

# Efficient Global Marketing With Local Impact



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## Key benefits

- ➔ Marketing translators with subject matter expertise
- ➔ Local in-market copywriters
- ➔ Dedicated translation teams
- ➔ Close collaboration with client reviewers

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## Streamlined processes

- ➔ Second-level editing performed by senior marketing linguists
- ➔ Extensive linguistic quality assurance program

## Quality translation process

Milengo's linguistic production is carried out exclusively in-country by native-speaking linguists. This is a key differentiator when translating marketing copy that has to resonate with a new audience in the target market. Trends in language go through fashions, and turns of phrases and nuances of style change over time – to create authentic-sounding content, translators need to be embedded in the target audience. By eliminating the hidden costs of recruiting, training or reassigning staff members for localization roles, significantly greater value can be found in the money spent on translation efforts.

## Second-level editing and quality assurance

Milengo's marketing translation service is a three-step linguistic service, with all translations provided by qualified and trained, native-speaking linguists located in the target countries. All marketing content undergoes second-level editing by a senior

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### Review processes

- ➔ Strict adherence to the requirements of regional stakeholders
- ➔ Specially developed tools and workflows to support collaboration with client-side experts
- ➔ Translations for review provided in simple, editable documents
- ➔ Feedback loop with your regional specialists

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### Corporate terminology

- ➔ Specialist terminologists used for glossary build and maintenance
- ➔ Collaboration with local managers for approval of all company terms
- ➔ Creation of company-specific style guides for all target languages
- ➔ Ongoing maintenance of all linguistic assets

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### DTP services

- ➔ Design studios specialized in graphic design
- ➔ Support for all standard DTP and design tools
- ➔ Support for double-byte and bidirectional languages
- ➔ Collaboration with design managers to ensure adherence to corporate design guidelines

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### Client portal

- ➔ Secure web-based tool for file transfer and project updates
- ➔ Customized project access for all stakeholders
- ➔ SSL certificates from Symantec for data security

linguist. A second set of eyes not only ensures greater control over the accuracy of the translations, but, more importantly, editors have a different remit to translators: While the focus of the initial translation phase is always on accuracy, second-level editing is aimed at style, tone and phraseology to produce polished final content aimed directly at the new target audience.

## Client review and approval management

Client review is frequently thought of as a proofreading exercise to monitor the language quality provided by an outsourced translation agency. Rather than seeing review as a sanity check, Milengo encourages its customers to recognize the opportunity to incorporate regional requirements into content produced under a centralized translation workflow.

## Style guides and terminology

Milengo works with key corporate and regional stakeholders at the customer side to create detailed style guides for each target locale. The aim of these guides is to establish a clear and consistent identity that brings translated marketing content in line with regionally produced copy. Style guides cover both style and grammar issues that define your organization's tone of voice in each locale, such as acceptable abbreviations and acronyms, the use of anglicisms, and corporate messaging guidelines.

Glossaries are often thought of as simply being a set of product naming conventions, but consistent use of terminology is invaluable in building a company's global identity. Milengo's terminologists identify and extract key terms for incorporation into the initial term base from translation projects, key corporate data and existing terminology lists to provide a fully customized termbase for translation into each target language required.

## Multilingual desktop publishing

Milengo's design studios specialize in multilingual desktop publishing (DTP) and graphics localization from strategic locations in Asia and Europe. Milengo's DTP team provides ready-to-publish documents that preserve the brand integrity of the original design while complying with the linguistic and typography standards of each language.

## Secure online project management

LanguageDesk is the user-friendly project management tool from Milengo that enables customers to easily track the progress of their projects from start to finish, providing an overview of all translation and localization projects, their status, associated files, costs and communication history.

Customized user access rights with roles and permissions support collaboration with colleagues worldwide and incorporate regional partners and agencies into the translation process via an easy-to-use interface – including managing the client review and approval process.

➔ To learn more about Milengo's marketing translation services, please contact [sales@milengo.com](mailto:sales@milengo.com)

Milengo provides translation and localization services for clients in the IT, hardware, and E-Commerce domains. Our flexible, technology-independent approach to localization project management allows us to easily adapt to your needs, great or small.

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