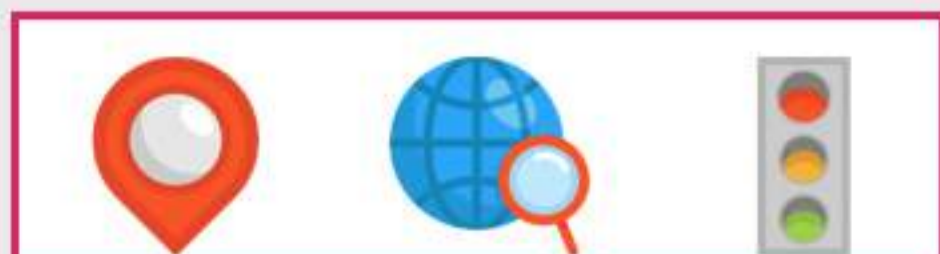# THINKING BEYOND
YOUR BORDERS

In today's global economy, launching your software in German, Chinese and Spanish before your competition does, might be the difference between runaway success and failure. It's rarely a matter of if you will localize your software, but when and how.

WHAT IS LOCALIZATION?

Localization is adapting your product to different locales so it appears native to the user in every way, including the language, numbers, dates, currency, and images.

WHY LOCALIZE?
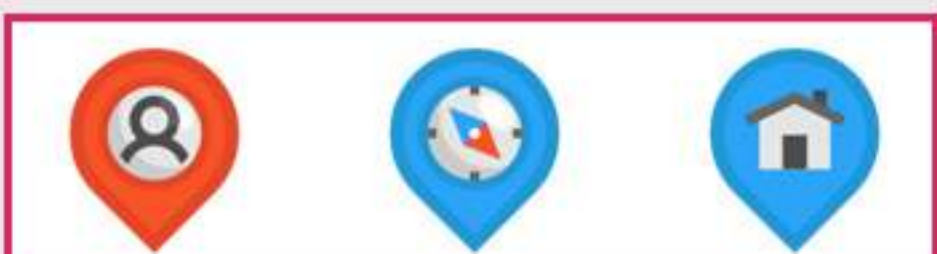
89%
of internet users are outside the US.

52,7%
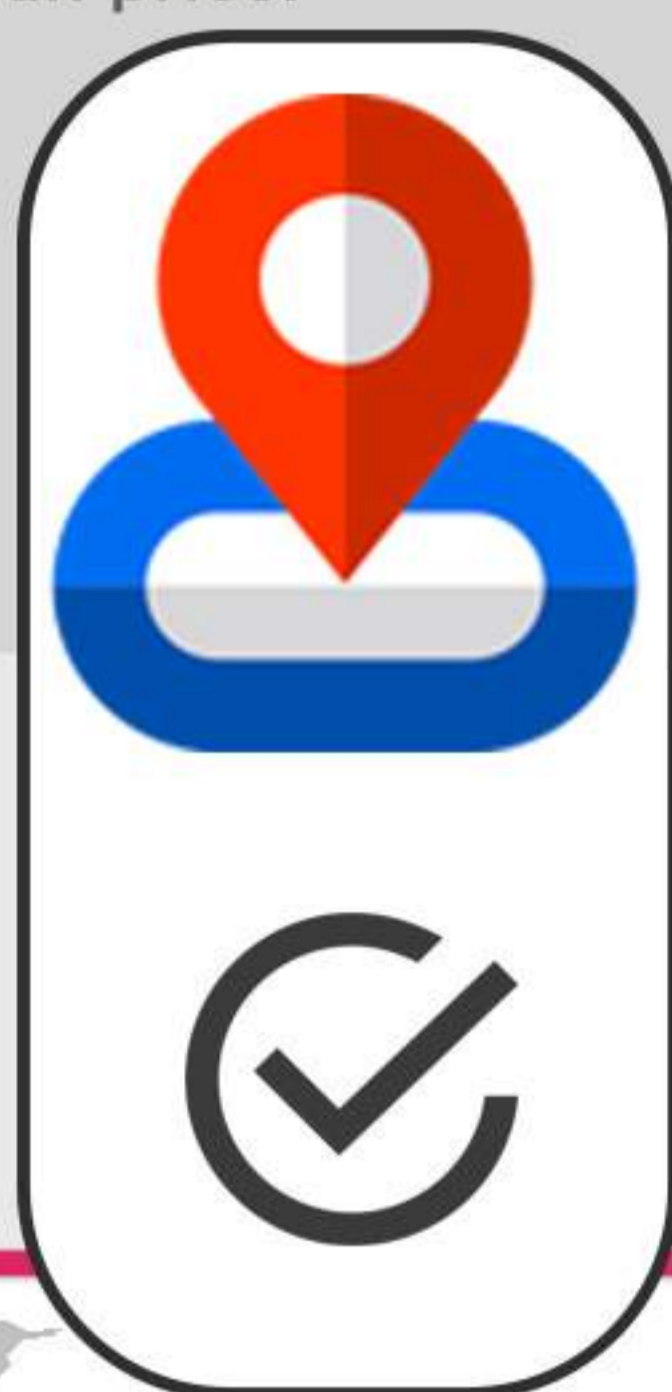say obtaining information in their language is more important than price.

72,1%
spend most of their time on sites in their own language.

71,4%
of the Fortune 500 localize to reach more customers in markets they already compete.

$1 - $25
for every dollar invested in localization, 25 are returned

Français
Deutsch
Español
Rycckne
Italiano

TOP 5 LANGUAGES LOCALIZED TO

~ Czech Republic
South Korea
Taiwan
India
Singapore

COUNTRIES MOST INTERESTED IN LOCALIZATION

APPROACHES OF LOCALIZATION

MANUAL

Employees, contractors, or language vendors serve as translators. Emails and sproodhots are often used to communicate with translators and track progress.

Examples: Gengo, Argos Translations, XTRA Translation Services

Expensive (Umbersome and Slow)

Accurate. Aware of brand identity, sensitive to context, style and tone.

AUTOMATED

Computer software is used to translate text from a language to another.

Examples: SYSTRAN, SOL language weover

Fast
Low cost

Imprecise
Lacks keyword recognition
Insensitive to syle and tone

HYBRID

Human translators are paired with a powerful localization platform that helps automate the localization workflow for developers, localization managers, and translators.

Examples: Transifex with Gengo, Sunnzer, OseSky

Efficient
Accurate
Sensitive to context, style and tone
Allows for crowdsourcing

Initial learning curve

HYBRID APPROACH: AVERAGE NUMBERS

7.642
words per project

5
professional translators per language

6
languages per project

WHO IS USING THIS MODEL?

Pinterest · nitro · reddit · wowzer · intel · Fashiolista love your style!

usatranslate.com

USA TRANSLATE