

Conquering Global Markets

Unleashing the potential of untapped markets

Translate your documents, websites & mobile apps quickly and easily

The age of web & content globalization

Borders today no longer prove an obstacle for doing business internationally. Large companies have offices and employees across the globe, while smaller businesses also cater to markets that are remote from their physical location. As the importance of geographical distance seems to narrow down with the world becoming more connected, there still exist a bigger gap to be bridged: **the language barrier**. Only a quarter of web users use English online¹, and less than 5% of the world's population are native English speakers². The majority of the audience remains **an untapped opportunity**.

With today's global economy, individuals, small businesses and large companies alike are faced with the need to deliver content and goods worldwide. In order to achieve that as fast and as cheaply as possible, these individuals and companies must have tools and services to help them translate, publish and push their content in their target audience's languages. Further challenges exist depending on the medium of the content:

- For Documents:
 - Keep the format, images etc. while translating the written content alone
 - Preserve different versions and revisions of your document
- For Websites:
 - Optimize indexing & SEO
 - Manage translated versions (e.g. linking to them, hosting)
- For Mobile Apps:
 - See to technical aspects of translating the app content while preserving the functionality

From freelancers and small business owners to large companies, all are in need of a translation platform that is modular, personalizable, collaborative and user friendly. A platform that solves all their translation needs and helps them reach the opportunities the global markets have to offer. That is exactly what Reverso Localize offers.

Lionel is an entrepreneur who has just launched an upscale real estate showcase website in French. Buyers, however, come from across the globe.

How can his potential customers access his offer if they never look for content in French on the Internet?

¹ <http://www.internetworldstats.com/stats7.htm>

² http://en.wikipedia.org/wiki/List_of_languages_by_number_of_native_speakers

The Need: Translating documents, websites, mobile apps: an increasingly strong necessity

Louise is the Country Marketing Manager of an international company, in Belgium. Business is conducted in French. She sends her daily reports to her United States based American bosses in English. The business decks she receives from her team and has to transfer are in French. How can she quickly and efficiently translate in English her French-speaking team's Word documents and Power Point presentations?

DOCUMENTS

Both multinational companies as well as small-medium businesses spend great funds in order to bridge the language barrier both internally and externally. More often than not, this results in ill-conveyed messages, unneeded and crucial delays in action (due to the translation lag-time), and general inefficiency.

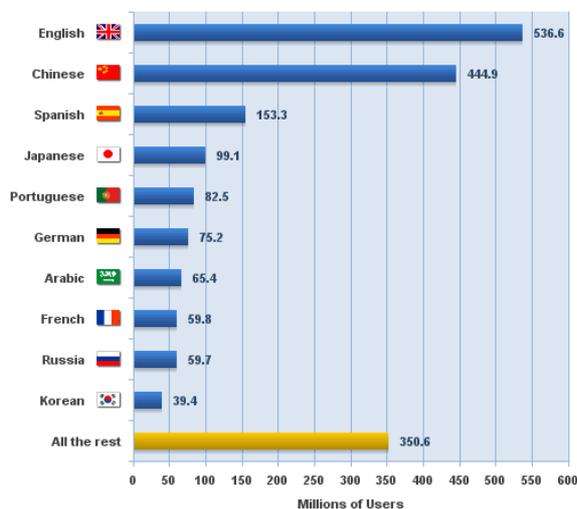
→ Employees and business owners lack an easy to use, cost-effective, translation tool

WEBSITES

More than 90% of Internet users search for content in their mother language. However, between the opening of the European borders, the massive increase of worldwide exchanges, the immediacy of the information transmission and the flow of individuals and lifestyles, the ability to communicate with the widest possible audience has become essential. Failing to pursue an international audience equates to less users visiting the website and therefore less income.

While some major companies have the technical, financial and HR means needed to offer several versions of their website or mobile application in different languages, the majority of content owners do not have these means, nor the time to implement them.

Top Ten Languages in the Internet
2010 - in millions of users

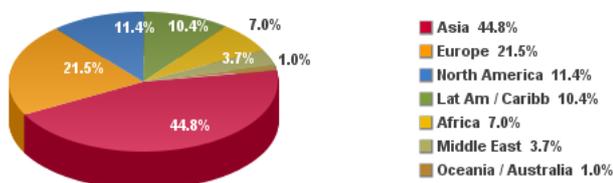


Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated Internet users are 1,966,514,816 on June 30, 2010
Copyright © 2000 - 2010, Miniwatts Marketing Group

The 10 languages most used on the Internet

→ There is an obvious asymmetry between the content available on the web and that effectively accessible by each user

Internet Users in the World Distribution by World Regions - 2012 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 2,405,518,376 Internet users on June 30, 2012
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Geographic origin of the Internet users

While the web itself has no borders, its users often find themselves confined in limited navigation spaces because of a traditional cultural obstacle: the language. Technology focuses today on surpassing this limit and optimizing the invaluable communication potential represented by the web.

In the past few years, more and more platforms such as Reverso became specialized in machine translation, improving tools and perfecting the final results, from the automatic correction step to the collaborative dictionary. Essential tools offer daily support, on a case-by-case basis, from the learning process to mere translation.

However, while simple text translation is immediately and freely available nowadays thanks to these specialists, the current need assumes the possibility of entirely translating whole documents, websites or mobile applications, by respecting the form as well as the content.

*Martin created a mobile application that has, according to first usage statistics, great potential. His potential investors are pushing him for a fast launching of multilingual versions. Alas, Martin does not know any **economical, fast and reliable solutions to make his mobile application multilingual.***

- The possibility to easily generate multilingual versions of the same content has become an essential need, both for working in a multilingual work environment, as well as for those wanting to increase the reach and impact of their website or mobile application



The target audience: diversity of publishers, developers and end users

The Dubois manage a family company specializing in transport and based in Bordeaux. They explored all the possibilities of the now saturated local market. They are thinking of taking advantage of the nearness of Spain and Portugal. They just paid for a new website in French.

At that point, they do not have technical, nor financial nor linguistic means to generate three new versions of this website.

Trade shop windows, institutional websites, e-commerce companies, media, bloggers, whatever the nature of the web interface or the mobile application in question is, the multilingual translation of content stands out as an essential feature for every type of profile.

Internet users, whether they are private individuals or professionals, need to communicate and understand each other via multilingual content.

- Multilingual translation of content is a must in today's web environment, whatever the profile of the actor in question is. However, the actual implementation of it remains laborious and time-consuming due both to the struggle of executing it well, as well as the numerous technical difficulties.

Pierre is a passionate amateur of the history of China. He has published research works and has established over the years a database on the subject, which he would like to share. As a beginner, he has built himself a website from a blog platform. However, he still dreams of showing his works to other enthusiasts around the world, in particular to the Chinese specialists themselves.

As an online sale company of craft cosmetics, Jasmina is persuaded that a market exists for "The French excellence". She values her nationality as an asset to increase her sales abroad.

As an SME in its development phase, Jasmina only has limited financial means and little understanding of computing.

How to reach her potential customers in the targeted countries if they can't visualize her website in their own languages?

What tools are out there today?

What means exist today for translation of websites, blogs or mobile applications?

Machine and instant translation widgets have little by little become more accessible on the web. Easy to use and free, they directly set up on the website and enable the visitors to translate the targeted pages on the fly.

Other players in the translation industry also offer to translate whole websites freely, for example by entering a url address and revising the content on a case by case basis. The user can also suggest improvements and thus participate in a collaborative translation memory. However, this requires downloading the HTML pages and reintegrating them back on the website, a technical know-how far from being familiar to the vast majority of the targeted users.

Another major issue lies in the fact that these translations do not get indexed. It is then not a viable solution for webmasters, bloggers or website managers whose objective is to make their contents permanently accessible and to the widest possible community.

As for the purist solution of extracting the content and sending it to a human translation agency, it remains extremely expensive, requires essential technical skills and faces a relatively slow response time.

→ In spite of the high number of existing solutions, there are none that are technically, linguistically and financially adequate. A simple, effective, cheap and fast tool is more needed now than ever before.

What features would the ideal solution have?

Should we ask Internet users, publishers, developers, designers or webmasters, which would be the ideal tool to generate multilingual versions of websites and mobile applications, here is what we would obtain:

- ✓ A tool that does not require specific technical skills
- ✓ A tool that finds the content to be translated in its source in order to solve the problem of the extraction and management of the data to be translated
- ✓ A tool that protects the format and the layout of the original website or document

- ✓ A tool that allows to obtain an outline of the first translated version in a few minutes
- ✓ A tool that allows to revise the translation while visualizing the context
- ✓ A tool that saves the modifications made to the machine translation and enables the user to reuse them afterward
- ✓ A tool that enables a third person to revise the translation and to use the suggestions of the site's visitors
- ✓ A tool that allows to go back in the project as often as wanted, even after it has been finished, to revise it or correct it and re-publish or re-download it
- ✓ A tool that offers the all (or at least most) of the languages I am looking for, so I can use the same tool for all of my translations
- ✓ A tool that allows to easily generate, publish and index the translated website in search engines
- ✓ A tool that enables mobile application developers to easily import their resource files, whatever their format is (Android, iPhone, XML, RESX...) and to automatically identify the segments to be translated

The specifications appear to be complete, precise and in their very great majority, achievable.

Imagine being able to generate several multilingual versions of your website in a few clicks, to have access to them at any time, to publish a version which satisfies you only when you decide to; and thus to spread your impact on the web in an exponential way.

→ The final objective? Creating a tool that imports and identifies the content to be translated, enables its users to obtain a first immediate, tangible, modifiable and easy-to-use version at any time. A tool that offers, as a supplement to the machine translation, some help for the correction, the revision, as well as a personal and collaborative translation memory tool. A tool that allows to download, save, modify and re download our documents, or to publish and automatically index our websites. In summary, a tool that offers a very simple and complete user scenario.

Towards the ideal multilingual translation of websites and mobile applications

What does a person, private individual or SMB, who has well understood that the internationalization of their website or mobile application has become essential, think?

"I give up, it's going to be too complicated, too expensive or too long."

While we can't deny that there are existing online tools today, none of them succeeds in overtaking all the obstacles the users have to face: time-consuming processes, too technical, too expensive, too complicated, not reliable enough, etc.

Here is the squaring of the circle:

An easy-to-use tool, whatever one's technical background is. An intuitive and collaborative tool, which allows improving the quality of one's translation. A personalizable tool, that learns the user's preferences and dictionary. A fast tool, that offers a first immediate solution to the user. A tool that allows us to review the translated text, edit it, download or publish it, save or host it, as many times as we want. Reverso Localize is just that.

Go global with Reverso Localize!