



# Cut costs, not corners

Planning ahead saves money:  
For every dollar spent preparing  
your project upstream, you may  
save \$10 downstream



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# Cut costs, not corners

Planning ahead saves money: For every dollar spent preparing your project upstream, you may save \$10 downstream

## Consider these 10 steps for stretching your localization dollars:

Localizing your website, marketing materials, and other documents for global markets is smart business. Saving money doing it is just as smart. In this brief report MediaLocate's translation experts have provided a quick-reading list of 50+ ways to localize efficiently. Let's start saving some cash!

1. The **WRITTEN** word: Documentation and software
2. The **CODED** word: Software
3. The **STORED** word: Glossary and Translation Management System
4. The **UNWRITTEN** word: Graphics
5. The **SPOKEN** word: Multimedia
6. **BEHIND** the word: Engineering
7. The **FINAL** word: Desktop publishing
8. Word **FLOW**: Project management
9. The **FORGOTTEN** word: Last-minute changes, project updates and change management costs
10. The **MAIN** word: Think "PROGRAM", not "project"



**“Fully test and internationalize your [software] product before sending it for localization. Costs for post-release bug fixes increase radically when done in several languages.”**

## The written word

Documentation: Remember the Three Cs

### Clear

- Write clearly. Convoluted, confusing sentences could result in a mistranslation. Ensure that your audience receives your intended message.
- Avoid slang and jargon wherever possible. Catchy phrases in your source language may even confuse your domestic audience and will most likely not translate well in your targeted markets, either.

### Concise

- Eliminate excess words and complex sentences. Use the “KIS” factor: Keep It Simple!

### Consistent

- Instructions should be consistent: Use the same words for the same actions:
  - Re-use as many sentences as possible throughout all the translatable content: documentation, online help, software, the Web. This is not a poetry contest, it’s a roadmap to success with your product.
- Keep your folder structure the same throughout the program and across all of your languages; changes = extra costs.

## The coded word

### Software

- Avoid hard coding, concatenated strings, and character limitations.
- “A stitch in time saves nine.” Fully test and internationalize your product before sending it for localization. Costs for post-release bug fixes increase dramatically when done in several languages.
- How much do you save? This is the common rule of thumb: For each stage of software development, the cost to fix a bug is exponential. If a bug costs \$1 to fix during the specification phase, apply this general rule:
  - \$10 in design phase
  - \$100 in working code
  - \$1,000 in released software
- Remember: bugs in code do not stand alone! The longer you wait to fix a bug, the greater the risk. There might be dependencies on the



**“The old saying, ‘A picture is worth a thousand words,’ can be adapted to, ‘Pictures are worth thousands of dollars saved.’”**

bug, and dependencies increase risks in changing the code. Waiting increases costs.

- Have a documented internationalization test plan.
- Avoid unnecessary last-minute changes. Nice to have or necessary? Weigh cost and time for inclusion: remember any change includes software, help, documentation, and testing.

### **The stored word: Glossary and translation management**

#### **Multilingual glossaries**

- Fundamental for achieving high-quality localization and avoiding costly rework of inconsistencies—or worse, having to rescue a botched brand
- Include translations of terms specific to the product, company, and industry, as well as acronyms, abbreviations, and a “do not translate” list
- Should be compiled at the start of any localized project and signed off on by all of the key stakeholders, in close collaboration with your vendor

#### **TMS: Translation Management System**

- A database that stores previous translations and their corresponding source sentences (segments) is your major gateway to savings. A TMS helps you:
  - Benefit from ICE (In-Context-Exact) matches
  - Manage client-review changes
  - Reduce project management costs
  - Automate standard steps: TM update, file analysis, file prep

### **The unwritten word: Graphics**

#### **Wordless**

- The old saying, “A picture is worth a thousand words,” can be adapted here to “Pictures are worth thousands of dollars saved”
- Global graphics: ensure graphics are not offensive in the target country
- Use a web-safe color palette to avoid costly color retro-fitting

#### **Think ONION**

- Text in graphics a must? Save all layers of editable source files so that your vendor can access and edit them. Saving only the final image means costly re-creation for localization.



**“Engineering costs range from \$50-\$300 per hour. Preparation before localization reduces localization costs.”**

## The spoken word

### Multimedia

- Look to your Language Service Provider (LSP) for expert advice in how to save money in this often-expensive area
- To save dollars when making training videos, choose the first option in each:
  - Short vs. long training videos
  - Subtitles vs. Voice-Over (VO)
  - VO vs. re-filming
  - Broadcasting to the Web vs. rendering to DVD
- Avoid long gaps or spaces in speech: Cutting minutes saves thousands in your multilingual clip
- Provide clear direction: Avoid costly re-recording and post-editing

### Recording

- It's your message: focus on voice quality, not fancy studio furnishings or name-brand voices
- Factor in the culture of the targeted country: Messaging and background graphics need to be appropriate and localizable
- More ways to save:
  - 60 for 30 second deals (buyouts) for target languages—get twice the time for the same price
  - Small bites or a mouthful? Same cost for multiple small segments as for one larger piece
  - Great studio savings on grouping languages or multiple videos
- Be exact in scheduling studio and talent time: Under- or over-booking could double recording costs and time

**Most importantly:** Work with an LSP who operates its own In-House Audio/Video Studio. Outsourcing this type of work means multiple layers, added mark-ups, and project delays!

### Behind the word: Engineering

Engineering costs range from \$50-\$300 per hour. Preparation before localization reduces localization costs. These costs center on two areas:

- Language translation:
  - Preparation of source materials for localization





**“Choose the right layout application to support all your target languages, images, and fonts. Talk to your LSP and find out all your options BEFORE your start.”**

- Extraction of text for translation
- Leveraging of 100% matches
- Technical environment:
  - Placing translated text into desired environment
  - Functionality testing of the target languages

### **The final word: Desktop publishing (DTP)**

#### **DTP and printing**

- Choose the right layout application to support all your target languages images, and fonts. Talk to your LSP and find out all your options BEFORE you start:
  - InDesign: Linking images rather than embedding them in the file will make the task of localizing them much easier and faster
  - QuarkXPress has limited support for some Unicode languages
  - FrameMaker does not fully support bi-directional languages
  - MS Publisher is not localization-friendly and is difficult to use with traditional CAT tools

#### **Spare a tree**

- Don't print thick manuals; Web publish or CD/DVD press instead

### **Word flow: Project management**

Project management comprises 10-15% of total localization costs.

- An experienced project manager is the “life force” behind any project, establishing the vital client-vendor relationship so essential for success
- Project managers oversee every key element in the localization process and keep you informed
- Good project management includes risk management to help you stay on track and within budget
- A great project manager brings you and your team “peace of mind”

### **The forgotten word: The “last-minute-change” factor, project updates, and change management costs**

Beware of project creep! If possible, try to avoid any updates. If updates are necessary, allow for them in the original plan and deliver them in one bundle.

**The MAIN word: Think “PROGRAM”, not “project”****Building and growing a program = savings and achieving higher quality**

- Develop a long-term relationship with your Language Service Provider (LSP). The benefits are numerous:
  - A dedicated program team that you can view as an extension of your internal team
  - A scalable, high-quality program that can grow with your needs
  - Increased efficiencies, more streamlined workflows and fewer technical issues
  - Volume discounts
  - Multi-language discount for 5 or more languages
  - Grouping projects together quarterly to get cost efficiencies
  - Consolidating smaller projects until absolutely necessary to avoid multiple minimum charges

**Your LSP and you**

- Work closely with your LSP and yield much larger savings in the long term:
  - Establish a localization program
  - Build custom workflows
  - Customize tools

**Time to write, and time to translate**

Localization costs are dependent upon two constraints:

- The desired turnaround time, and,
- The level of quality that a client requires in that amount of time

**Want to learn more ways to save on quality translation and localization services?**

Call us now at **1-800-776-0857**. We'll answer your questions without a sales pitch and, if it makes sense, we'll put you in touch with loyal MediaLocate customers who have happily used our services for years.

**MEDIALOCATE**

1200 Piedmont Avenue  
Pacific Grove, CA 93950 USA  
**Phone:** 1-800-776-0857  
**Web:** www.medialocate.com

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Call us now at **1.800.776.0857**.

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## US REGIONAL SUPPORT

### WEST COAST

995 Rosecrans Street  
San Diego, CA 92106  
Phone: 619-487-1394  
[SD\\_info@medialocate.com](mailto:SD_info@medialocate.com)

### EAST COAST

404 5th Avenue  
New York, NY 10018  
Phone: 609-216-5975  
[NYC\\_info@medialocate.com](mailto:NYC_info@medialocate.com)

## GLOBAL PRODUCTION

### SLOVAKIA

Podzamska 21  
949 01 Nitra  
Slovak Republic  
[slovakia@medialocate.com](mailto:slovakia@medialocate.com)

### RUSSIA

8 Rudnichniy Street  
Stary Oskol  
Belgorod  
Russia, 309517  
[russia@medialocate.com](mailto:russia@medialocate.com)

### CHINA

Plaza 66 Tower II  
1366 Nanjing Road West, 15th Floor  
Shanghai, China 200040  
[shanghai@medialocate.com](mailto:shanghai@medialocate.com)

### SINGAPORE

#44-01 Suntec Tower One  
7 Temasek Boulevard  
Singapore 038987  
[singapore@medialocate.com](mailto:singapore@medialocate.com)

### THAILAND

3703 B.B. Building (7th Floor)  
54 Sukhumvit 21 Rd.  
Bangkok 10110, Thailand  
[thailand@medialocate.com](mailto:thailand@medialocate.com)

### KOREA

3rd Floor, Wonkwang Building,  
283-4 Neung-dong, Kwangjin-gu,  
Seoul, Korea  
[korea@medialocate.com](mailto:korea@medialocate.com)

### JAPAN

31F Osaka Kokusai Building  
2-3-13 Azuchi-machi, Chuo-ku,  
Osaka 541-0052, Japan  
[japan@medialocate.com](mailto:japan@medialocate.com)