

Act Local, Grow Global

THE ROLE OF LOCALIZATION IN INTERNATIONAL MARKETS

Authored by

SMB Group
Actionable Market Insight

Sponsored by

SDL* Managed Translation

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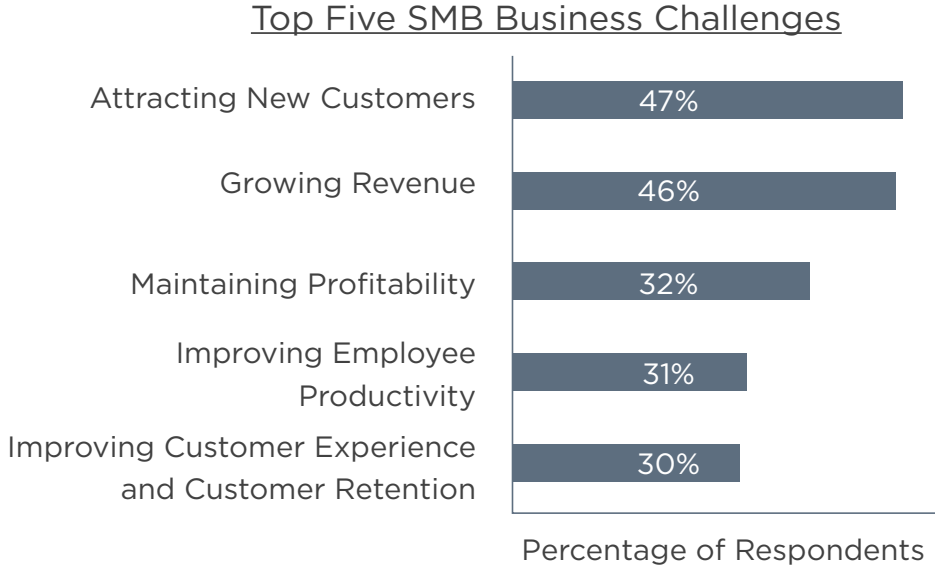
INTERNATIONAL TRADE AS A PATHWAY FOR BUSINESS GROWTH

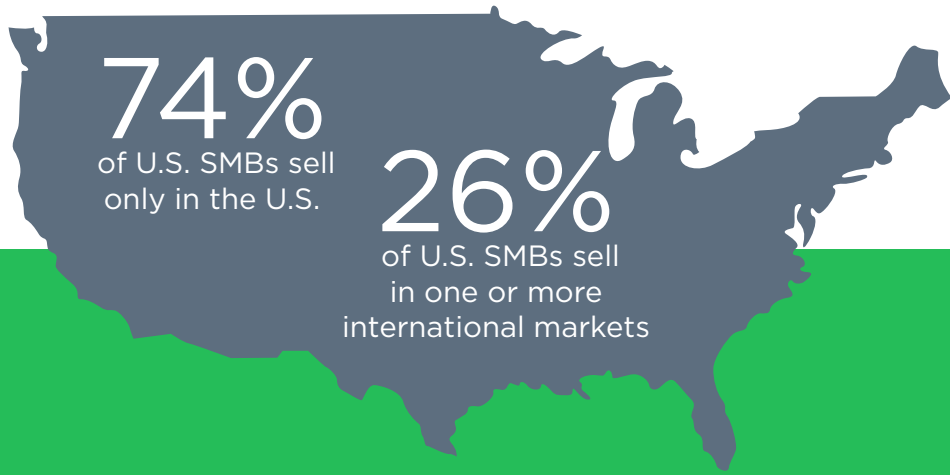
In today's increasingly digital economy, technology can help small and medium businesses (SMBs) to attract new customers, keep existing customers happy and grow revenues. With the right solutions, SMBs can create new opportunities to sell their products and services to new customers.

One of the key avenues to enter new markets is international trade. Even more important, SMBs that export are more likely to innovate, grow faster and employ more people than those that confine their businesses to domestic trade.

But 74% of U.S. SMBs restrict their trade boundaries to the domestic market. By limiting trade, businesses can miss out on potential opportunities to expand. Even more unsettling, foreign competitors can swoop into the U.S. market and steal their customers.

The good news is that once SMB business decision makers evaluate international trade, many realize that they do have a viable, competitive trade opportunity based on the product, service or price advantages they can provide to customers in a given market.





SMBs that export to one or more countries are 13% more likely to forecast revenue growth than SMBs that do not export.

Source: SMB Group's 2017 SMB Routes to Market Study

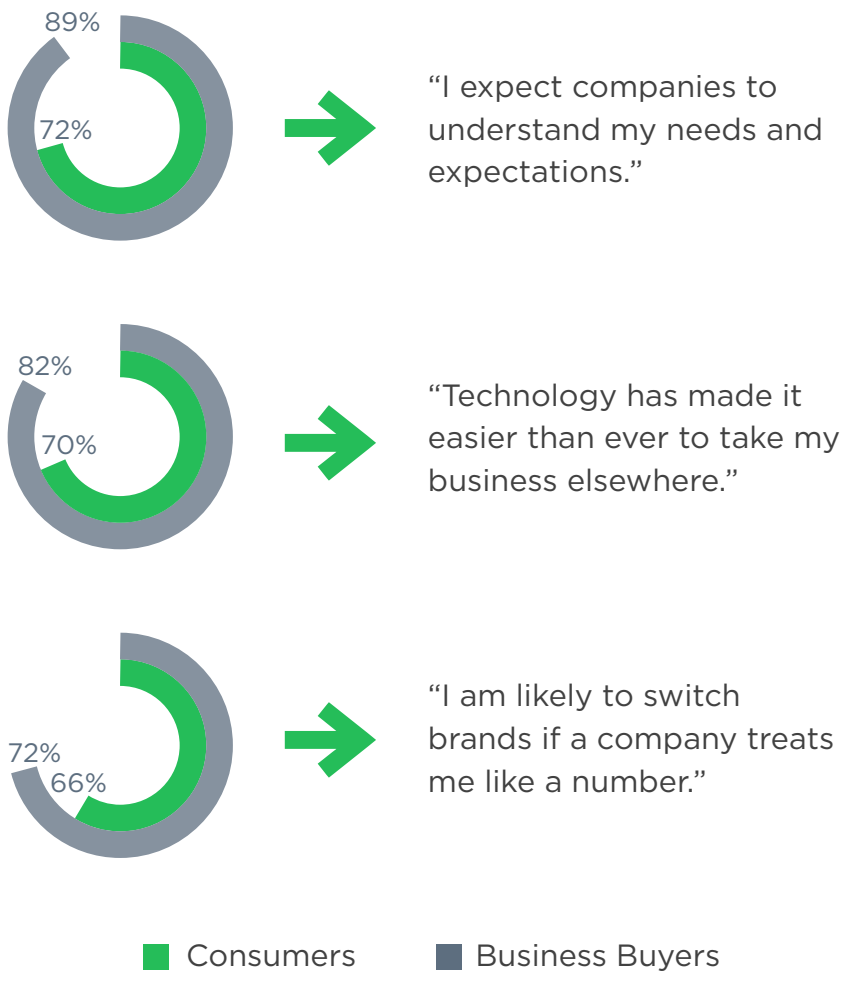
AN EXCEPTIONAL CUSTOMER EXPERIENCE IS A PREREQUISITE FOR INTERNATIONAL SUCCESS

Determining whether the business has a viable international offering is just the first step. Solid legal, financial, regulatory and operational practices are required to turn an opportunity into a successful overseas business.

And as technology shifts more power to buyers, *how* a business delivers can be just as important as *what* it delivers. In the digital age, providing a great customer experience—from brand awareness through customer service—is key to winning and keeping customers. Consider the following:

- The internet makes it easy for buyers to do more research on their own before connecting with vendors.
- Social media gives buyers access to ratings and reviews from thousands of other people who have used products or services.
- Mobile devices put the internet in users' pockets for anytime, anywhere access to information. As a result, vendor content plays a bigger role in helping buyers define their problems, understand and evaluate alternatives, and make a purchase decision.

The result is that today's buyers expect vendors to meet their rising expectations—from products and services, to marketing and sales, to customer service. Companies that create exceptional customer experiences can set themselves apart from their competitors.



Source: "State of the Connected Customer," Salesforce Research, October 2016

QUALITY NATURAL LANGUAGE TRANSLATIONS FORTIFY THE CUSTOMER EXPERIENCE

To create an exceptional customer experience, you *literally* need to speak your customers' language. Providing accurate, current and properly localized information—on your website, in your marketing assets and in product documentation—is critical to getting this right.

But some companies wrongly assume that people in other countries speak English and will be satisfied with English language materials. Others use a hodgepodge of local freelancers, free machine translation tools and a disjointed mix of email and file-sharing solutions for translations. This not only creates management headaches, but also risks creating quality issues that turn off prospects and customers.

However, it doesn't need to be this way. Cloud-based translation platforms, such as SDL's Managed Translation, make quality, localized, certified translations accessible and affordable for even very small businesses. An automated, centralized solution makes it easy to track, review, manage and update multiple translations, and to reuse translated information in different materials. Furthermore, human translators and quality control provide peace of mind that your materials will resonate with customers.

In this eBook, we look at how several SMBs are using cloud-based translation platforms to successfully tune into customer expectations for localization and to compete more successfully in overseas markets.

Source: Common Sense Advisory

72%
of consumers spend most of their time on websites in their own language.



56%
of consumers say obtaining information in their own language is more important than price.



More than half of consumers are willing to pay more if you give them information in their own language.

BUILDING CUSTOMER CONNECTIONS

ReachLocal offers SMBs an easy-to-use digital marketing service, which includes websites, lead conversion, marketing and analytics. Founded in the U.S. in 2004, the company set its sights on Europe in 2011, with a goal to establish its brand in four countries: the Netherlands, Belgium, Germany and Austria.

From the outset, ReachLocal recognized that native translations would be key to achieving this goal. According to Viviana Plasil, head of marketing, ReachLocal DACH and BENELUX, "We want our customers to know that we understand their language and culture and are relevant for them."

ReachLocal initially engaged a translation agency to translate its website, marketing materials and legal documents. But German and Dutch translations fell short of the natural language that native speakers expected—posing the risk of alienating the very customers ReachLocal was trying to engage.

ReachLocal turned to SDL's Managed Translation platform to help it improve translation quality and to streamline management for the five people responsible for translation. "It only took a couple of days to set up and start using the system. It was very easy," says Plasil, "and we like that SDL also provides the personal touch" by providing direct access to SDL's dedicated account manager for training as well as help with exceptions and urgent requests.

"We've seen a huge improvement in the translation quality of our client-facing documents, which helps a lot in engaging with prospects. Internally, SDL is quick, easy and efficient to use. For me personally, it cuts down the amount of time I need to spend from about 30 minutes per project to 15."

– Viviana Plasil, Head of Marketing, ReachLocal DACH and BENELUX



REACHLOCAL®

Click Here: for more information about how ReachLocal uses localization to connect with customers.

SEALING THE DEAL WHEN OPPORTUNITY KNOCKS

Morgan Olson, a Sturgis, Michigan, company with about 500 employees, builds customized vans for delivery companies such as Amazon, FedEx and UPS. When sales reps received a substantial order from a first-time customer, the contract required that the vehicle catalog be translated into French Canadian. They came to Ben Cole, Morgan Olson's fleet catalog and web store specialist, with a directive to "make it happen."

However, Morgan Olson didn't have a system in place for translations. Complicating things further, "Our documents have a lot of odd things," says Cole, such as abbreviations for parts that need to get translated consistently so searches will work. And when specs change—for instance, when a customer wants to add an extra grab-handle—Cole needs to quickly update the documentation.

Morgan Olson chose SDL for localization because the vendor provided a faster, more informative response than other vendors. SDL's automated approach also gave Cole more confidence in its ability to deliver the quality that Morgan Olson required.

Using SDL's portal to manage the translations, which must conform to exact vehicle specifications, including graphic representations and 3D diagramming models, "couldn't be easier," Cole notes. SDL provides accurate, detailed, up-front quotes, with word counts and rates for each item, such as translation and proofreading. Cole can reuse information from one project to the next, saving the company time and money. He says, "Now we have the right tool in our toolkit to provide new customers with the quality localization they expect."





MORGAN OLSON®



"I don't think the system could be any easier to use. In terms of quality, the customer gave it a thumbs up, and sales left the meeting very happy.... It's great that when an opportunity presents itself, sales can confidently negotiate the deal knowing they can fulfill on localization requirements."

– Ben Cole,
Product Catalog Specialist, Morgan Olson

Click Here: to learn how localization helps Morgan Olson win new business and maintain ongoing customer service levels.

IMPROVING THE MEMBER EXPERIENCE

Entrepreneurs' Organization (EO) is a global, nonprofit membership organization that helps leading entrepreneurs learn and grow. Founded in 1987, EO has grown to approximately 100 employees serving more than 12,000 members in over 50 countries.

A great member experience is key to growth, and for EO, localization is an important element to make this happen. Says Taylor Collison, EO's marketing manager, "We want our materials to cater to our members in local regions, and have the local touch."

Until recently, EO used local translators, often sourced by staff members going to friends or a local translator. But, adds Collison, "It was difficult to track spending as an organization, to determine which documents were currently translated, and whether documents were current or out-of-date."

EO chose SDL to help the company streamline the process. Collison says, "We liked SDL's translation management system, the hub and technology behind it for translation memory. SDL also provided the best detail about how the system would help us save money."

To date, EO has used SDL to translate about 15 documents into Spanish, Chinese and Japanese. Says Collison, "Sometimes we use SDL translators, but we've also integrated some of our external translators into the system." Either way, when a job goes into the system, it triggers an alert for an estimate, and the entire translation process is managed in the system—instead of emailing documents back and forth. Collison says, "I love it from a project management standpoint. I'm not a translation expert, and SDL has really helped me to learn on the job."



EO Entrepreneurs' Organization

"Everything is in one place. Submitting jobs is easy, and I can see progress along the way. Approvals and payments are done in the system, too. We've found that SDL translators deliver translations very fast, and the SDL customer support is also very flexible to work with."

– Taylor Collison, Marketing Manager, Entrepreneurs' Organization

Click Here: to learn more about how localization helps EO provide a great member experience and grow its membership.

SATISFYING CUSTOMER AND PARTNER EXPECTATIONS

Fuze Ltd. sells movie- and film-related merchandise and gifts. In 2003, Fuze opened its retail store in Newton, Wales. In 2005, the company launched online, aiming to sell globally through marketplaces such as Amazon, eBay and Alibaba as well as its own ecommerce site.

When it opened its Amazon storefront for Japan in 2016, Fuze used a free online translation tool to translate the site into Japanese. However, Amazon quickly asked Fuze to remove the site due to poor-quality translation and customer complaints.

As a small business with only three employees, growing the business is Fuze's top priority. "We rely on positive reviews to increase awareness, and take customer feedback very seriously," says Marc Rees, manager of Fuze Ltd. The storefront was down for five months - at a loss of around £5,000 per month - while Rees looked for a solution.

Rees found SDL on Amazon's list of recommended translation providers and selected the vendor based on its competitive pricing, helpful customer support and speed of translation. Within two weeks, at a cost of about £144, Fuze's Amazon Japan storefront was back online.

"In essence, using a free service was a false economy—it cost us £25,000. And now I'm confident we'll have an increase in sales," notes Rees.

Since being reinstated on Amazon Japan, Fuze has received no customer complaints regarding content. According to Rees, "SDL Managed Translation helps us look more professional. It also makes things a lot easier and speeds up translations."



fuze

"Now that I understand how important it is to talk to a customer in their local language, I would highly recommend human translation over machine translation. It is key to growing in international markets, when you're up against local competitors."

– Marc Rees, Manager, Fuze Ltd.

HELPING TO FUEL GLOBAL EXPANSION

Pyramid Analytics develops an easy-to-use, self-service analytics platform designed for people without coding or data sciences expertise. Founded in 2008, the company has grown to more than 140 employees worldwide.

"Our founders have a clear vision for fast and solid, sustainable, global growth. So localization is make or break for us," says Heike Nock, field marketing manager. "Prospects only respond if you talk to them in their native language." For instance, while many people in France and Germany speak English, they insist on localization. And, in countries such as Spain, only about 27% of people have good English skills. "Customers have so many choices. So it's not a cliché—you need to speak the language of your target audience," according to Nock.

Pyramid Analytics focuses on Spanish, French, German and English for marketing materials. The company also localizes technical documentation and manuals, and it has translated the user interface (UI) into more local languages, such as Arabic and Hebrew.

Until recently, the company had used freelance translation services. However, "nothing was aligned, pooled or managed. Things were complicated, even chaotic," Nock says. Last spring, the company switched to SDL. From May through July, SDL translated about three documents a week. Now, Pyramid Analytics is adding field reviewers to the system so they can make changes directly into the SDL Managed Translation platform for the company's upcoming website relaunch.

According to Nock, "The service is outstanding.... When I request quotes, I get a response within two hours, which are 99.99% accurate. Payment is pay as you go, which is helpful, and SDL's structured process ensures consistent terminology, formatting and quality."



PYRAMID ANALYTICS

"Speaking our customers' languages with aligned, consistent terminology helps us provide a better experience, before and after the sale. Having a structured, reliable, predictable process gives us more confidence that we won't lose out on opportunities or risk customer dissatisfaction because information is getting lost in translation!"

– Heike Nock, Field Marketing Manager, Pyramid Analytics.

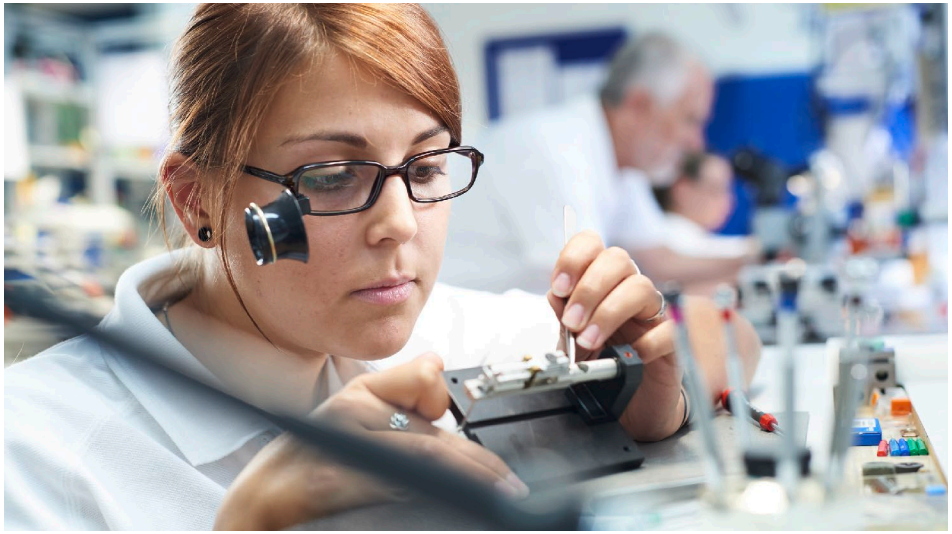
Click Here: to learn more about how Pyramid Analytics uses localization to help fuel global growth.

SUPPORT FOR INTERNATIONAL GROWTH TARGETS

In the field of metrology, Jenoptik Industrial Metrology GmbH is one of the leading manufacturers of measurement technology for production processes in the automotive industry. Jenoptik Industrial Metrology GmbH is headquartered in Germany, operates in some 20 countries and is focused on internationalization, innovation and operational excellence to promote sustainable growth.

Until 1999, Jenoptik Industrial Metrology GmbH had a decentralized process involving individual translators and local translation agencies. The division then recognized that "only a global translation service provider can fulfill our requirements in terms of deadlines and capacity," explains Birgit Puchner, Technical Documentation Manager in the Metrology division. Some ten employees in the division now use SDL's services for translation tasks in the Software Development, Technical Documentation, Marketing, Project Implementation and Purchasing departments. "The reliable workflows and centralized project management with fixed contacts help us optimize our translation processes, which are constantly becoming more extensive." The collaboration with SDL has made it possible to produce reliable and consistent translations, currently in up to 17 different languages.

"Thanks to the optimized cloud solution, we can commission translation projects at the click of a button, always have access to the latest project data and receive automated notifications for new quotations or completed translations." SDL's solution has also enabled the Metrology division to significantly reduce the time required for the administrative processes surrounding translation. "SDL offers us comprehensive, global services for all languages, in addition to the necessary tools, and continuously optimizes its processes to meet our needs even more effectively."



JENOPTIK

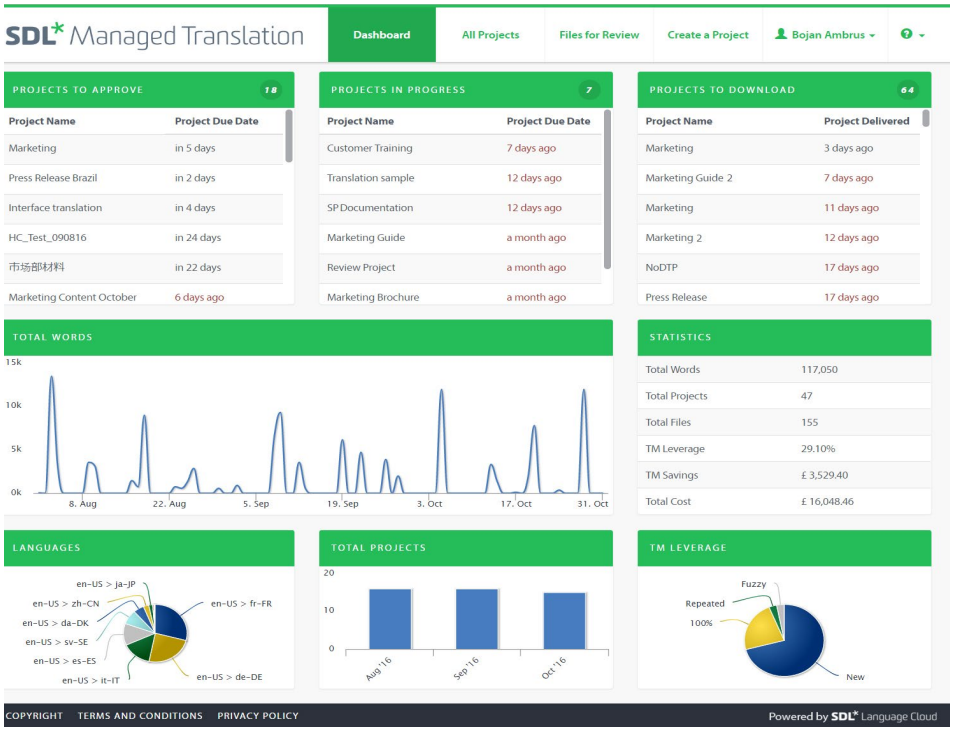
"SDL's cloud-based translation solution has helped make our translation process more efficient, more reliable and more transparent. We were particularly impressed by how user friendly the solution is."

– Birgit Puchner, Technical Documentation Manager

SDL MANAGED TRANSLATION

SDL Managed Translation, a self-service cloud based translation platform, allows users to create and manage translation projects from one easy to use dashboard. It is focused on giving SMBs easy and affordable access to SDL's translators (15,000-plus in-country translators), project managers and world-leading technology. SDL Managed Translation make enterprise grade translation service and technology accessible and affordable to small and growing businesses, enabling them to go global quickly and efficiently.

SDL offers first time as well as existing exporters a free translation process review. Their in-house global content team and project managers will help identify where there are gaps in your translation process and what needs to be done to bridge them. SDL will illustrate how they can deliver on its right-first-time, every-time translation promise and how this can take the stress and risk out of this critical stage of taking a business to a global marketplace.



[Click Here](): to learn more about SDL's Managed Translation.

TOP BENEFITS

- Simple, powerful and fast
- Puts you in control of every translation project
- Raises the bar on quality
- Accelerates speed to market
- Smooths the collaboration process
- The more you translate, the more you save
- 55 offices in 38 countries

SUMMARY AND PERSPECTIVE

Today's global, connected business environment offers SMBs more opportunities than ever before to grow through international trade.

Creating a positive customer experience in new markets is vital to capitalizing on these opportunities. Buyers' expectations are rising, and vendors must connect with them through the marketing, sales and service continuum to establish and sustain business internationally. How a business delivers is becoming as important as what it delivers.

As underscored in these customer stories, quality natural language translation plays a pivotal role in winning new customers and keeping existing customers happy.

Cloud-based translation platforms, such as SDL's Managed Translation, can help even the smallest companies gain peace of mind that they are providing customers with the information and materials they want, the way they want them—in their native language.

"Essential to our mission is to communicate to international travelers in their native language, to convey our brand message and tone with maximum emotional impact. With SDL, we've not only increased our output and efficiency; we've also improved the quality and consistency of content."

– Mark Lapidus, Director of Digital Development, Brand USA

MORE INFORMATION ABOUT SDL MANAGED TRANSLATION SERVICES

SDL*

Founded in 1992

Publicly traded company (LSE:SDL)



World-leading Innovative Translation Management Technology

80% of the global localization supply chain use SDL translation software

13 BILLION words translated every month by SDL language services and technology

15,000+ In-country translators

Enabling companies to communicate in **150+** languages

US: +1 310 437 7300 / UK: +44 114 238 7722

rgorby@sdl.com | www.sdl.com/managed-translation

ABOUT SMB GROUP



Founded in 2008

Technology industry research, analysis and consulting

Focused on technology adoption and trends in the SMB market

HELPING CLIENTS TO

Understand and segment the SMB market

Identify and capitalize on market trends and opportunities

Position solutions for growth and competitive advantage