



GUIDE TO CHOOSING A TRANSLATION COMPANY

You have some projects coming up and you are looking for a reliable translation partner. But resist the desire to focus on price and how quickly they can get the projects done.

INDUSTRIES THAT MAY REQUIRE SPECIALISED TRANSLATION

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|-----------------------|--|---------------------------|
| Software and Hardware | IT, Artificial Intelligence and Robotics | Oil and Gas |
| Consumer Electronics | Augmented and Virtual Reality | Mining and Metals |
| E-Commerce | Fintech | Alternative Energy |
| Chemicals | Aerospace | Medical and Life Sciences |
| Biotechnology | Healthcare and Pharmaceuticals | Environmental Sciences |
| Automotive | Industrial and Manufacturing | Engineering |
| Legal | Banking and Finance | Travel and Hospitality |

Specialised Translation done correctly will take more time than normal translation. That means the lowest quote and fastest turnaround could add up to the poorest job, which could cost you more in the long run. Here are some things to look out for:

01 INDUSTRY EXPERTISE

A Translation Company that works with specialised translators vastly experienced in the required subject matter domain, whilst also holding high-level language qualifications, is definitely a must. Do not be fooled by companies or linguists who claim to be generalist technical translators: familiarity with the specialised terminology of your industry is important.

02 ASK AROUND

Have your colleagues, suppliers or network contacts used specialised-translation services? Ask them. Find out what they got translated and in which languages. What went well? What went less well? What did they like or dislike about the agency? Get as much information as you can before you approach potential suppliers.

03 TRANSLATION EXPERIENCE

What experience does the Translation Company have in professional translation? Ask to see case studies, client testimonials and other evidence of successful projects.

04 INDUSTRY TERMINOLOGY

Your Translation Company should be a true partner engaged in precisely nailing the terminology of your industry and business in the appropriate foreign language. To do this, they will need source material such as glossaries, style sheets and other reference material that you've collated.

Before the project kicks off, put together a glossary of foreign-language terms that your Translation Company can use consistently throughout. If possible, have the terminology checked over by an internal or an independent reviewer.

05 BELT AND BRACES

Your content must be fluent in the chosen languages and free from errors such as grammar, spelling, punctuation issues. That's why it is important to have an independent reviewer or a separate linguist proofread and edit the content. Any material that was proofread in English should be treated in the same way for any languages that it has been translated into.



06 FUTURE RE-USE

Are you likely to require similar materials to be translated in the future? Ask your Translation Company about translation memory or TM. With the right software, you will not only enjoy consistency with all your translated materials but also save money in the long run. That is because with translation memory or TM, repeated content comes in at a lower cost than new content.

It can add up to substantial savings where material has repeated boilerplate text, such as 'about us', legal clauses or warranty statements.

07 RELATED SERVICES

What about related language services? You should consider things such as desktop publishing or software localisation.

Finding the right language partner that offers every language service under one roof will make your job easier: there'll be one point of contact and one accountable party in the case of issues, with no dispute over blame.

To get the best results from your project, it's worth asking a few key questions to find the right language partner. Getting the right answers will make everything quicker and more efficient.



08 HAVE YOU WORKED WITH PROFESSIONAL TRANSLATORS IN THE PAST?

If you do not know, somebody else might. Ask around. If the answer's yes, try to get copies of what was translated as they may serve as good references.

09 IN WHAT FORM WILL YOU PROVIDE THE DOCUMENTS?

Translation Companies typically prefer an editable electronic file. If someone has given you a hard copy to work from, a PDF or a scan, ask them for something editable like **Microsoft Office, InDesign, QuarkXpress**, HTML files or another electronic format.

You might be able to get a quote or an estimate from a scan or fax. However, the Translation Company would not be able to use their computer-aided translation (CAT) tools if they do not have the source text in electronic format.

CAT tools make the overall translation process more efficient and keep terminology consistent. It also has substantial cost savings to you as a customer.

If you are planning to reuse parts of the content in future, for example future versions of your product catalogue or technical manual, then having electronic files is vital, as the Translation Company can use translation-memory software for you.

10 HOW WOULD YOU WANT THE TRANSLATION BACK?

Are you happy to get the results back as a Word file? Or are you needing it formatted like the original? There might be text embedded in graphics: do you want that translated? Will desktop publishing be required?

11 WHO IS THE TRANSLATION CATERED FOR?

Who is your target audience? Is the document aimed at a certain country or region? What is the preferred tone of voice? Who will use the materials and for what? If you need a foreign-language article for international marketing, a meticulously proofread, fluent translation will be required.

However, if the document is purely internal, a single-pass translation might be perfectly acceptable. Think about the level of quality needed as it will affect the price.

12 WHAT ABOUT REFERENCE MATERIALS?

If the documents to be translated are related to your products or services, there will be specialised terminology that has to be translated accurately. Specific industry terminology, contextual connotations as well as business' brand names are also important areas to consider. It is always a good practice to provide your Translation Company with as much reference materials as possible. Examples of reference materials are promotional literature, website links, past translations (if any) and other materials.

If you have existing glossaries and brand style guidelines, they are also useful.

13 WHAT IS YOUR DEADLINE?

Do inform the Translation Company of your desired project deadline, even though sometimes it may seem like a long time away. Ask for a project plan from the Translation Company so that you can also understand the project milestones and processes better.

A specialised translation process may involve more work and stages than you imagine, and may sometimes need additional services such as desktop publishing, editing, proofreading, graphics editing and localisation testing.

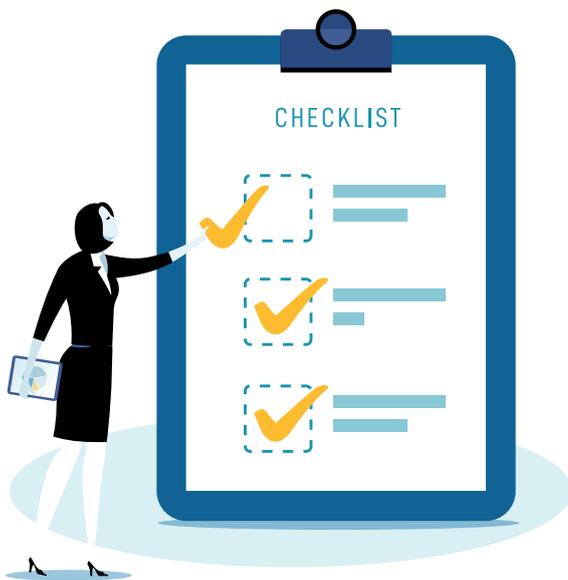


14 DO YOU HAVE AN INTERNAL REVIEWER?

Companies will occasionally want their own reviewers to check completed translations. A reviewer familiar with the industry can ensure that terminology, tone and usage are correct for the target audience.

Find out from the start if your organisation has an internal reviewer and who that person is. It would be good to gather some basic information from that person such as if he/she has some translation preferences in terms of file formats, glossary sheets or reference sites that he/she would like the Translation Company to use in the translation process.

A short translation sample to allow the internal reviewer to indicate his/her translation style of writing preferences would also be useful. If your Translation Company suggests putting together and translating a glossary of common terms, your reviewer should check this over before the Translation Company proceeds to use the translated terms in their work. It would also be wise to coordinate with the reviewer so they set aside enough time for their required checking work and do not delay the overall project timeline.



Do provide as much information as possible to the Translation Company so that they can help you achieve the best results for your project.

Successful Completion of Specialised Translation Projects is achieved only with the good communication and cooperative working relationships between the internal reviewers for the various markets / languages, the key client contact person who is coordinating with the various reviewers together with responsive support of an experienced Translation Company.

For any questions or queries, please reach us at:

enquiry@verztec.com for more details.

Visit our website at **<https://www.verztec.com>** to learn more.

Supporting One-third of the Fortune 500 Brands in Professional Translation and Localization since Year 2000.