

Business best practice:

Rethinking your translation process

A thoughtful examination of translation procurement begins by understanding best practices

Improving quality and efficiency is a top priority of businesses that view translation as a competitive advantage. High growth companies are rethinking both the relationship with their translation suppliers and the way they purchase translation solutions.

A closer look at your company's translation needs can yield powerful insights. The benefits to rethinking the translation function include:

- Improved international profits and decreased costs
- Increased agility and speed-to-market
- Increased revenues from simultaneous shipment and product release
- Improved quality for all communications and improved brand consistency

Best practices of translation centralization include

- Defining business goals related to the company translation and localization needs
- Capturing, sharing and reporting translation spend and performance metrics across siloed business units, groups, divisions and geographies
- Capturing company-wide translation spend
- Reviewing or identify key performance metrics
- Identifying the mix of suppliers through which spend is currently directed
- Identifying potential targeted cost savings and quality improvements
- Creating a streamlined process to enable best practices
- Leveraging supplier partners based upon expertise and performance
- Publishing a company policy for translation purchasing and train users across the company
- Ensuring ongoing enforcement of policies
- Providing ongoing feedback to suppliers



Some see translation as an expense. In Every Language's clients understand it's a profit-driver.

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