

From an internal provider to a strategic business partner

Implications for internal groups and
LSPs who serve them

Plan for the Session

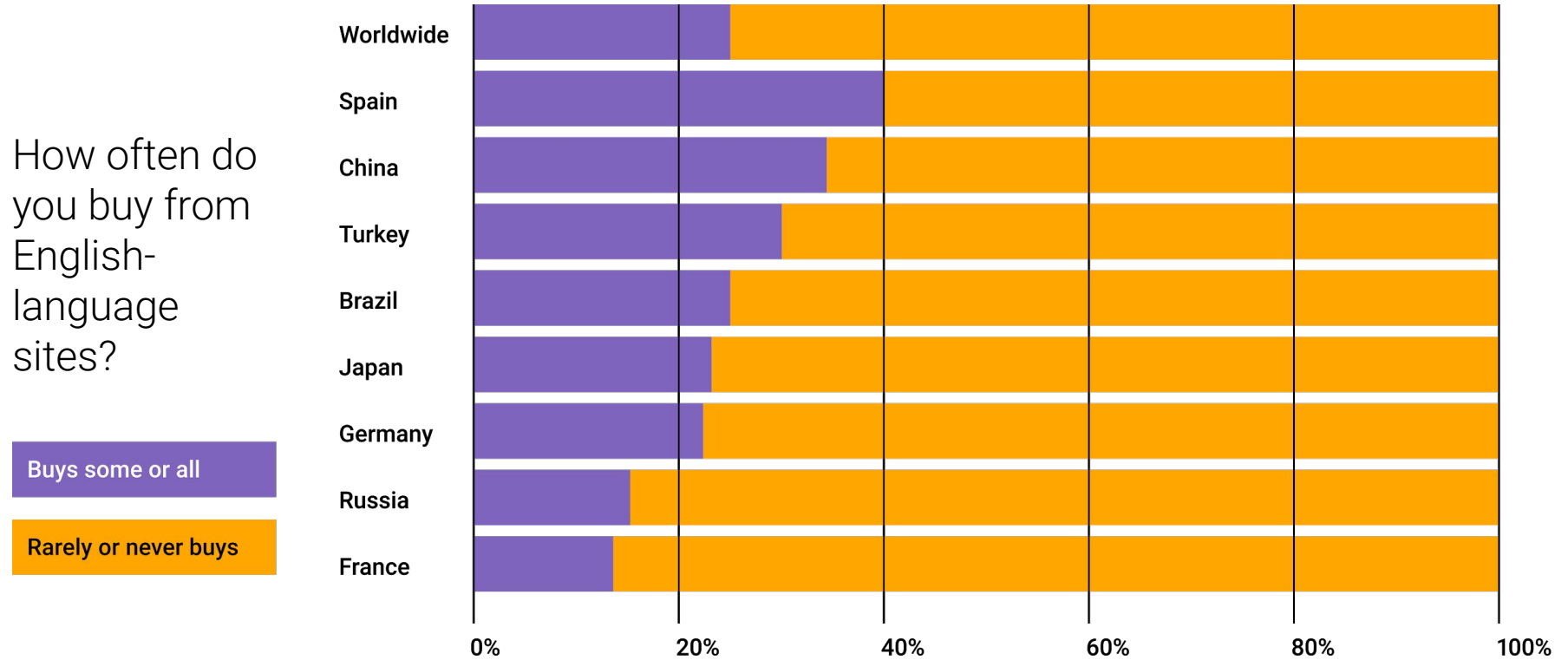
- What's Going on (Global Digital Transformation)
- Let's Define the Terms
- The Panelists
- Maturity of Localization and Internal Positioning
- LSP Implications
- QnA

Slido.com

#U391

Can't read, won't buy

How often do you buy from English-language sites?



Source: Common Sense Advisory, Inc.

How many languages should your product speak?

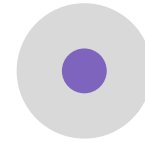
Explosive growth in content creation



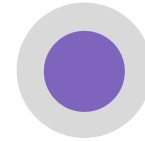
less than
0.00000067%

of digital content worldwide
is professionally localized

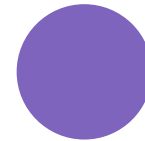
To reach 90% of consumers worldwide, you need:



13 languages
2001



21 languages
2013

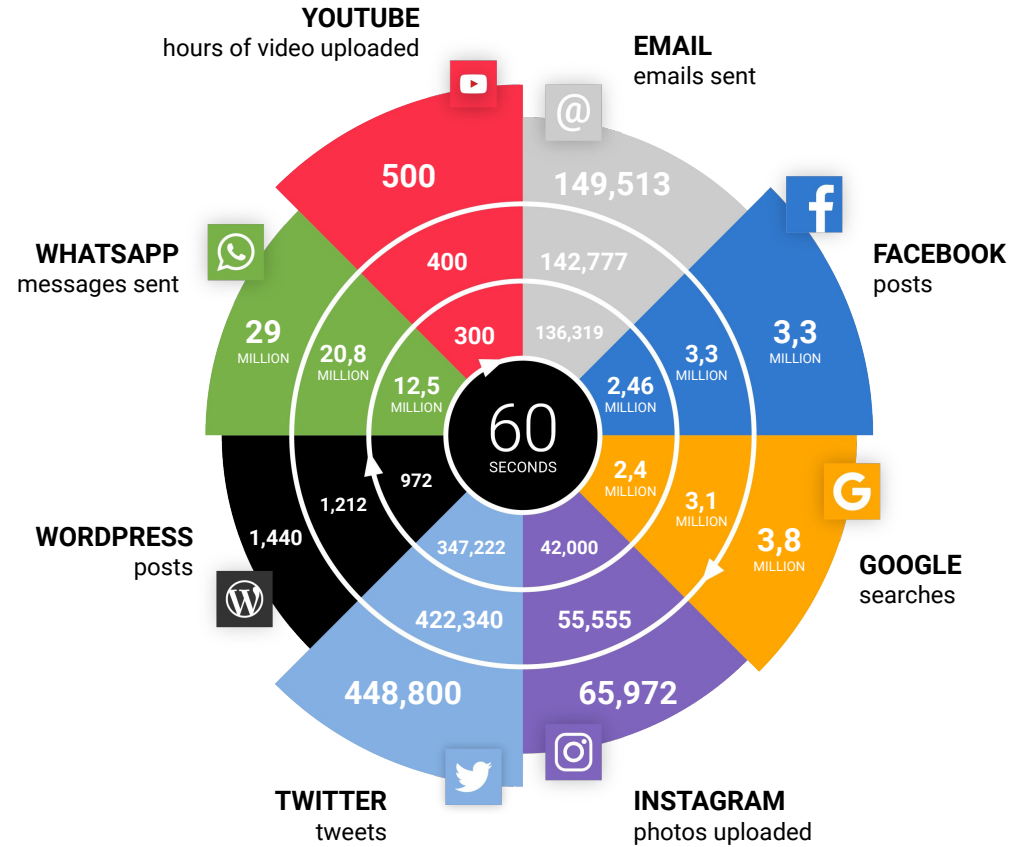


48 languages
2020

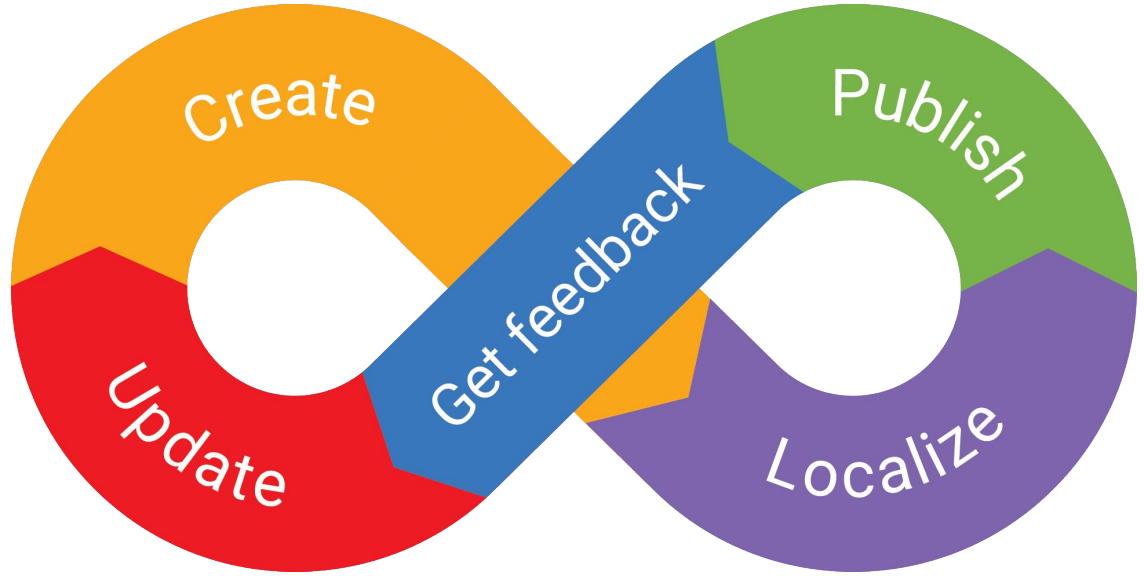
Today,
every company
is a media
company

100+
content types in marketing in 2018

Content update lifecycle:
MONTHS → DAYS



Today's
businesses
expect
**a connected
experience**



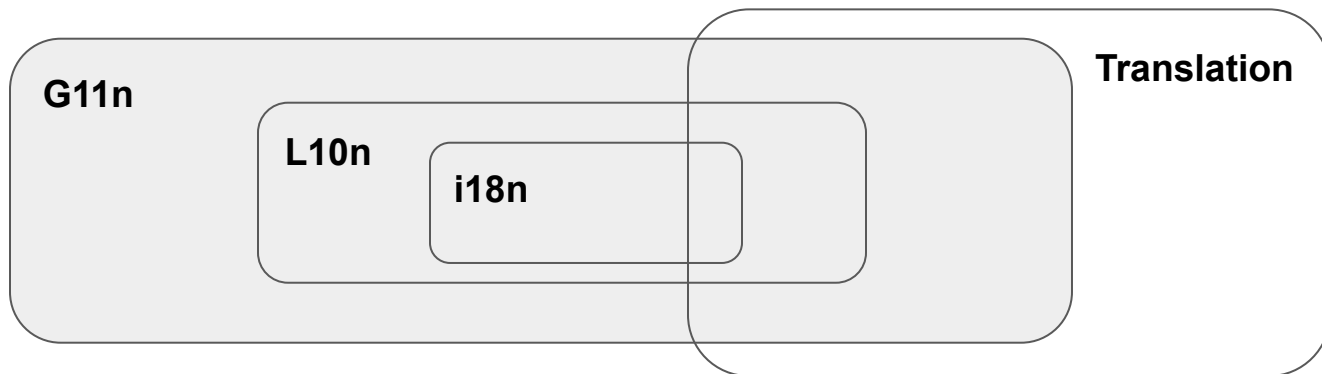
Continuous automated delivery

Let's define the terms

Globalization (aka "**G11n**") in the context of the language industry, refers to a broad range of processes necessary to prepare and launch products and activities internationally.

Localization (aka "**L10n**") is the process of adapting a product or content to a specific locale or market. Translation is only one of several elements of the localization process.

Internationalization (aka "**i18n**") is a process that ensures a product (usually a software application) can be adapted to various languages and regions without requiring engineering changes to the source code. It's a readiness for localization.



Panelists

- Yuka Ghesquière Nakasone, Beabloo
- Julio Leal, Ciena
- Patricia Paladini Adell, CA Technologies/Broadcom
- Irina Rybnikova, Positive Technologies
- Igor Afanasyev, Evernote
- Carmen Aviles Suarez, Agilent Technologies

Julio Leal



Networking systems, services and software company

\$3B

annual revenue

6k

employees

35

countries

13+

languages

2M

words translated
annually

WHAT WE TRANSLATE

Marketing (collateral, video, email,...)

Legal Documentation

eLearning

Internal/External Communications

Web Content (global sites, blogs)

Yuka Ghesquière Nakasone

Retail technology provider

\$10M

annual revenue

80

employees

20

countries

5

languages

0.5M

words translated
annually

beabloo

Communicate everywhere

WHAT WE TRANSLATE

Product (Cloud-based SaaS products, Product portfolio, Tech debriefs, Newsletters, Video training)

Support (Knowledge base, elearning)

Marketing (Website, Social media, event materials, newsletters, articles)

Sales and Partner Operations (Any customer and prospect requests)

HR Internal Communications

Legal translation

Irina Rybnikova

Vulnerability assessment, compliance management and threat analysis solutions

700+

employees

30

countries

3

languages

2,4M

source words translated annually

POSITIVE TECHNOLOGIES

WHAT WE **CREATE** AND/OR TRANSLATE

Interfaces and documentations

Positive Hack Days

Marketing (collateral, video, email...)

Legal Documentation

eLearning

Internal/External Communications

Web Content (global sites, blogs)

Technical magazines, researches

Technical and commercial proposals

Industry-wide vulnerability bases

...

Igor Afanasyev



Your notes. Organized. Effortless.

200+M **70%** **400**
users worldwide outside USA employees

25+ **200K** **1**
languages source words translated annually localization manager

WHAT WE TRANSLATE

Product (Android, iOS, Mac, Windows, Web)

Marketing content (web site, emails, social communications, app store descriptions, release notes)

Knowledge base (user-facing and customer support-facing)

Carmen Aviles Suarez

Research, development and manufacturing company.
Our mission is to improve the human condition

\$5B

annual revenue

13k

employees

35

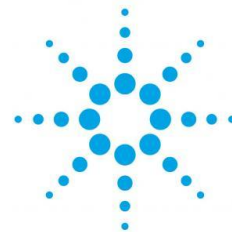
countries

35+

languages

21M

words translated
annually



Agilent Technologies

WHAT WE TRANSLATE

Marketing (collateral, video, email, applications...)

Legal Documentation

eLearning

eCommerce

Internal/External Communications

Web Content (global sites, blogs)

Patricia Paladini Adell



technologies

A Broadcom Company

Technology leadership and category-leading semiconductor and infrastructure software solutions

\$29.9B **+11k** **35**

FY18 annual revenue

employees

countries

13+/6 **+15 M**

languages

words translated
annually

WHAT WE TRANSLATE

Software User Interface

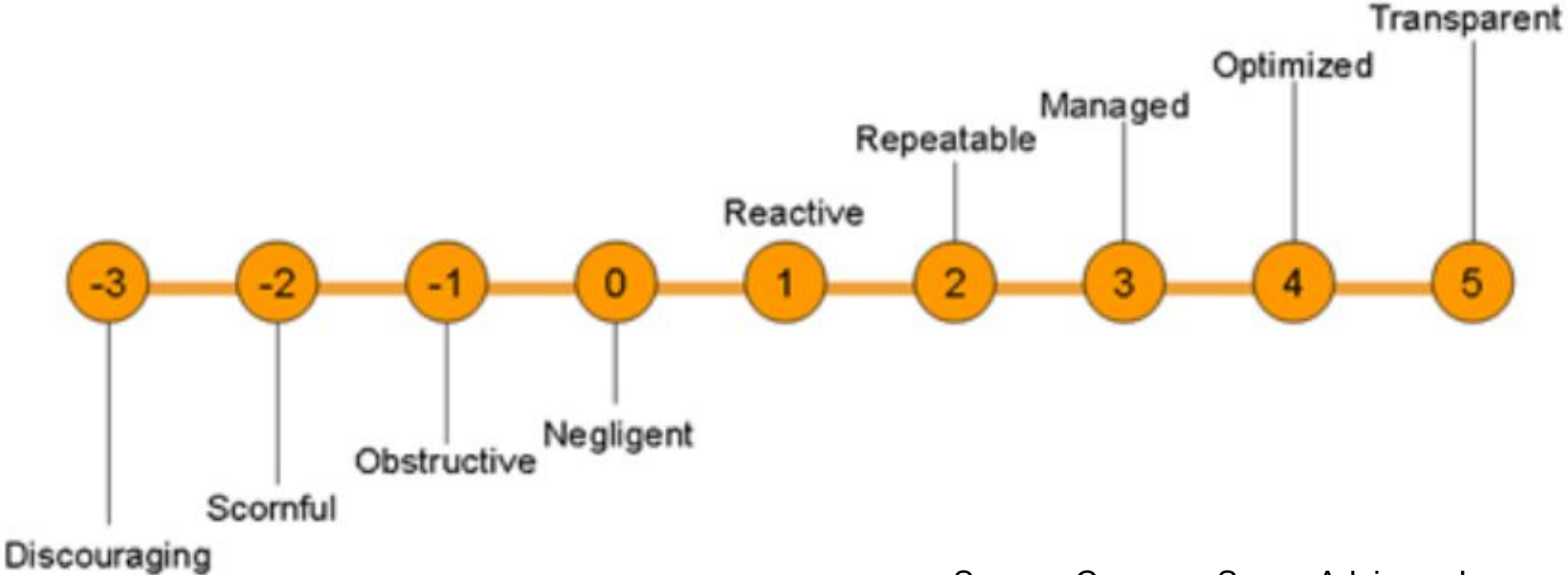
Product Documentation

Marketing (collateral, video, email,...)

AdHoc Translation Requests (Legal, Videos...)

Web Content (global sites)

Phases of Localization Maturity



Source: Common Sense Advisory, Inc.

Driving Globalisation to Create Value



Implications for an LSP

Thank you!

Please ask questions. After all,
we are at TFR to discuss, right?

:)