

SDL



**Your Content
Their Language**



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- **Why localisation matters?**
- **Costs and challenges of localisation.**
- **(A very brief) SDL Trados solutions overview.**
- **How can your business benefit?**
- **Q&A**

Our Mission

We help corporations drive global revenues and reduce costs by providing the software and services to deliver global content



Recognized Leader in Global Information Management

- Publicly traded company with \$250m annual revenues
- Over 2000 employees in 50 offices across 32 countries
- Award-winning and profitable with long term financial stability
- 80%+ of the global translation supply chain use SDL software
- 500+ deployments of enterprise technologies

41 of the 50 Top Global Brands*



*Source: Interbrand, 2008

Experienced

+

Reliable

+

Local

=

T-Service



**The world has changed.
Have you noticed it?**

The nature of business has become increasingly global.

The key to success is to speak to your customers in their language *in the right way*.

Managing your information across multiple languages and platforms is complex.

How complex is it then?



What can go wrong?

From incomprehensible signs for tourists... **SDL**



- **Poorly localised content**
- **Go-to-market delays**
- **Loss of market share and decline in revenues**
- **Inferior customer experience**
- **Damage to brand value**
- **Fines**

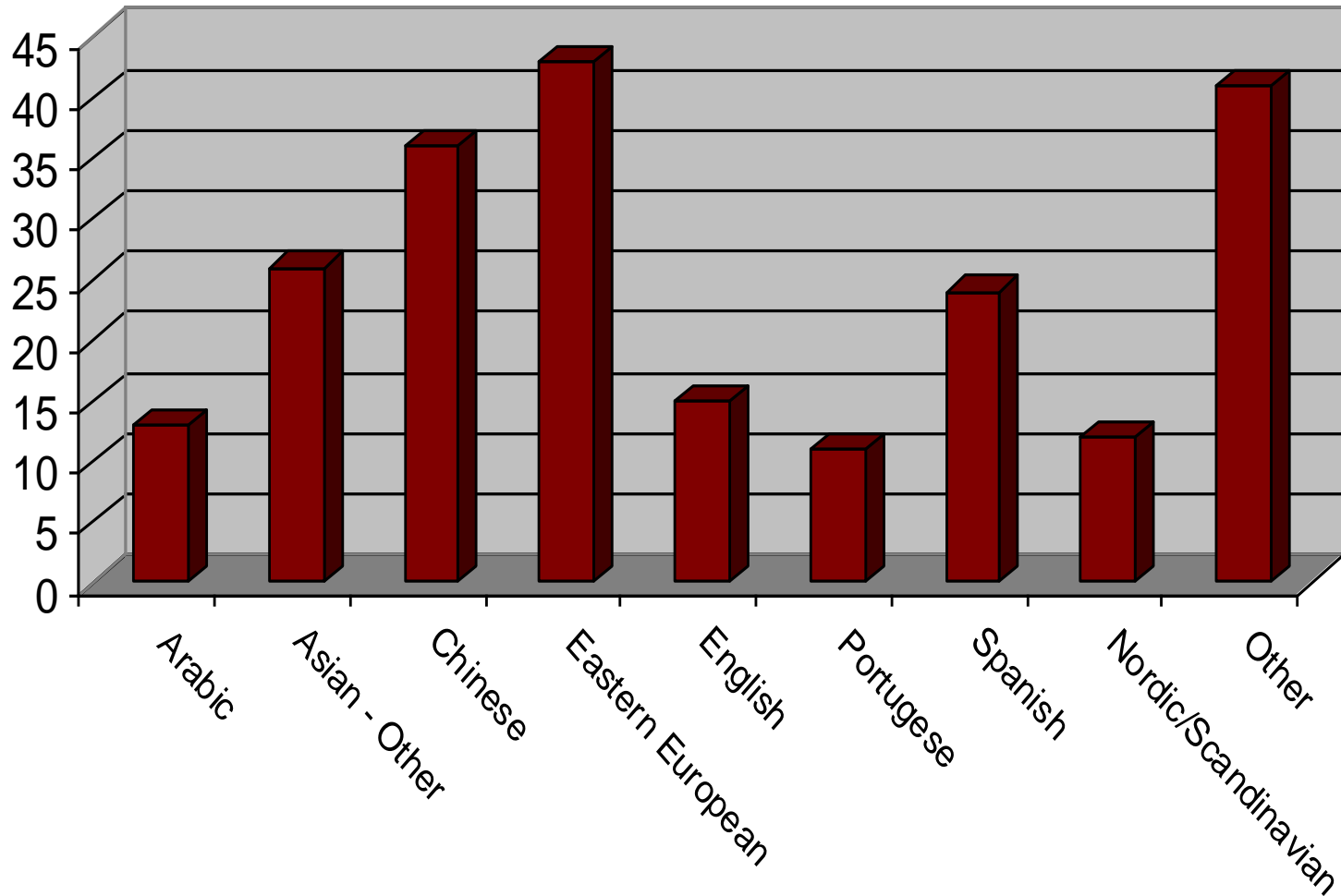
And last but not least...

... Dramatic increase in localisation cost.

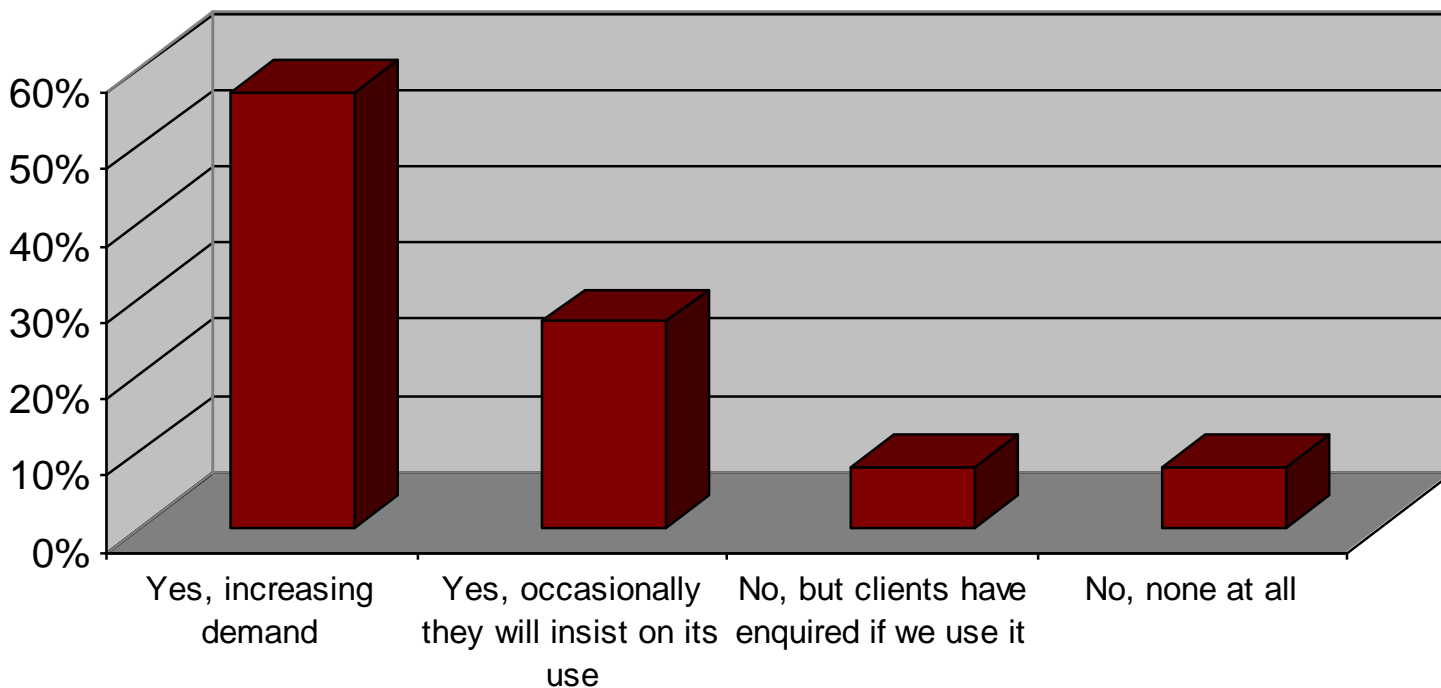
- **Content creation?**
- **Volume of content?**
- **Leverage of previous translation?**
- **Control and ownership of the content?**
- **Managerial overheads?**
- **Manual or automated workflow?**
- **Review?**
- **Quality Assurance?**
- **Inconsistencies?**

Industry trends we have captured this year...

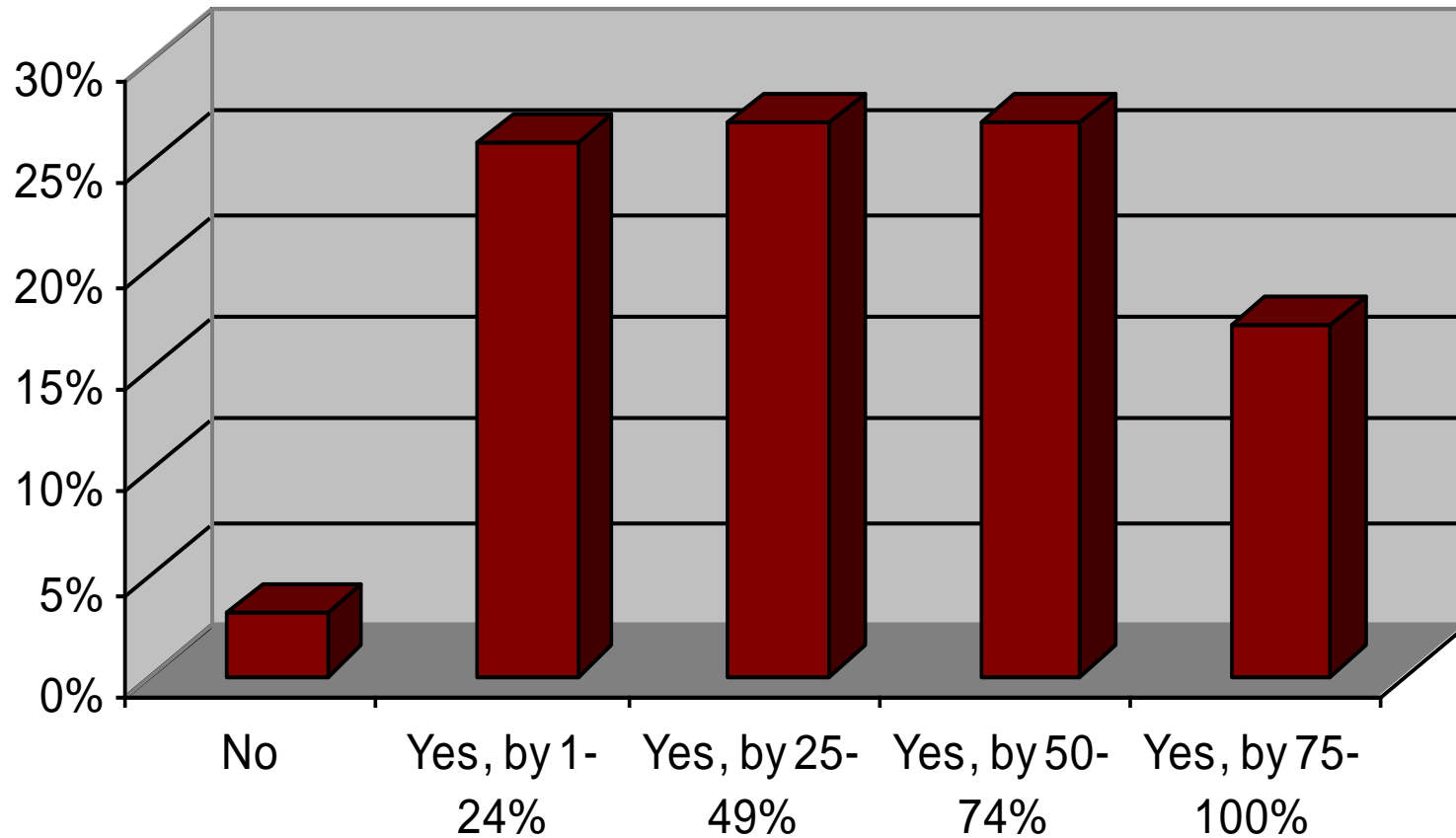
Are there certain languages where you are seeing an increasing demand for translation?



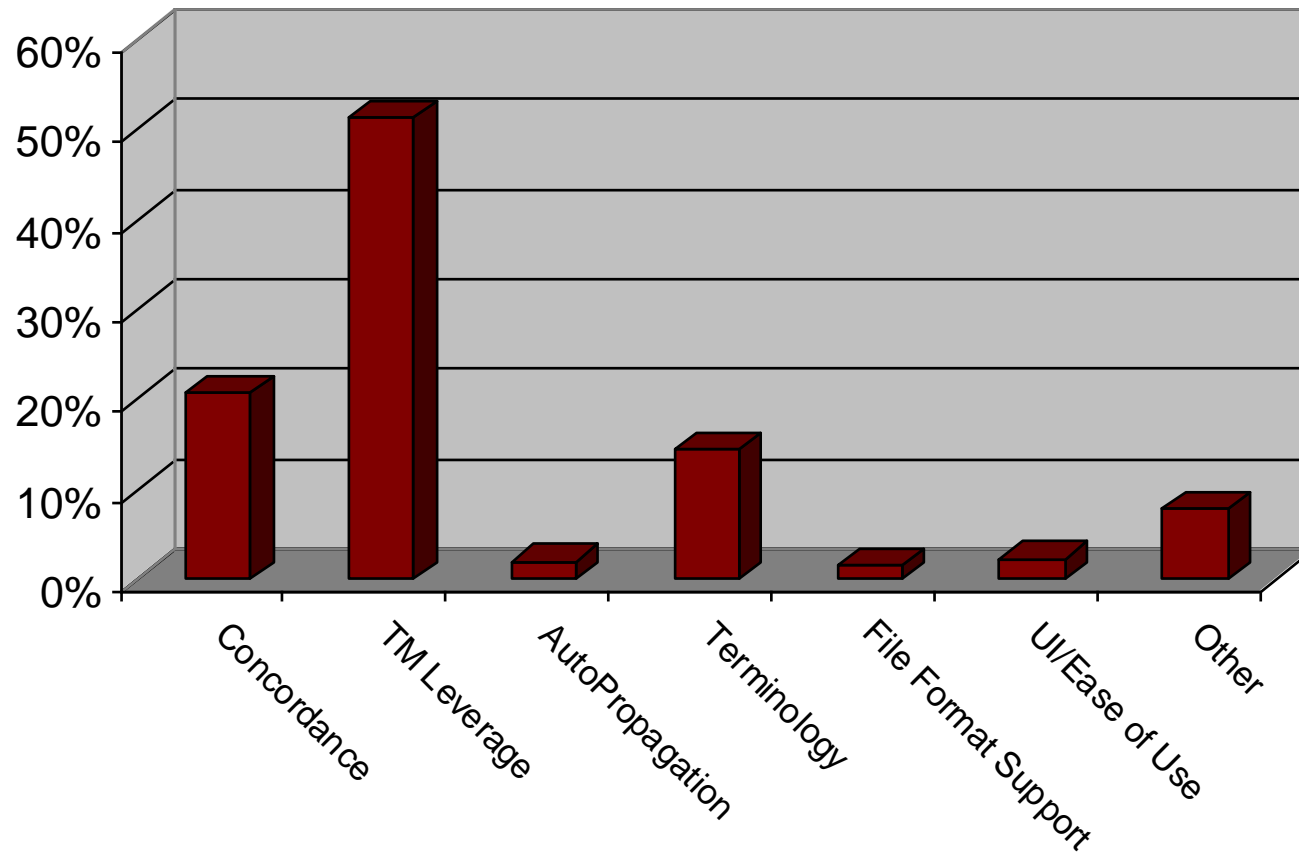
Is there a demand from your clients to use translation memory?



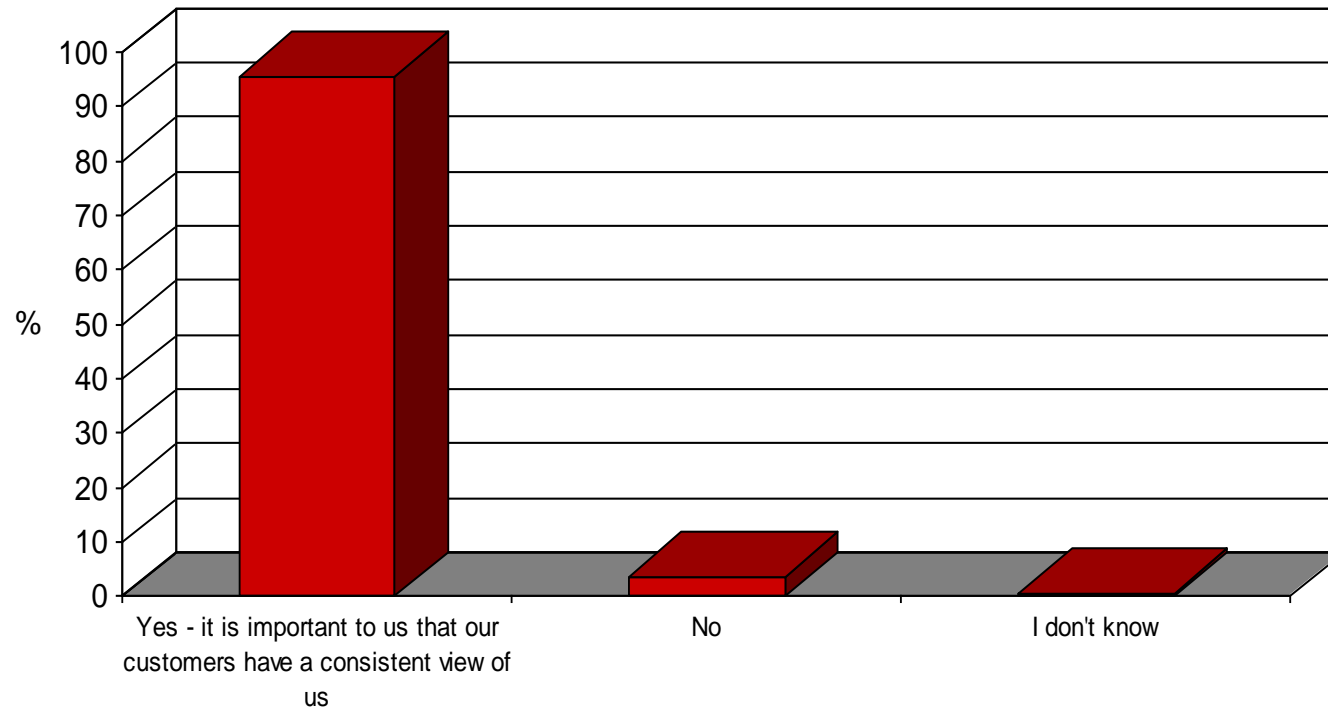
Do you feel using translation memory software improves your productivity?



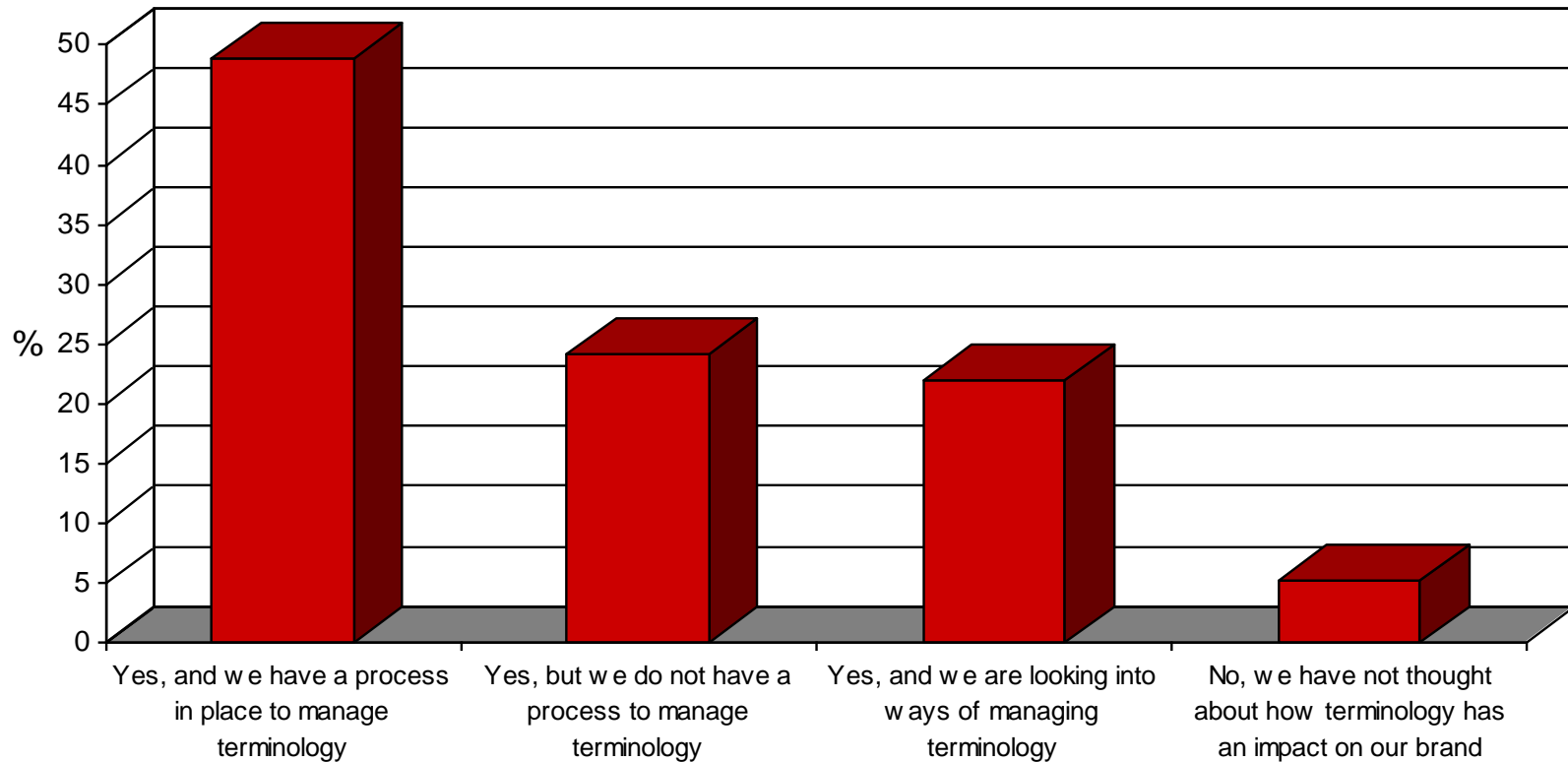
What feature within the translation environment has the biggest effect on your productivity?



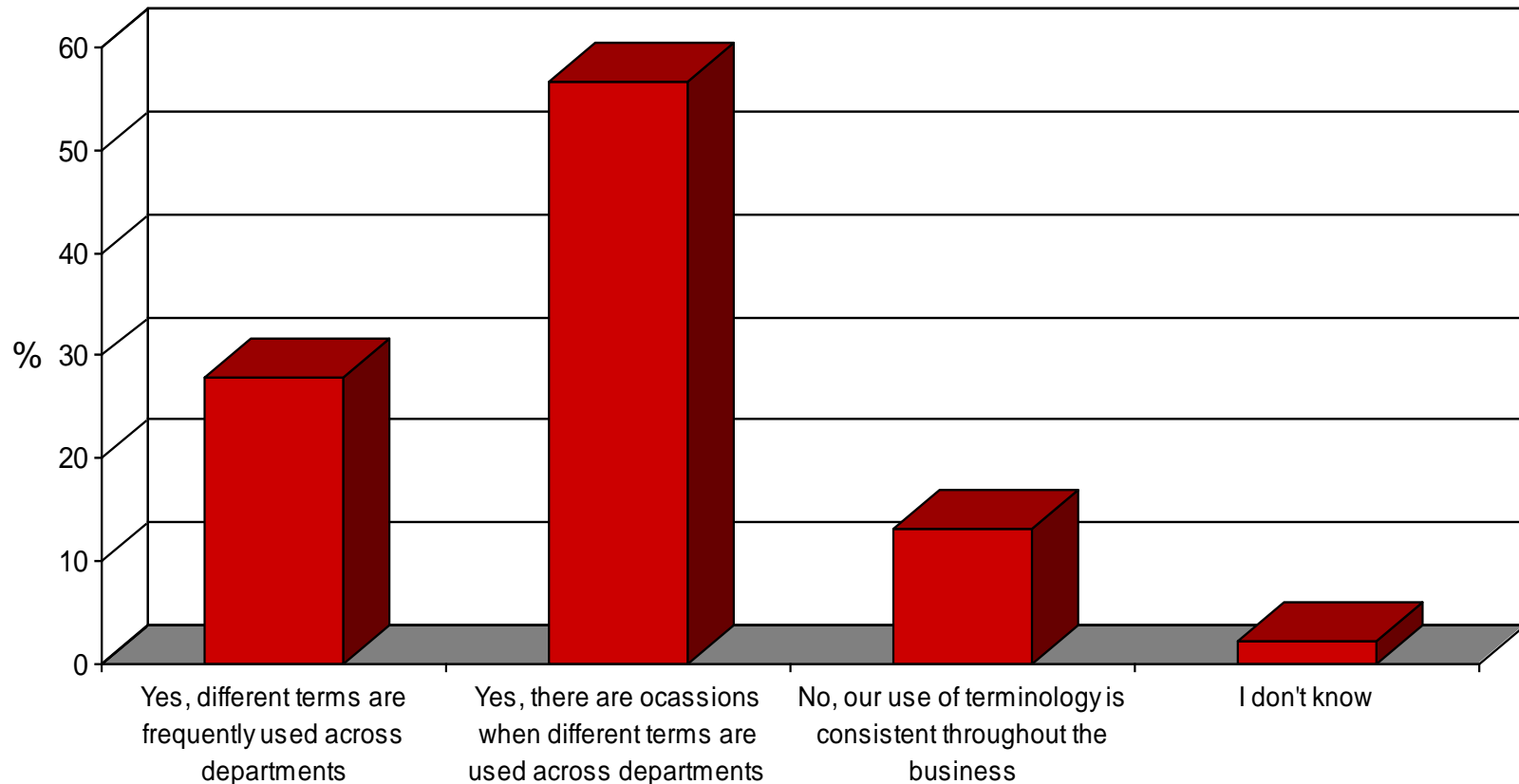
Is brand consistency important to your organization?



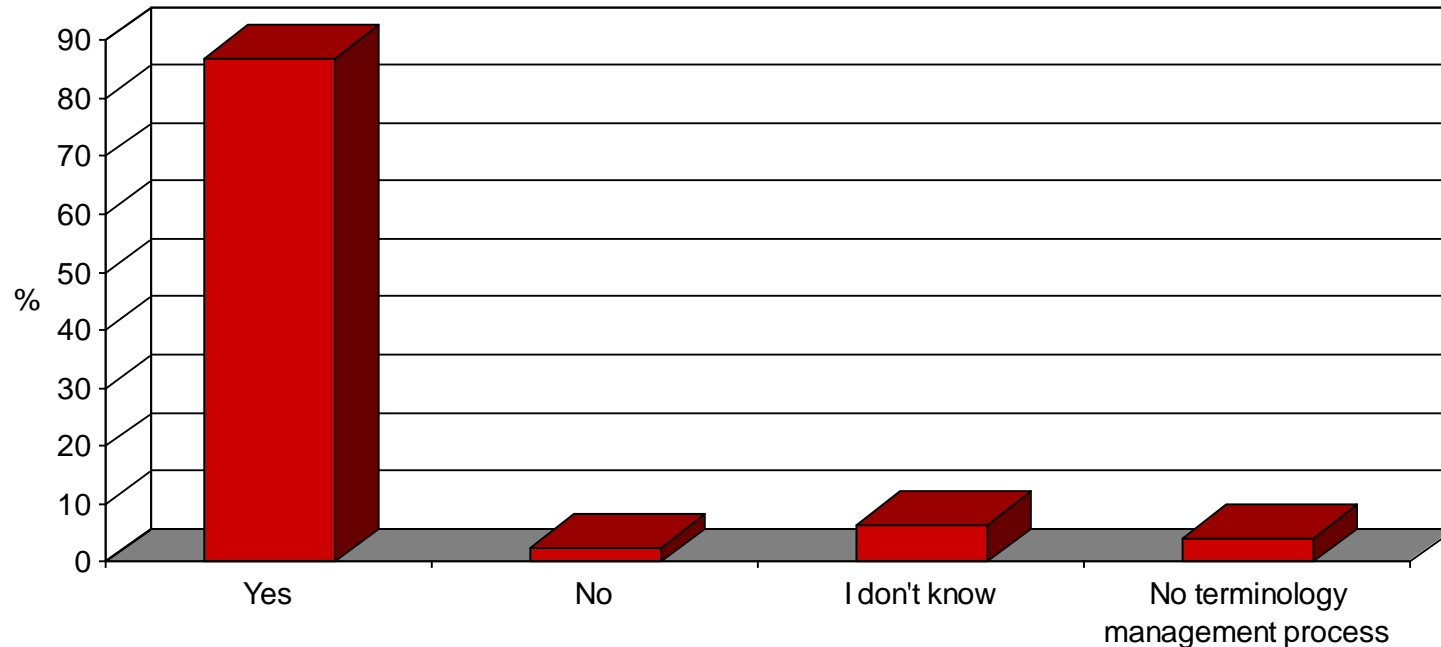
Are you aware of the impact your organization's use of terms has on your brand?



Have you ever noticed inconsistent uses of terms within different departments in your organization?



From a translation perspective, does using a specific process for managing and storing terminology improve your productivity?



SDL Trados Solutions – A very brief overview...

SDL Global Information Management Portfolio



GLOBAL AUTHORIZING

Writing high-quality source content and preparing for translation

TERMINOLOGY MANAGEMENT

Storing key brand terminology in one central location for all to access

CONTENT MANAGEMENT

Storing and managing content in a location where it can be accessed and reused

Web content

Product content

TRANSLATION MEMORY

A database of everything that has been translated before. Provides an editing and reviewing environment for translators

TRANSLATION MANAGEMENT

Managing the process of delivering multilingual content, centralizing translation memories and sharing with translators

Central store of multilingual content

AUTOMATED TRANSLATION

Providing an instant translation from a machine. Either to give an understanding of the meaning or combine with human skills for high-quality output

ACCESS TO CENTRAL ASSETS FOR GLOBAL CONTENT
SDL SERVICES



SDL GIM PLATFORM



ACCESS TO CENTRAL ASSETS FOR GLOBAL CONTENT
SDL SERVICES

Key tenets = Translation Memory + Terminology Management

Scalable to accommodate the growth of your business

Performance and flexibility

SDL | Trados
Studio 2009

SDL | TM Server
2009

SDL | MultiTerm Server
2009

SDL | TeamWorks
2008

How can SDL Trados technologies can benefit your company?

- **Cost savings =
Leverage, standardisation, automation**
- **Revenue improvements = faster go-to-market, increased market share, improved customer satisfaction**
- **Risk mitigation = brand image and compliance**



50% reduction in time-to-market for global launches



30% reduction in global content costs and reduced management overhead by 85%



40% cost reduction in support provided to local dealers.

Dealer success rate with self-service increased from less than 20% to over 80%

**Would you like to see how we can help you
lower the localisation cost?**

**T-Service is on hand to discuss your
requirements and suggest the best solution
to suit your individual needs.**

Questions?

**Thank you and see you during the
well deserved coffee break!**