



Translations for a working world.

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# Localization Roundtable

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 [milengo.com/blog](http://milengo.com/blog)

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## Our Background

### **Single Entity of 16 highly-aligned language vendors**

- Pool resources, knowledge, ideas and breadth of language experience.
- Global network of 19 offices
- Dedicated local language expertise in each office
- Production and engineering centers in all major time zones
- Technology independent structure, we only use the right tools for the job
- We are curious, passionate, creative and disciplined. We deliver results and are motivated by quality.

## 3 Major Trends in the Translation Industry

- **Disintermediation & Collaboration**
  - Vast improvement online collaboration technology
  - Widespread availability and affordable bandwidth & cloud-based
- **Productivity Boosts**
  - Incorporation of machine translation
  - Shared online translation memories and communication platform
- **Role and Cost of Technology**
  - TMS and workbench tools are unusually expensive for value provided
  - What creates value are the services around the technology, not technology itself.

## Separating Technology From Services

**Technology should be an integrated solution. With the needs of enterprises today, no one solution works perfectly.**

- *Technology independence* allows LSPs to:
  - Flexibly integrate into customer's defined workflows and processes
  - Integrate best-of-breed technology that provide value to customers
  - Invest instead in people who provide services around technology, such as for post-editing and collaborative translation methodologies
  - Focus on customer satisfaction. People provide services. Not computers. Not portals. Not software. People!

## Separating Technology From Services

- Technology changes all the time. We adapt.
- Those LSPs that remain technology agnostic can better embrace imminent changes to technology to stay ahead of the curve.
  - Help customers launch domain-specific enterprise machine translation systems.
  - Discover huge potential for cost savings in information quality management.
  - Internationalize products well and early in the design
  - Finally install automated translation processes
  - Optimize budgets for high-quality translation, post-editing services and entering new markets.



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# Thank You



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