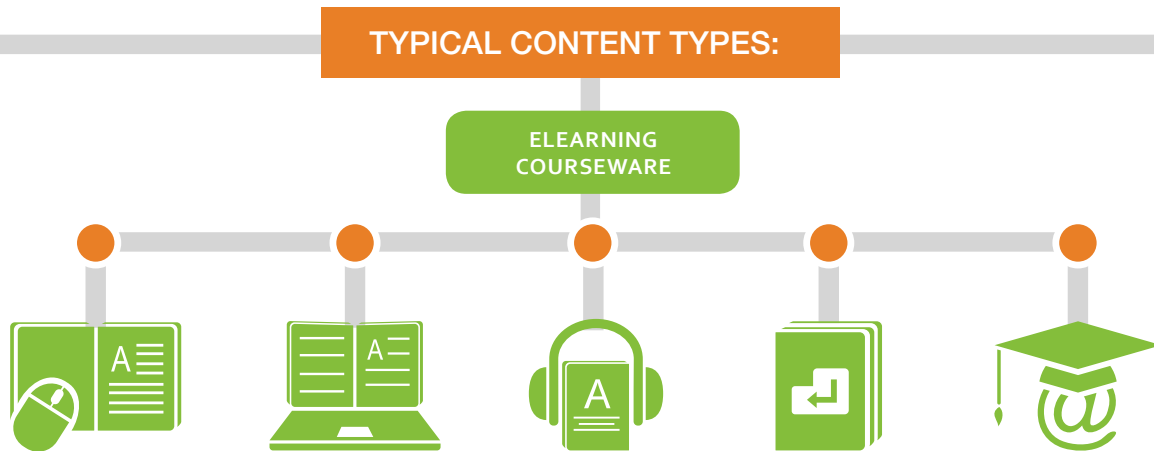
02

TRAINING & eLEARNING



ONDEMAND ELEARNING TRANSLATION

BEST FOR: TRANSLATING ONLINE TRAINING COURSES QUICKLY AND COST EFFECTIVELY.



QUICKLY EXTEND THE REACH OF YOUR eLEARNING PROGRAMS

Translating your eLearning materials should be simple. But finding quality, onDemand service is a challenge.

Lionbridge has three eLearning options to solve this problem.

1. **Text Only:** We deliver text translations of your eLearning content in 3-5 days at \$0.20 per word across all available languages. Translations are returned to you in the same file format in which you submitted them.
2. **Slides:** We provide text translation for slides and notes in 3-10 days at \$30 per slide. The delivered files include translations in your chosen slide format, in one file per language.
3. **Slides and Voiceover:** In addition to providing text translation for slides and notes, we also provide a voiceover of the notes text for each language in 5-14 days at \$150 per slide. Additionally, we merge the output into the correct eLearning format for each language.



LEARN MORE ABOUT eLEARNING TRANSLATION:



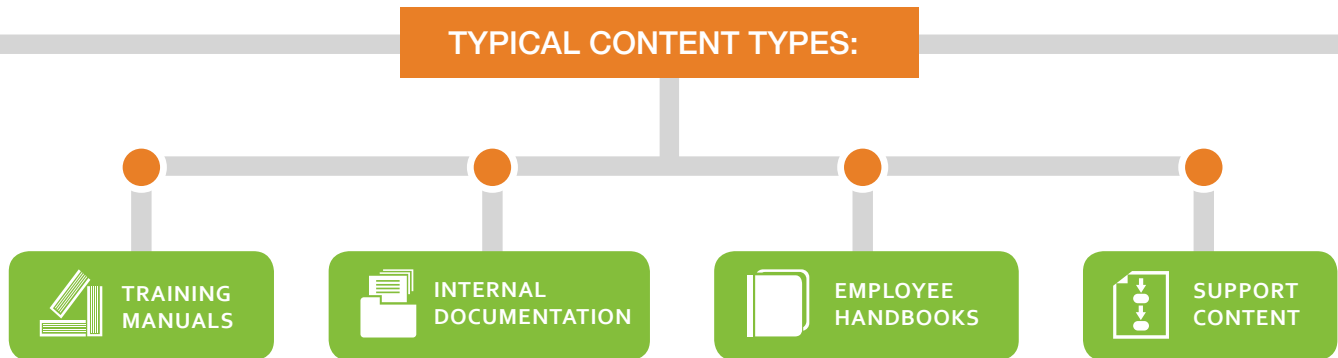
Learn How to Develop Your Global Training Program



Download our ONDEMAND Solution Brief

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LEARN MORE ABOUT TRANSLATION AUTOMATION:



10 Ways to Cut Website Translation Costs



Download our MT Solution Brief



Six Most Popular Translation Methods



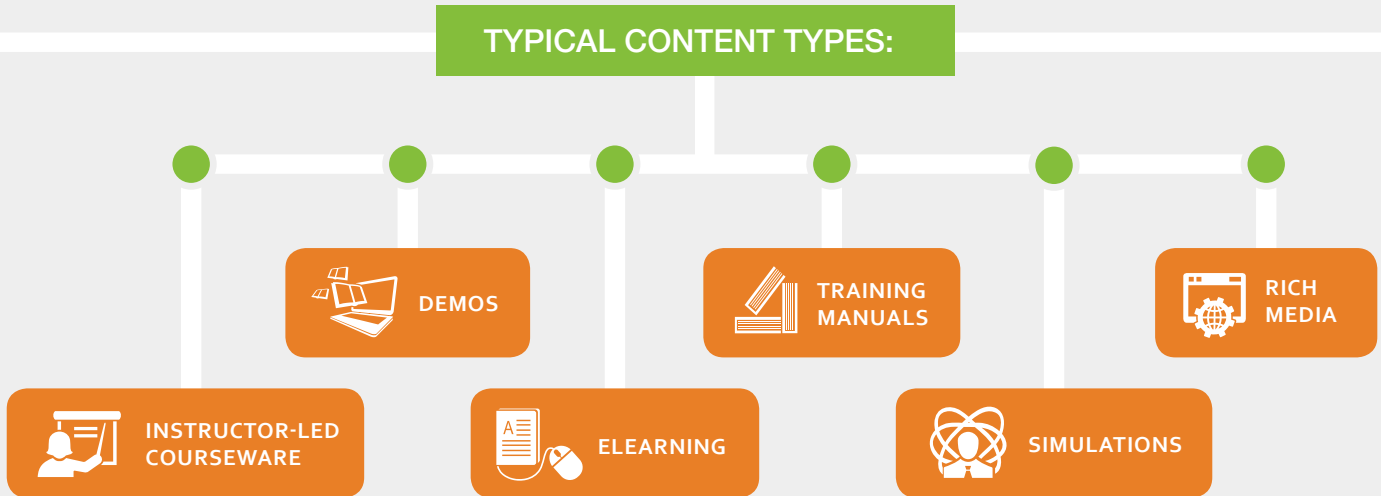
Download our SAT Solution Brief



Three Approaches to Managing Website Content Globally

TRADITIONAL TRANSLATION

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Since 2006, Lionbridge has been named a Top 20 Training Outsourcing Company

Lionbridge has translated 1,000,000+ words of online courseware for a leading heavy equipment manufacturer

LEARN MORE ABOUT OUR TRAINING SERVICES:



[Read our Training Case Study](#)



[Download our eBook: Selecting the Right Level of eLearning](#)

SECTION

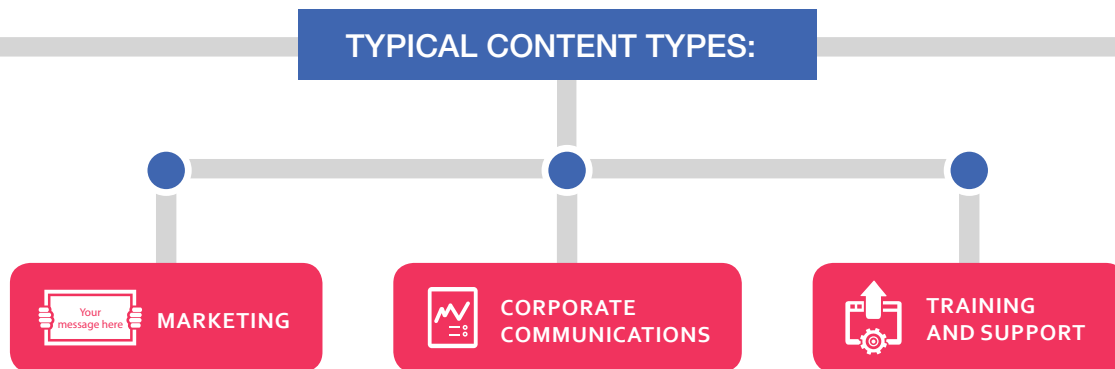
03

VIDEO CONTENT



ONDEMAND VIDEO TRANSLATION

BEST FOR: TRANSLATING VIDEOS OF ALL TYPES.



MAXIMIZE THE IMPACT OF VIDEO ON A GLOBAL SCALE – ON YOUR TERMS

If you're like most companies, you're shifting a lot of your marketing, corporate communications, training and support content to video. The challenge is how to translate those videos quickly and cost effectively, at the right quality to fit their purpose.

Lionbridge has three different options to solve this challenge. All of them connect you quickly with in-market customers and all costs are bundled into a per-video language-minute fee.



Subtitles: We use subtitles to deliver internal communications or training videos at the lowest total cost and fastest turnaround.



Voiceover: Our experts transcribe your video and convert it to a fluid and authentic voiceover in just 5-10 days.



The Works: We improve your brand image and visibility across all your product launches and websites – in every market – with our professional voice talent and onscreen text translation.



LEARN MORE ABOUT VIDEO CONTENT MARKETING:



The Increasing Importance of Video Marketing



Why Video Marketing Engagement is Higher than Text



Download our ONDEMAND Video Translation Solution Brief

SECTION

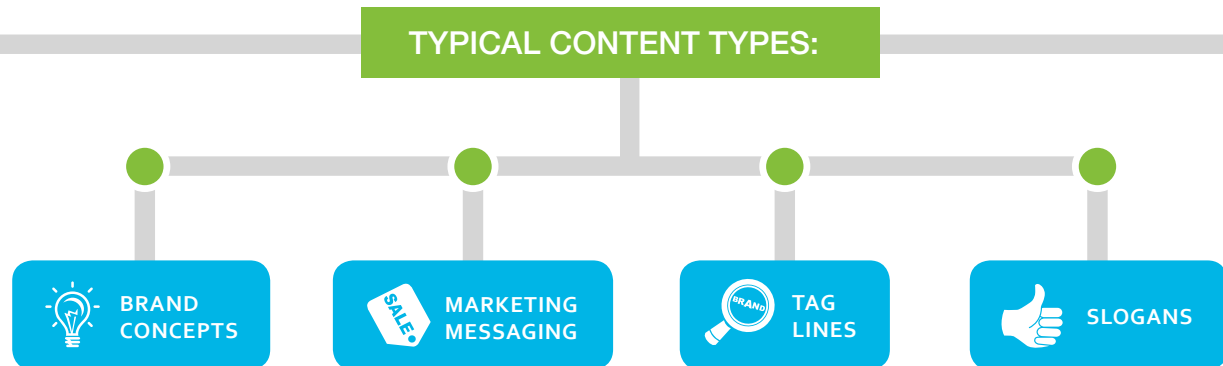
04

MARKETING CONTENT



TRANSCREATION SERVICES

BEST FOR: MESSAGING AND BRANDING THAT NEED TO BE THOUGHTFULLY RECREATED IN 1 TO 250 DIFFERENT LANGUAGES.



DRIVE GLOBAL GROWTH WITH CUSTOMIZED MESSAGING FOR CULTURE AND CONTEXT

Successfully delivering your marketing messages on a global scale requires more than translating copy word-for-word. To ensure your messages, campaigns and brand elements resonate with customers around the world, you need to recreate them (transcreate them) to reflect the nuances and subtleties of the language and culture of your target markets.

Lionbridge transcreation services take the risk out of multicultural messaging. Our in-market creative specialists have expertise in more than 250 languages and deep experience collaborating with local agencies. The result is a worry-free way for you to ensure your marketing messages are always culturally appropriate and compelling.



LEARN MORE ABOUT TRANSCREATION:



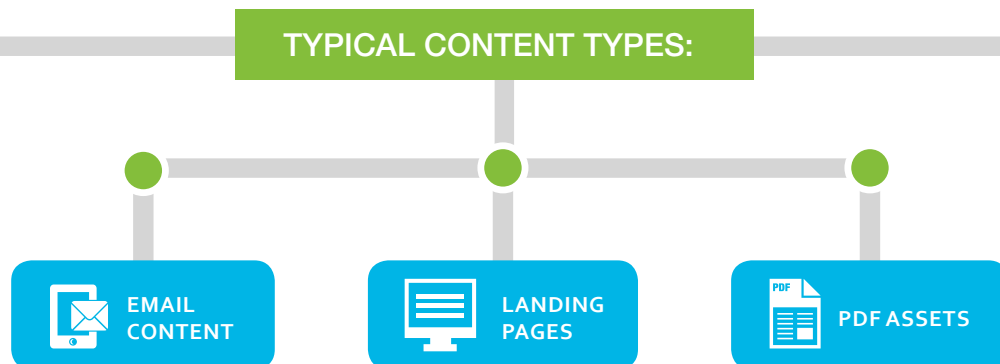
Why Transcreation is Needed for Creative Marketing Content



Download our Transcreation Solution Brief

GLOBAL EMAIL OPERATIONS

BEST FOR: THE RAPID DEPLOYMENT OF GLOBAL EMAIL CAMPAIGNS.



MORE EFFICIENT AND EFFECTIVE CAMPAIGNS ACROSS ALL MARKETS

From development to deployment, global email marketing initiatives have long been inefficient. Marketing Automation offers the ability to streamline international campaign production, yet most efforts are still managed by both domestic and in-market teams. Global Email Operations eliminates the digital headaches and reduces cycle time, delivering your message to the right markets at top speed.

Working with our dedicated Global Email team, we leverage our powerful cloud-based Translation Proxy solution and in-market experts to localize and review your email and landing page content. And with our simplified technology-driven translation process and highly optimized workflows, we're able to cut your translation costs by as much as 40% while decreasing your campaign cycle times by up to 50%.

With Global Email Operations from Lionbridge you can solve the challenge of executing a multilingual email campaign in as little as five to seven days.



LEARN MORE ABOUT GLOBAL CAMPAIGN OPERATIONS:



Download our Global Email Operations Solution Brief



Download our Global Campaign Management Solution Brief

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LEARN MORE ABOUT OUR AGILE TRANSLATION SERVICE:



[Read our Agile Translation Case Study](#)



[Download our Agile Translation Solution Brief](#)

SECTION

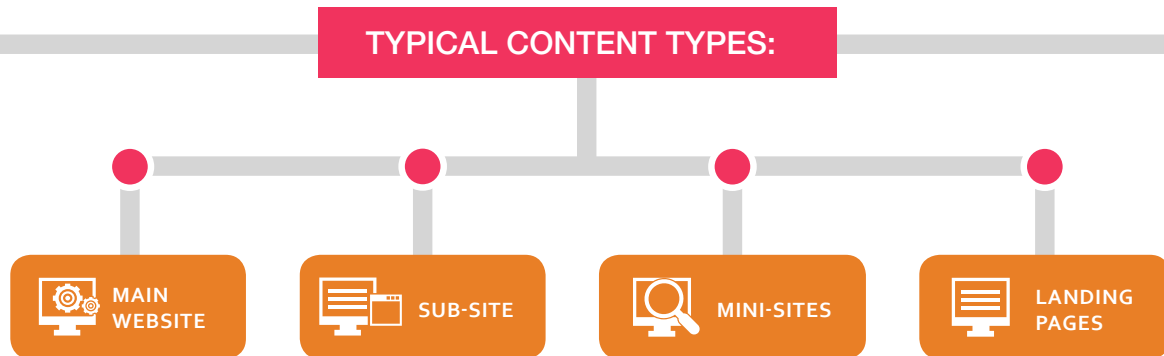
05

WEBSITE CONTENT



TRANSLATION PROXY

BEST FOR: MULTIPLE WEBSITES THAT NEED TO BE MAINTAINED IN MULTIPLE LANGUAGES.



CREATE AND MANAGE MULTILINGUAL VERSIONS OF YOUR WEBSITE MORE EFFICIENTLY

Creating and managing multilingual websites — using traditional approaches — can be time consuming and overwhelming, but fortunately there’s a more efficient way. Translation Proxy is a cloud-based solution that simplifies and streamlines website translation. It enables you to create, manage and optimize locally relevant and globally consistent websites in any language, quickly and cost-effectively.

With Translation Proxy, your website can operate just as it does now, but with limited involvement from your IT department. Once you’ve updated content on your primary website, the Translation Proxy seamlessly updates your multilingual sites and routes content for translation and approval. By eliminating the headache of managing your multilingual websites, Translation Proxy frees you to focus on real digital business value.



LEARN MORE ABOUT GLOBAL WEBSITE TRANSLATION:



[How to Prepare for Web Page Localization](#)



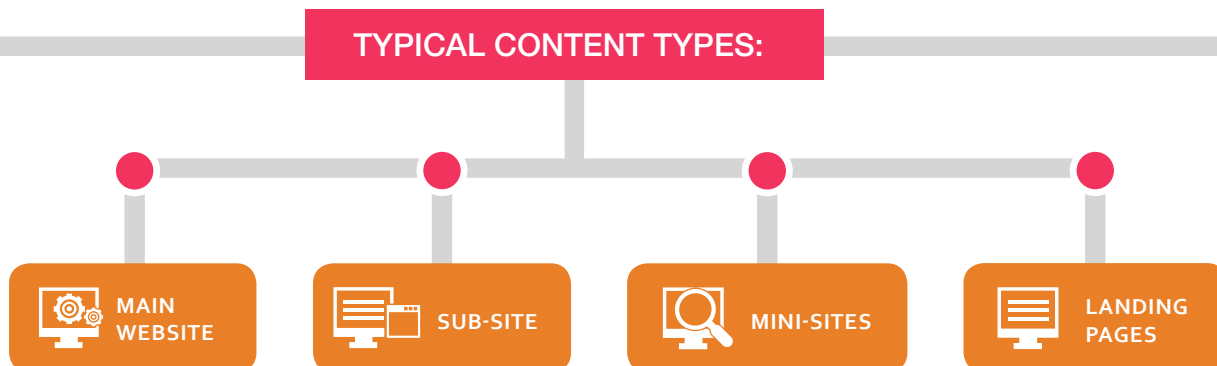
[Website Globalization Best Practices](#)



[Download the Translation Proxy Solution Brief](#)

GLOBAL SEO WEB TRANSLATION

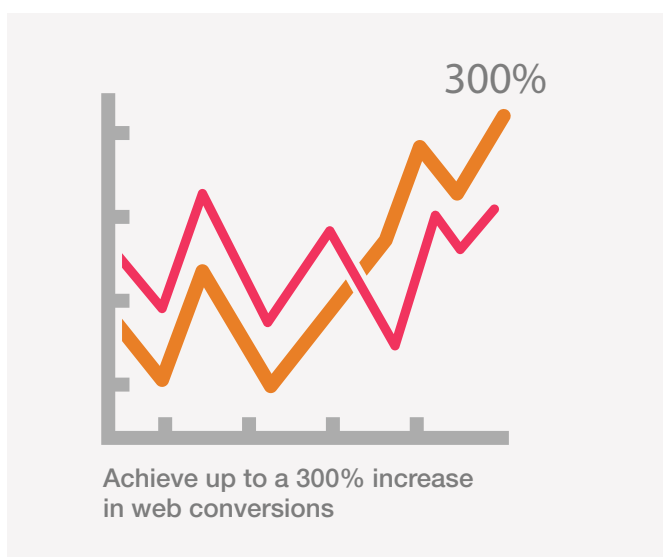
BEST FOR: MULTILINGUAL WEBSITES THAT NEED TO BE OPTIMIZED FOR SEO AND SEM IN INTERNATIONAL MARKETS.



MAKE SURE WEB TRAFFIC MEETS YOUR EXPECTATIONS IN GLOBAL MARKETS

Companies with traditionally translated websites are increasingly frustrated with low traffic and rankings. Too many translate their websites without SEO or with incorrect keywords and on-page deployments. If you're challenged with global website performance, you need an approach that infuses SEO throughout the translation process so qualified traffic is increased.

Global SEO Web Translation from Lionbridge provides a team of in-market SEO experts who use the BrightEdge-powered global SEO management platform to analyze your current keyword rankings, site-wide SEO implementation and content for local relevancy. They also track competitors and strategically curate local keywords relevant to your business. You receive quarterly reports of your site performance, new keywords, and search insights to improve your international SEO strategy.



LEARN MORE ABOUT GLOBAL SEO TRANSLATION:



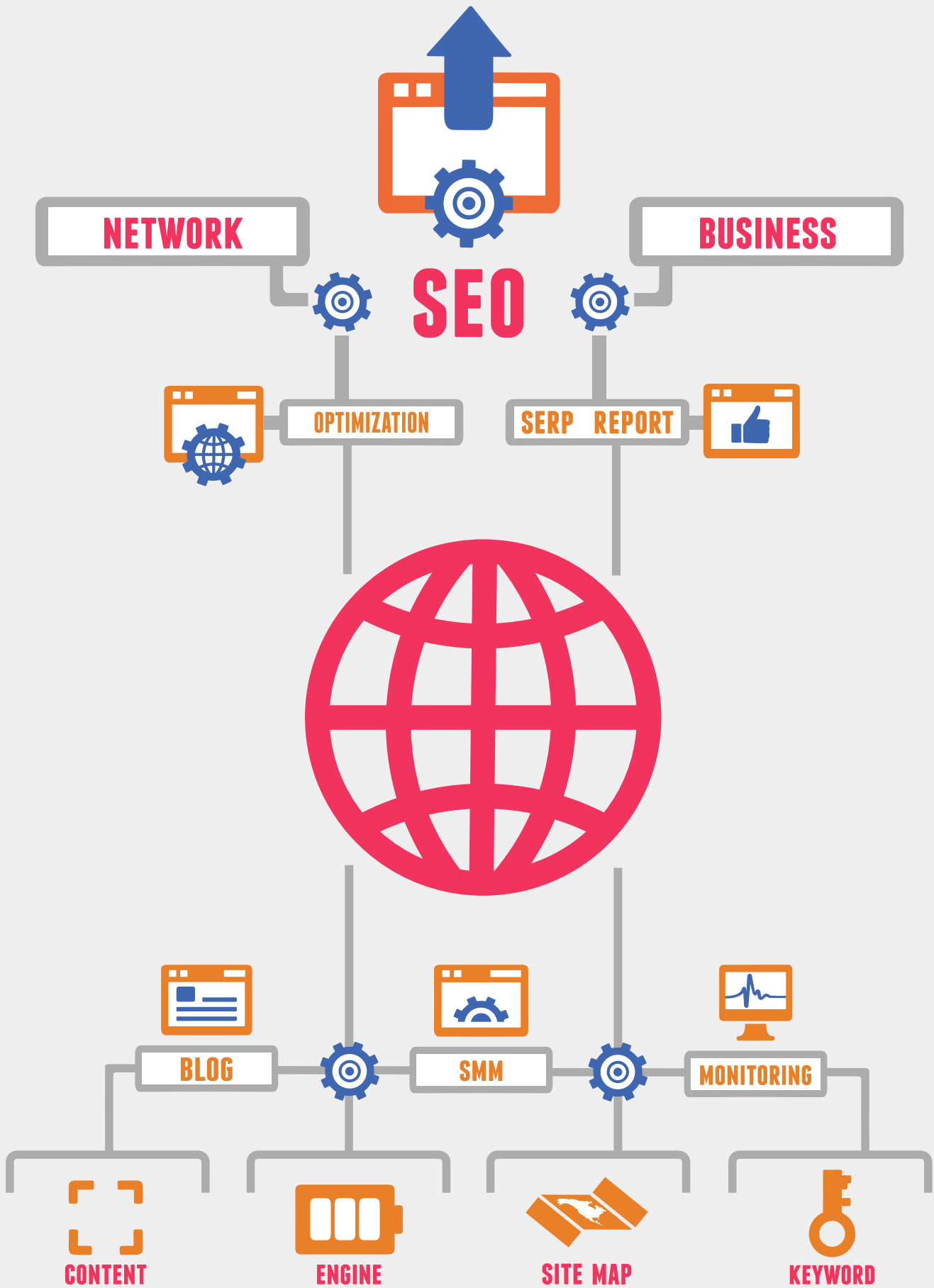
Global SEO Tips for Quality Content and Keyword Research



Three International SEO Tips to Help Penetrate Global Markets



Download our Global SEO Solution Brief



“ Our quality of translation and localization must be Triple-A. With Lionbridge it is. They are determined to be

BEST-IN-CLASS IN EVERYTHING,

from the big picture to the smallest detail.”

Laura Cieraad, Marketing Systems Manager, Nikon Europe

“ LIONBRIDGE IS A CRITICAL PARTNER

in the success of this truly global research effort. You consistently deliver the high quality work within our demanding timelines. It has been a pleasure working with your team over the years.”

Chris Cyr, Associate Partner, Rosetta

“ We’re delighted with the efficiencies that Lionbridge™ in the Cloud has provided for eDiary and questionnaire translations and localizations. Cloud access and re-use of text, combined with our collective ISO processes,

DELIVER GREATER VALUE TO SPONSORS

and CROs collecting electronic clinical outcome assessments worldwide.”

Sheila Rocchio, VP Marketing & Product Management, PHT Corporation

“ GeoFluent Chat has given us the ability to delight our customers by providing them with

IMMEDIATE SUPPORT

in their language, with quality that meets their needs and a cost and integration model that meets our needs.”

Victoria Doman, Head of Client Services,
PKR Technologies, Ltd.

“ With SAT, we met the goal of

50% COST REDUCTION

that we had set
[for translating Visual
Studio reference content].”

Fabrice Fonck, Former Director of International
Product Experience, Microsoft

SECTION

06

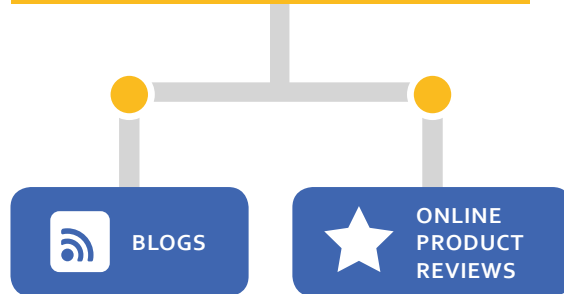
USER GENERATED CONTENT



CROWD TRANSLATION

BEST FOR: SMALL TO MEDIUM VOLUMES OF USER-GENERATED CONTENT WHERE ACCURACY AND CULTURAL SENSITIVITY ARE IMPORTANT.

TYPICAL CONTENT TYPES:



PUT YOUR BEST FOOT FORWARD IN ANY GEOGRAPHY

Now more than ever, global customers are connecting with your brand through blogs, online product reviews, and other user-generated content. But the information your customers create is only helpful when it can be understood.

Lionbridge provides a flexible crowd-based translation solution that aggregates, evaluates and translates this content for a global audience. By using a skilled crowd of in-country native speakers, we ensure your user-generated content is not only translated with accuracy, but also accounts for local idioms and cultural differences, ensuring an optimum experience for prospective customers in any geography. And our crowd translation model is flexible and elastic, so it delivers results when and how you need them.



LEARN MORE ABOUT CROWD TRANSLATION:



[Read Agile Translation Services for Global Leaders](#)



[Download our CRM Business Data Quality Solution Brief](#)



[Download our Crowd Translation Case Study](#)

SECTION

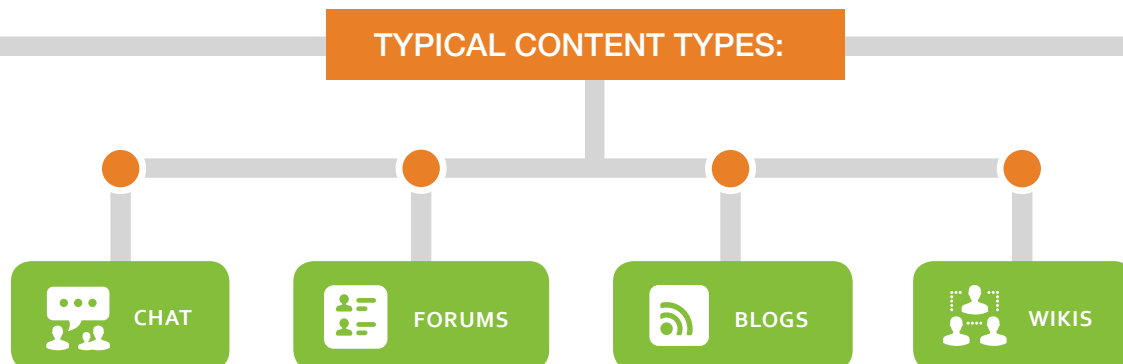
07

SUPPORT CONTENT



GEOFLUENT TECHNOLOGY

BEST FOR: HIGH-VOLUME, REAL-TIME SUPPORT CONTENT THAT WOULD NORMALLY BE COST-PROHIBITIVE TO TRANSLATE.



REACH NON-ENGLISH SPEAKING CUSTOMERS MORE EFFECTIVELY ONLINE

It's a fact that more than 90% of your support content never reaches your non-English speaking customers and community members. GeoFluent, the most advanced, real-time machine translation solution for social communities and chat, solves that problem.

GeoFluent provides high quality real-time multilingual translation of support communities, blogs and wikis, as well as chat sessions. Using sophisticated language processing that is customized to include your company's terminology, style and brand, GeoFluent transforms user-generated content from any language to any language. GeoFluent's patent-pending, multi-layered approach overcomes common typos, misspellings, slang and complex translation problems related to context, gender and personalization.

“GeoFluent will reduce cost and increase value for our customers.”

Ranny Nachmias, LivePerson

LEARN MORE ABOUT REAL TIME TRANSLATION:



[Learn More about GeoFluent](#)



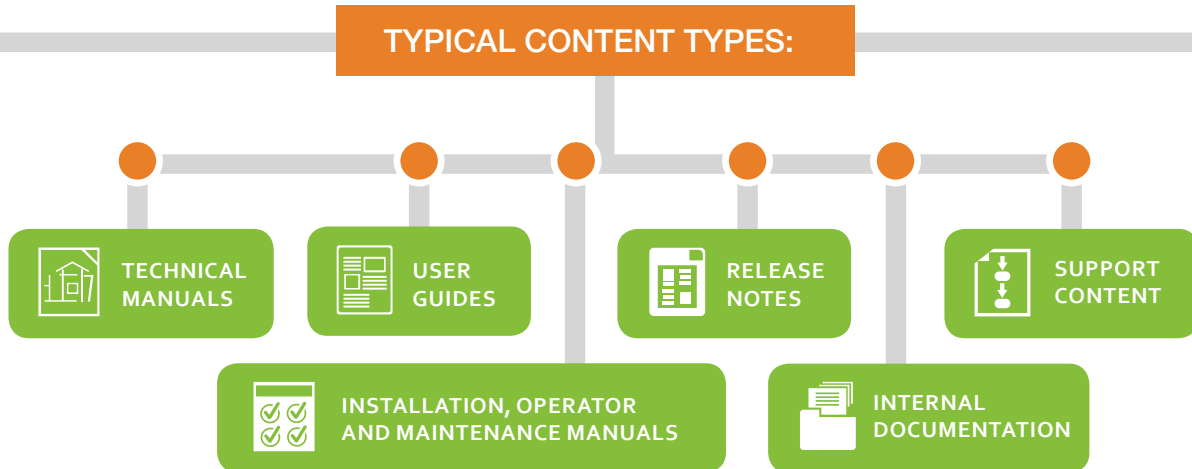
[Try GeoFluent Now](#)



[Download our PKR Case Study](#)

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“For every one million words of content, fully automated MT can cost as much as \$220,000 less than human translation.”

Common Sense Advisory

LEARN MORE ABOUT TRANSLATION AUTOMATION:



[Download our MT Solution Brief](#)



[Download our SAT Solution Brief](#)

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[Read our Translation Case Study](#)



[Download our Translation Solution Brief](#)

SECTION

08

CONSUMER LABELING & PACKAGING

A decorative graphic consisting of two horizontal lines. The top line is blue and ends with a solid blue circle. The bottom line is white and ends with a solid white circle.

TRANSCREATION SERVICES

BEST FOR: PRODUCT LABELING AND PACKAGING WHERE THE CONTENT NEEDS TO RESONATE WITH CUSTOMERS AND ACHIEVE A HIGH LEVEL OF ACCURACY AND CULTURAL SENSITIVITY.

TYPICAL CONTENT TYPES:



TAKE THE RISK OUT OF MULTILINGUAL PACKAGING

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LEARN MORE ABOUT TRANSCREATION:



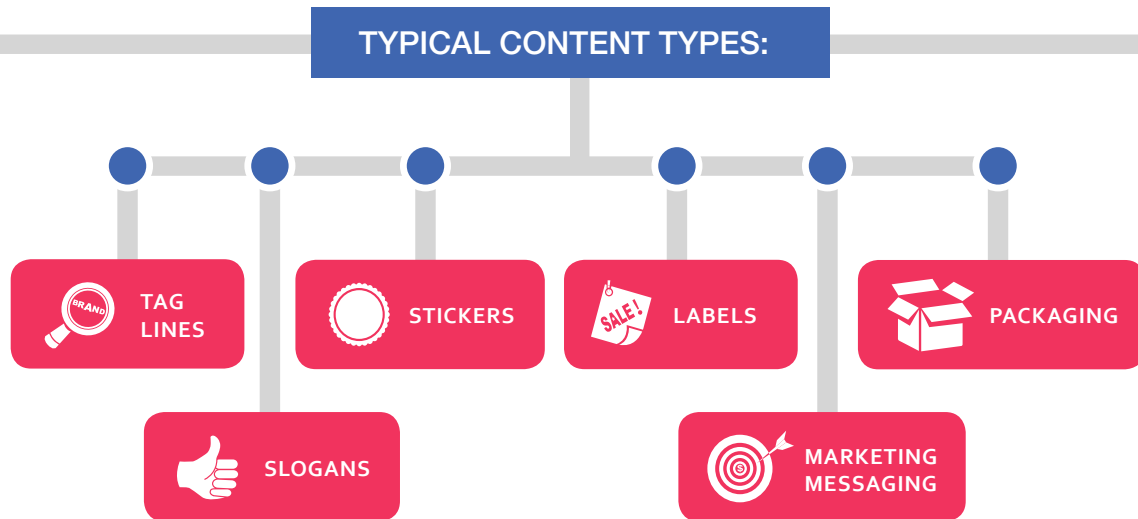
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QUICK AND COST-EFFECTIVE METHOD OF PROCURING TRANSLATION SERVICES

Your global communication needs are expanding quickly, and you need translation services that keep pace. Agile Translation provides a quick, easy way to procure translation services for unpredictable translation requests that come at high-frequency, with low word counts, from anywhere in your organization or from your creative agencies. Working through a user-friendly translation management portal, users simply select a delivery option — rush (< 24 hours), standard or flexible — receive an instant quote and upload their content. Lionbridge guarantees on-time delivery, with the quality and service levels you expect.

The result? Peace of mind that small, quick-turn projects are translated successfully and repeatedly no matter where they originate. And since Agile Translation aggregates large numbers of content submissions, transaction costs remain low and provide a viable alternative to traditional translation.

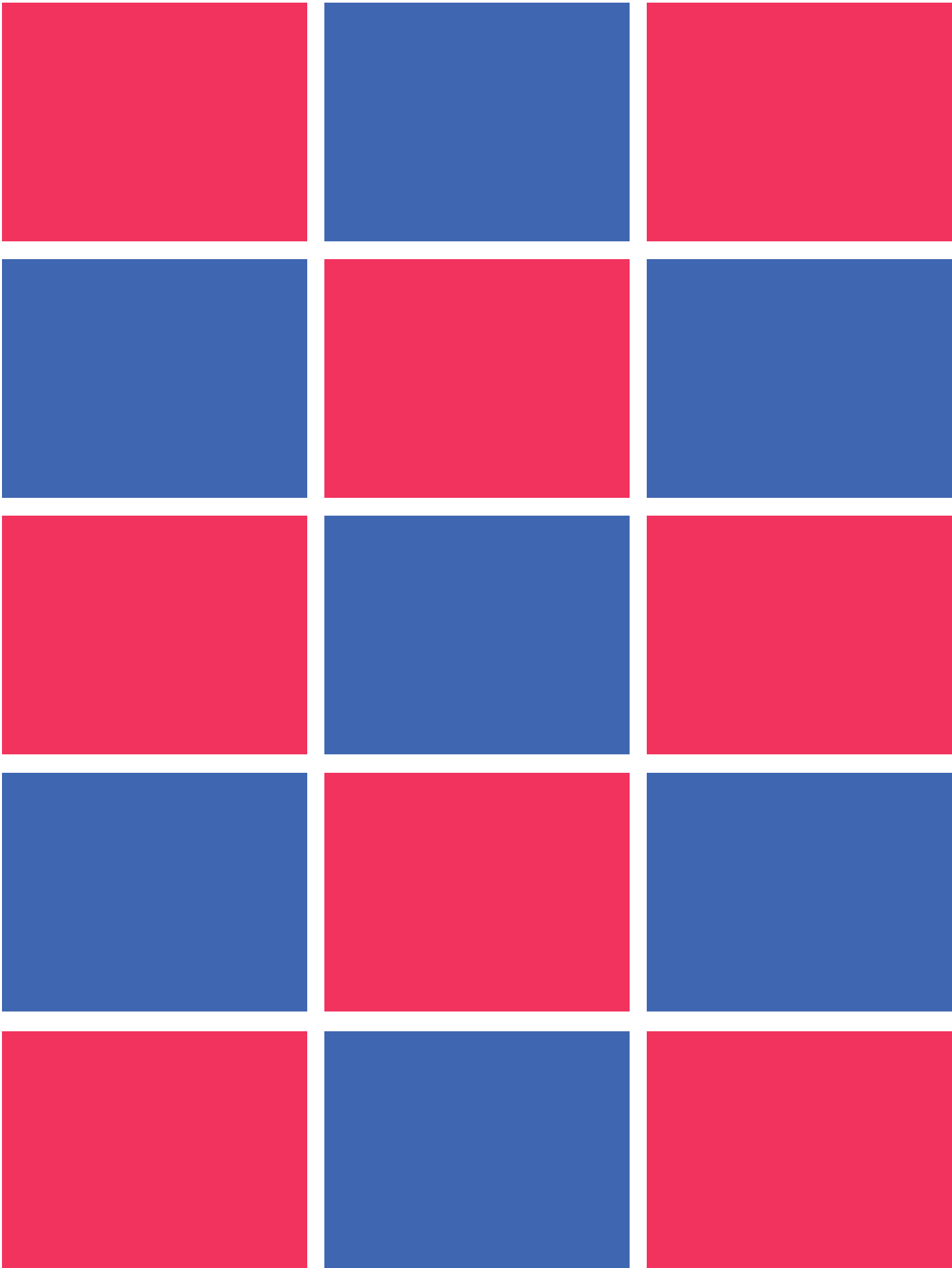
LEARN MORE ABOUT OUR AGILE TRANSLATION SERVICE:



[Read our Agile Translation Case Study](#)



[Download our Agile Translation Solution Brief](#)



SECTION

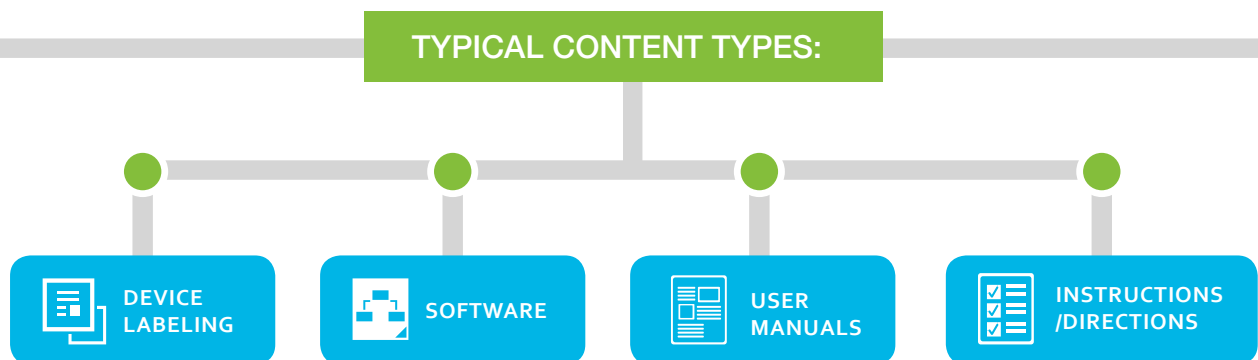
09

MEDICAL CONTENT



MEDICAL DEVICE LABELING TRANSLATION

BEST FOR: LARGE VOLUMES OF REGULATED CONTENT WHERE TRANSLATION SPEED, COMPLIANCE ARE KEY.



ENSURE YOUR DEVICE LABELING IS IN COMPLIANCE

International regulations require that you translate your medical device labeling, including software, user manuals, and instructions/directions for use, into 17-22 languages (on average), depending on the device.

The experts at Lionbridge Life Sciences have a deep understanding of the unique challenges of medical device labeling translation. From initial product labeling submissions to production-ready labeling, we can help ensure your devices are in compliance. Using innovative technology solutions, linguistic asset management, and project reporting, we can scale ISO-certified programs to meet your medical device labeling needs.



LEARN MORE ABOUT MEDICAL DEVICE LABELING:



Download the Medical Device Case Study



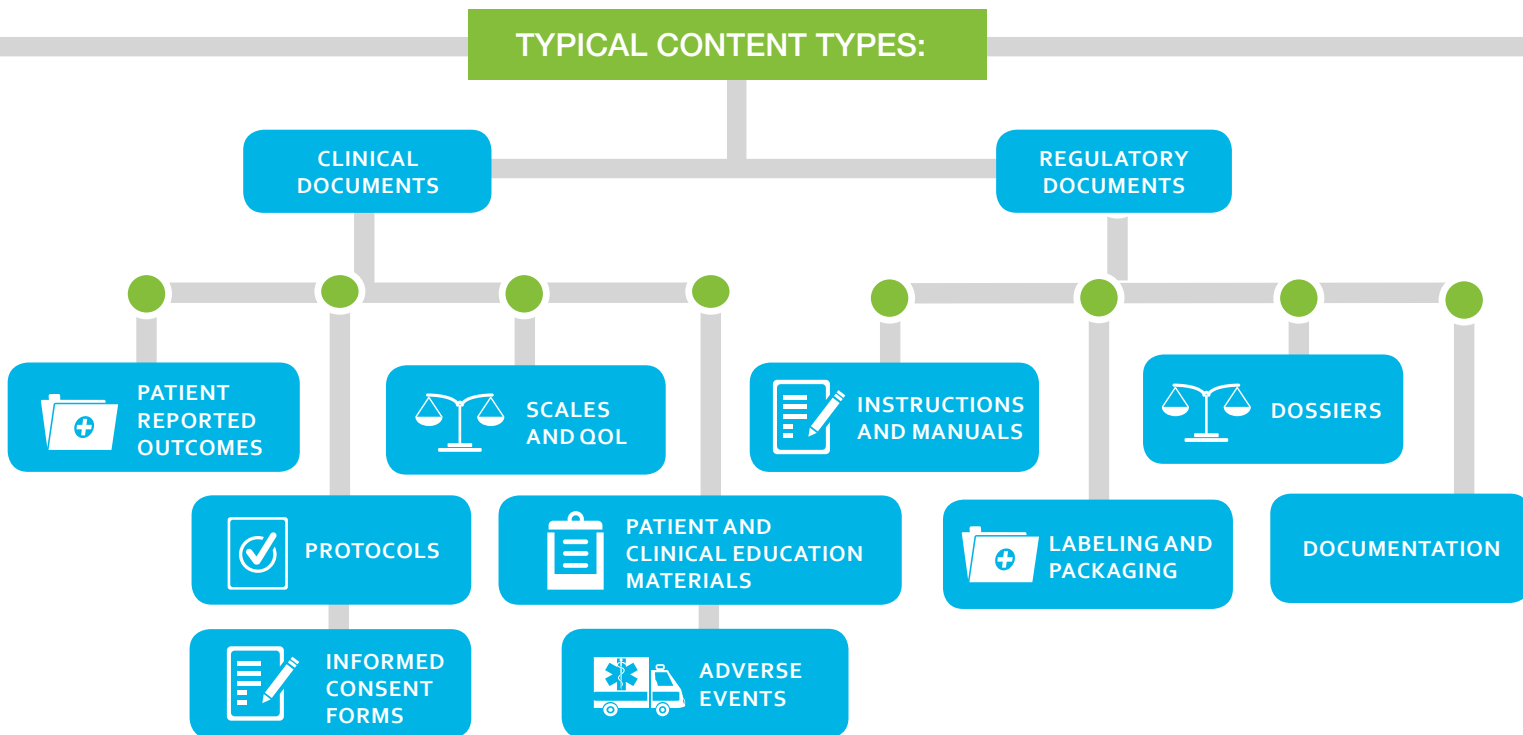
Download the GRS Solution Brief



Learn More about Lionbridge Life Sciences

LIFE SCIENCES MEDICAL TRANSLATION

BEST FOR: MEDICAL TRANSLATION AND LOCALIZATION FOR THE LIFE SCIENCES INDUSTRY, WHERE ACCESS TO A SCALABLE POOL OF TRAINED SUBJECT MATTER EXPERTS IS PARAMOUNT.



EFFICIENT, COST-EFFECTIVE, AND EXPERT TRANSLATION OF MEDICAL CONTENT

Translating critical medical documents requires a very specialized skill set and a well-structured methodology. Lionbridge Life Sciences has a dedicated team of subject matter experts who specialize in translation services for the Life Sciences industry. With support for more than 250 languages and a network of over 10,000 qualified translators, we are able to scale translation programs worldwide. And, with our innovative global technology solutions we deliver medical translation and localization services that are both efficient and cost effective.

Lionbridge supports large clinical trials with 5000+ participants in 15+ countries

LEARN MORE ABOUT MEDICAL TRANSLATION:



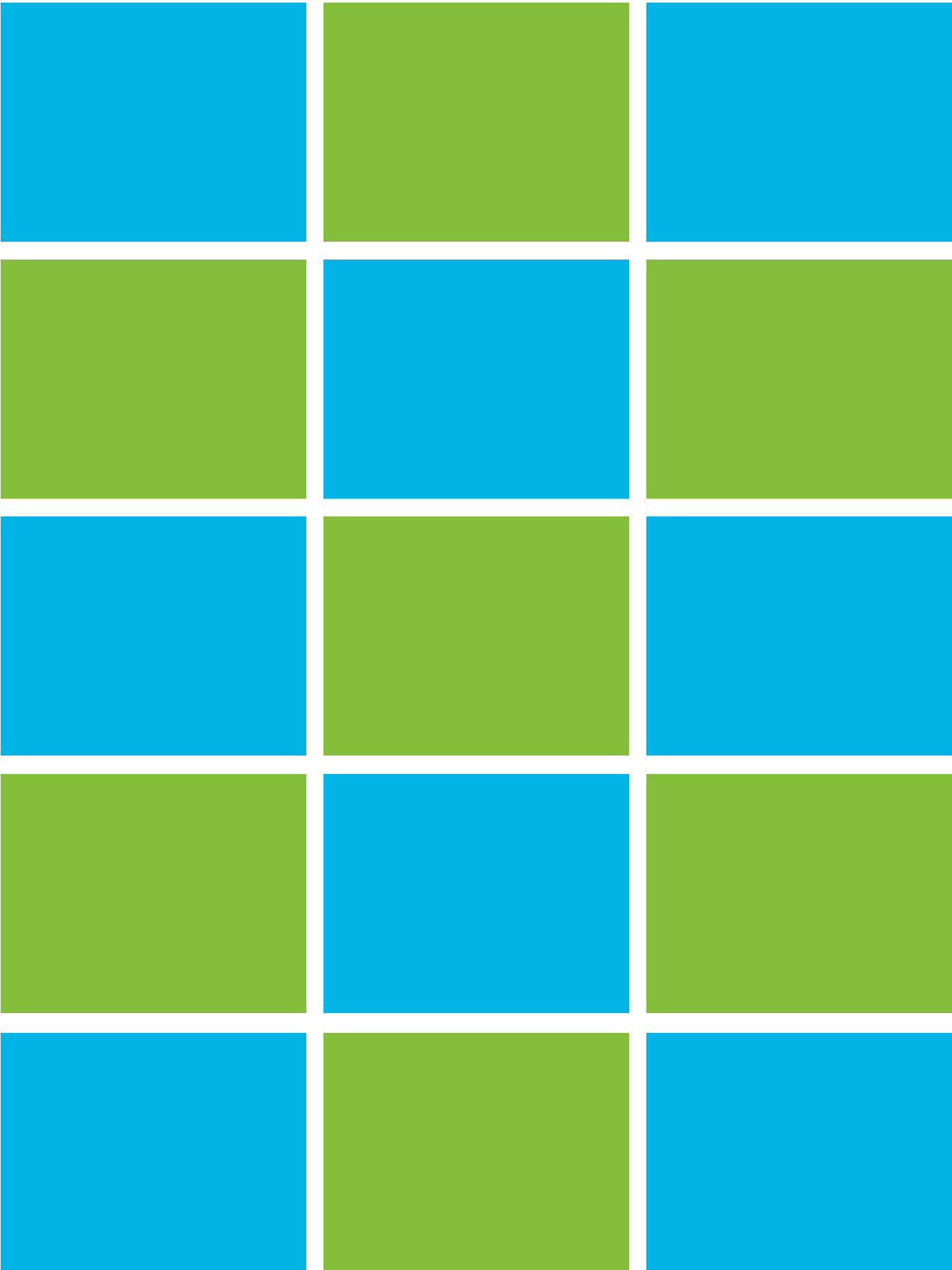
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[Download the Adverse Events Solution Brief](#)



[Download the Clinical Trials Solution Brief](#)



STILL HAVE QUESTIONS?

Contact us today. We'll help you figure out the translation approach that's right for you.

www.lionbridge.com/contact-us/

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.

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 global customer lifecycle.

Using our innovative cloud technologies, global program management expertise and our worldwide crowd of more than 100,000 professional cloud workers, we provide integrated solutions that enable clients to successfully market, sell and support their products and services in global markets.

Our unique Global Customer LifecycleSM framework delivers tangible business benefits for our clients such as:

- 40% increase in top 10 search result listings
- 30% increase in global website traffic
- 35% reduction in global campaign cycle times
- 20% reduction in global marketing costs

As a result, our clients are growing revenue, enhancing brand loyalty and increasing efficiency across end markets and geographies.

