
SDL
7 Questions:
How to Find a Great
Translation Provider
sdl.com/managed-translation

Companies that compete internationally require a high standard of localized content, and lots of it. But what does it take to localize well, on time and within budget?

Consider these seven key questions to find a translation partner that can support your global ambitions.

Click the links below to discover more.

1 **Does your translation provider use Translation Memory?**

2 **Will you get access to the skills that match the task?**

3 **Does your translation provider use freelance or in-house translators?**

4 **Does your translation provider use in-country translators?**

5 **Will your translations be proofed and reviewed?**

6 **Will you receive your translation in the format you need?**

7 **Can your translation provider handle all your projects? Always?**

Take SDL for a test drive



1 Does your translation provider use Translation Memory?

Do your translation costs decrease the more you translate?

Or, do you pay to translate the same words and phrases time and time again?

Your translation projects share common, repetitive language. Without an advanced translation memory (TM), you may need to have the same phrases and terminology translated again and again. This duplication can slow down project completion and often leads to inconsistency between translations. Not only that, you will be charged to translate this content yet again.

If like SDL your translation provider does use TM, they store segments of translated copy to progressively reduce costs, speed up turnaround time and improve consistency. This is only possible if they continually build your TM and give you complete ownership of your saved translation memory and complete copyright ownership, regardless of the translation provider you use. When you own your TM, you benefit from faster translations that adhere to your terminology and brand.







2 Will you get access to the skills that match the task?

Your translation needs and customer expectations change constantly.

Do your translators' localization skills, capabilities and resources keep pace with your ever-changing requirements?

Make sure your translation provider can always provide the right translator for your needs, with matching skills, education and industry knowledge to create copy that truly resonates with your audience.

For example, translation costs for legal, technical or marketing content differ significantly due to the subject matter expertise. Make sure your translation provider can help by providing the right translator for the best results.

SDL only hires university-educated translators, who work to the highest quality standards (ISO:9001, EN:15038, ISO:13485) and are assigned to a translation project only if they fit a customer's high requirements.



3 Does your translation provider use freelance or in-house translators?

Translation providers who rely solely on freelance translators may save you a little cash. But what about the real opportunity cost?

Most translation providers rely solely on freelance translators, meaning your projects are assigned from one translator to another. But only translation providers whose core translators are full-time, in-house and in-country can guarantee the quality and consistency you demand by assigning a dedicated translator who understands your business, brand guidelines and tone of voice.

We understand the value of full-time in-house translators, and you'll notice the difference in your translation quality.







4 Does your translation provider use in-country translators?

Are they translating into their mother tongue?

Do they live in-country?

There's no substitute for native translators who live in the country or territory that you're targeting and who understand the local culture and language nuances. These language experts are the only way to make sure your messages resonate locally through translations that reach your audience.

SDL only uses in-country translators that don't just speak a language - they live it.

5 Will your translations be proofed and reviewed?

Believe that no single person has all the answers?

Insist on a second opinion.

Was the original copy reviewed and proofread? Of course it was. So, why accept less for the translation? Ask if your translation provider has ISO 9001 processes and standards in place and whether a second linguist reviews everything before it comes to you. When a second review is part of the translation process, you ensure that you get the same high-quality as your original content.

As your business continues to grow globally, it's important to incorporate a robust review cycle in your localization process.







6 Will you receive your translation in the format you need?

Not getting copy back in the formats you need?

Wasting time and resources you can ill afford?

If your translation provider can't or won't deliver your translated documents back in the final formats you need, consider desktop publishing (DTP) and its associated time and conversion complications.

SDL delivers your translations into the format that you need so that you can meet your tight deadlines.

7 Can your translation provider handle all your projects? Always?

More languages, more content, more formats...

As your business scales globally, can your translation provider keep up?

Although it may not be your first priority when seeking a translation provider, find out if your translation provider has the depth and breadth of languages and vertical/industry specializations to keep things running smoothly.

A translation provider that can scale to meet your current and future needs makes new requirements pain-free.

With 55 offices in 38 countries, you want to do business with SDL. We cover every major continent and time zone and can scale our level of service and support as you need it, so we'll be at your side as you go global.



Take SDL for a test drive

We're here for you with the world's largest team of in-house, in-country translators. The most advanced technology and over 25 years of language translation and content management expertise are all just a click away.
So why not put SDL to the test today?

Find out what our customers **have to say about Managed Translation:**

DDI Better Leaders. Better Future.

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SDL* Managed Translation

Get in touch for a free 30-minute consultation and find out how you can go global, faster:

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SDL Managed Translation in Action



SDL (LSE:SDL) is the global innovator in language translation technology, services and content management. With more than 25 years of experience, SDL delivers transformative business results by enabling powerfully nuanced digital experiences with customers around the world.

Are you in the know? Find out why the top global brands use SDL at **SDL.com** and follow us on **Twitter**, **LinkedIn** and **Facebook**.

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