



SCRIBE CONSULTING



## YOUR GLOBAL PARTNER

Scribe Consulting is changing the way companies think about their localization providers.

We are not in the business of counting and translating words. We are in the business of creating long-term partnerships with our clients that help them not only survive, but thrive in local markets across the globe.

Scribe Consulting is redefining the entire translation and localization experience. We believe that with the right approach, the right people and the right processes, you can work smarter and get superior results.

Whether you have just embarked on your first localization effort or already manage a complex localization process, our team offers the experience, commitment and tools to make your job easier.

Combining the latest technology with the oldest traditions of teamwork and customer service, we work collaboratively with you to achieve the ultimate goals of higher quality, faster turnaround time and lower translation costs.

Scribe Consulting wants to become your global partner, not just a vendor in your database. We strive to know your product, your business objectives and your team's style in order to create comprehensive and tailored solutions that work.

As part of your team, we are committed to helping you work smart... to leverage, to collaborate, and to excel...both here and abroad.



## OUR RESOURCES

Translation is now a part of the critical path to product delivery. As your language partner, we give you the edge you need to unlock the potential of local markets across the globe. We empower you to outperform your competition by providing the support, technology and expertise you need to succeed internationally.

### Services

Founded in 1996, Scribe Consulting combines strategy, services and technology to provide enterprise-level localization solutions to a wide range of industries. We provide solutions for software, help, website and documentation projects. Scribe Consulting has both the technical and linguistic resources to support you each step of the way. From internationalization consulting to testing and everything in between, our services are designed to assist you through every stage of your expansion into global markets.

- Software Localization
- Website Translation
- Videogame Localization
- Testing
- Internationalization Consulting
- Translation Services

Our skills and services are designed to serve as a turnkey solution for your global needs. With Scribe Consulting, you always have the skill you need, when you need it. Over time, as your global business evolves, the additional services you require are immediately available.

### Foresight

As part of your ongoing team, we look beyond the current project to what lies ahead. We work with you to plan for and anticipate future issues to ensure that the work completed today will be something you can leverage down the road. We also serve as an equalizer to ensure all of your communications and documentation are consistent. This consistency is critical to saving costs, leveraging material and managing content for future projects.

We've helped companies like...

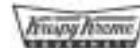


SONY

Kodak

T-Mobile

Thrifty



PEPSI



...reach a global market



## YOUR SOLUTION

At Scribe Consulting, we use our years of localization experience to help you work smart. You have the immediate and invaluable benefit of leveraging our experience and tools to shorten your learning curve, identify creative solutions and manage the process.

We give you access to...

**Extensive Experience** – There are many challenges to face in the process of localization. With Scribe Consulting on your team, you have our extensive experience on your side. This offers you the benefits of a shorter learning curve, smoother processes, and ultimately less costly mistakes. You can now learn from the challenges of others and start the process several steps ahead.

**Flexible Solutions** – While we think we've probably seen it all, we also recognize that your business needs are unique. Your product and its market are distinct and there will always be unexpected issues. Our creative approach to problem-solving helps you manage not only the most common problems, but also the unexpected challenges that may occur along the way.

**Active Collaboration** – As your global partner, we understand that managing the human aspects of the language process is as critical as handling the technical complexities. Working with local distributors and internal team members on language issues can be incredibly challenging. These problems are often minimized through open and active communication. We are committed to communicating with you and your team members throughout our collaboration and have created tools to facilitate this ongoing communication.

**Instant Access** – With Scribe Consulting, you always have quick and easy access to all of the materials related to your project from glossaries to communications among team members. We have created processes and web-based systems that support and track all communications related to your projects. This system also documents the entire history of your project which gives you information that you can use to streamline future projects.

**Cutting Edge Tools** – Our use of translation memory and terminology management tools ensures you don't waste time or money translating the same words over and over. It also ensures that consistent language and terminology are used throughout all of your projects. These tools have the immediate benefit of providing efficiency and consistency within your current project. They also become assets that can stay with you over time offering tremendous value and savings.

**Consultative Support** – When you work with Scribe Consulting, we believe our greatest benefit to you is our consultative approach. We don't just look at the project at hand and determine its costs. We help you organize your materials in a way that allows for long-term savings. We flag you on potential issues and glitches that may eventually bring costly problems. We provide assistance in prioritizing tasks to ensure work is done in the most efficient and cost-effective order. We prevent you from translating materials more than once and we assist you by leveraging all of your materials and documentation for maximum cost-effectiveness and consistency.





## OUR TRANSLATORS

Choosing the right linguist is critical to any successful localization. We work with the finest and most skilled translators in the world. Our network of 3,900 language and subject-area specialists is managed and evaluated regularly by our vendor management team. Each translator considered for our network must meet extensive experience and educational requirements. They are carefully chosen, rigorously tested and regularly evaluated. This ensures the highest quality deliverable.

We require a three-tiered linguistic team on each project: translator, editor and proofreader.

In preparation for each project, our operations staff carefully assembles the linguistic team members based on their knowledge of your specific subject area and your target audience.

Beyond knowledge of your specific industry and topic, these translators are dedicated to your project and your material. Much like our project management team, the linguistic team becomes very familiar with your product and company. They get to know you, your lexicons and your overall style.

Companies sometimes make the mistake of thinking their industry is too technical for translation. The fact is that there are individuals with incredible technical skills in every language. Working together with you and your team, our translators help to create glossaries and to manage terminology for your specific lexicons. By developing these resources, you have the ability to open up new markets for your product while remaining consistent and accurate in your terminology.





## OUR TEAM

Scribe Consulting offers a strong and dedicated team of experienced professionals. Our group works closely with you to become an integral part of your team with the goal of understanding and supporting your ultimate business objectives.

Our in-house team has both linguistic and cultural experience. They have lived overseas in various countries and understand the bigger issues of your project beyond language itself. With this experience, they often provide input that will help you avoid common pitfalls and costly mistakes.

Our project managers act as your primary connection to Scribe Consulting. They are your one-stop resource when you have questions or issues throughout your project. Your Scribe Consulting team works with you throughout the life of your project to ensure a smooth and efficient process and to be there for you when changes and updates occur.

We have created a strong team environment at Scribe Consulting as a result of working together

for many years. This 'team player' attitude also extends out to our clients. We work hard with you to achieve both your immediate and long range goals. We have project managers who have worked with the same clients for many years – even as the client's project members have changed over time. What this means to you is a familiar face... someone who knows your product inside and out, who understands your organization, and who knows the unique challenges and nuances that exist within the scope of your projects.

Many of our clients come to us months after a project, as a result of a staffing change, to request files and information that has been misplaced. Scribe Consulting has been a consistent resource that has helped hold the localization process together for these clients. We are proud to offer this kind of strength and longevity to our clients as their global partner.





## OUR TECHNOLOGY

Scribe Consulting uses several different technologies to enhance our processes and ensure the highest quality for our clients. These technologies are entirely web enabled and incorporated into our global workflow system allowing our network of 3,900 language and subject-area specialists to translate efficiently and cost-effectively.

### Translation Memory

Scribe Consulting utilizes a variety of resource editors and translation memory tools to automate recurrent translation work. Translation memory is essentially a database of previous translations in which the source and the target language strings have been broken down into segments. When a subsequent text is compared with the original, the memory identifies the equivalent translated segments and inserts them into the new target text. In addition, “fuzzy matching” allows segments that are similar, but not identical, to the original to be inserted and then edited.

By leveraging your previously translated materials, you save both time and money. This also strengthens the consistency of your message across all of your international communications.

### Terminology Management

Glossary development is a critical aspect of the translation process. Before beginning any translation, Scribe Consulting reviews the project files as well as previously translated client material for recurring, company specific terminology. These terms are incorporated into client glossaries that, once approved by the client, are used by all members of our translation team. This ensures that your content and terminology remain consistent throughout all of your projects.

When all team members have instant access to the most current and appropriate terminology, you improve quality, cut editing time and strengthen the effectiveness of your message.

### Global Vault

The Global Vault is a proprietary tool Scribe Consulting has developed that provides for total consolidation of your project documents in an easily manageable location. The Global Vault serves as a client extranet providing instant online access to project schedules, status reports, glossaries and translation memory assets.

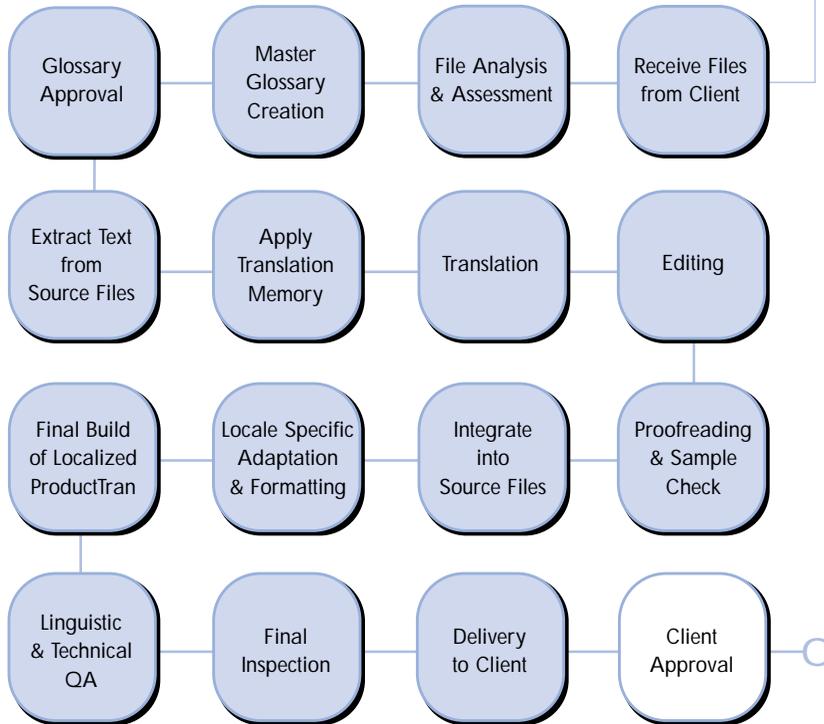
This tool allows you to check in on your project at any time and to see the exact status of your project. The Global Vault also creates a complete project history. This documentation can help you plan future projects or go back and track who was responsible for each task within any given project.





## OUR PROCESS

Effective translation bridges the gap between cultures, not merely words. To make a product truly international it must appear and function as a native product, specific to the target locale. This requires more than a straight translation. It requires several steps that examine the project from various viewpoints.



### Quality Assurance

To ensure the highest quality, Scribe Consulting uses a three-tiered translation process involving three linguists. The translator creates the initial translation. The editor carefully reviews and refines it to ensure that the translation reads as if it were originally written in the target language. The proofreader then provides quality control, ensuring that each document is flawless.

At Scribe Consulting every project undergoes rigorous technical and linguistic quality assurance testing before deployment. Each step of this thorough process is designed to ensure your project meets the highest standard of quality.





# SCRIBE CONSULTING

Scribe Consulting is working to change the way you think about localization. We want to be an integral and ongoing part of your global team.

Whether this project is your first entry into the global market or just one of many, we are committed to making it a smooth and successful undertaking. While the challenges are many, we are confident that our experience, our people and our processes, will give you the edge you need to compete and succeed internationally.

We want to be part of all of your global challenges. From translation and localization to testing and consulting, we look forward to developing an ongoing relationship that spans the length of time and that brings you worldwide success.

For further information, please contact our sales office.

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