



# RWS Language Services

End-to-end content localization



## Why RWS Language Services?

### Experience that resonates in every language

Creating localized content that meets the expectations of your global audiences is critical to your company's success.

As one of the world's largest language service providers, our 60 years of experience and specialized resources offer the scalability and expertise to help you reach – and surpass – your current and future global growth goals.

Accurately creating content that feels like it was originally developed for each language while complying with your brand specifications requires experienced linguists with market-specific language, cultural and industry knowledge. From small localization projects to complex large-scale initiatives, our technology-enabled language services, global network of in-house linguists, freelance translators and subject-matter experts create content that will resonate with your global audiences.

### Unparalleled global expertise

Our extensive pool of expert resources from 160 countries provide unparalleled skill and scalability. They have an excellent command of the source language and are native speakers of the target language, with superior writing skills and specialized education and training.

Consultation through the entire process ensures efficiencies and best practices are employed from a linguistic, cultural and technology standpoint. Our Content Supply Chain (CSC) Advisory Service provides strategic, comprehensive and independent analysis on your content, localization and distribution processes, maximizing your ability to manage content in an agile and efficient way.



**RWS has a truly global footprint and a wide range of internal resources with the capacity to absorb large volumes of work with minimum turnaround times. Being able to scale like that is a huge advantage for a company like ours.**

**Nielsen**

an American information,  
data and market measurement firm



## Greater efficiency with a technology-enabled approach

In today's business environment, it's important for technology to keep pace with market and customer demands. We develop translation productivity tools in-house, giving us unique insight into evolving requirements and trends.

Our technology is leveraged across the industry – and across all our services, delivering maximum efficiency, agility and accuracy. With 70% of the translation supply chain using **Trados Studio®**, quality and consistency from project to project are ensured. **RWS® Language Cloud** eliminates manual workflow tasks through automation, accelerating time to market. If needed, we can provide bespoke technology, and our workflows can be customized to meet localization requirements at any scale.

Our internal data warehouse helps you make informed business decisions by providing key insights, such as predictions and opportunities to improve efficiency and processes over time.

## Consultation

Weaving a consultative approach through the entire localization process delivers the highest level of value from resources and services tailored to your business needs.

### **Linguistic and cultural consulting:**

Our in-market consultants evaluate your operations and provide strategic insights to develop processes that deliver culturally relevant content across your languages and global markets. This linguistic and cultural insight establishes a strong foundation to build and maintain the credibility of your global brand.

### **Technology and process consulting:**

Strategic consultancy experts perform a holistic assessment focused on improving operational results and organizational maturity. Our detailed recommendations include best practices, implementation plans, training and operational process efficiency requirements. The consultative team works closely with your account and delivery teams for alignment on recommendations and implementation.

## Integrated quality assurance

Quality assurance, including quality measurement and issue management, is integrated across all our policies and procedures for adherence, real-time monitoring and continuous improvement.

The industry-leading Quality Management System (QMS) governs all aspects of our work, including how we handle complaints and their associated corrective actions.

A two-stage translation and review process consistent with the ISO 17100:2015 standard is offered based on customer requirements and specific project needs.

- ISO 9001:2015 – Quality Management Systems certification is employed.
- Language analysts can examine source text before translation begins to proactively flag content concerns or questions, resulting in fewer project workflow risks, faster timelines and greater consistency across languages and products.

## Security from start to finish

RWS follows the highest security measures and standards to protect your content through the entire process.

- ISO 27001:2013 – Information Security Management Systems certification is implemented as a key necessity.
- All critical security measures are taken, including data backup, archives, firewall security, virus protection and secure file transfer using RWS's encrypted VPN tunnels.



## RWS Language Services



### Translation Services

Our full spectrum of technology-enabled translation services can scale with your growing need to adapt content for your local markets.

#### **Machine translation post-editing:**

Expert linguists edit and revise text that is pre-translated by a customized machine translation system. Post-editing can be adjusted to address specific quality requirements for different content types to provide an 'adaptive quality' approach.

#### **Translation:**

Professional linguists translate source text into another language, contributing essential language, cultural and subject-matter expertise to transform your content for your target markets.

#### **Specialized translation:**

Subject-matter and compliance expertise is applied when translating content that requires topic- or industry-specific knowledge.

#### **Transcreation:**

Build emotional connections by adapting text, style, images and design to culturally and linguistically convey a specific experience.

#### **Our ISO certifications include:**

- ISO 17100:2015  
– Translation Services
- ISO 9001:2015  
– Quality Management Systems
- ISO 18587:2017  
– Post-editing



## Globalization Testing

Guarantee your products will function as intended in every market with a comprehensive set of industry-leading globalization testing services. Our expert teams ensure your products will create consistent and memorable user experiences while also protecting your global brand.

### **Internationalization:**

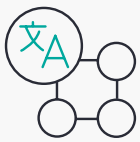
Code review and pseudo-localization proactively identify potential localization issues and prepare your product to be adapted for specific languages and locales. This includes verification that the product functions correctly according to specifications.

### **Linguistic testing:**

Trained, native-language testers with linguistic expertise check linguistic accuracy in the localized product.

### **Functional testing:**

Professional testers review the localized product to capture any non-linguistic UI and functionality issues.



## Linguistic Quality

Professional, unbiased, detailed evaluations that comply with industry-leading quality assessment models. Our approach focuses on client challenges and requirements, helping to verify accuracy, consistency and compliance of your translated content.

### **Linguistic quality evaluation:**

A spot-check of translation quality based on a sample of the content and an agreed upon quality model.

### **Linguistic quality assurance:**

Comprehensive evaluation of your entire content. Ideal for highly specialized subject matter or in cases where third-party translation quality evaluations are required.

### **Linguistic quality assurance automation:**

Automated tools confirm consistent quality standards have been followed and certify client-specific style requirements, formats and guidelines have been followed.

### **Linguistic asset management:**

Confirms the accurate translation of terms, acronyms, synonyms and abbreviations while following a clear set of rules for their usage that is appropriate to the company and industry.







## Interpreting Services

Conveniently accessible remote and on-site interpreting service options managed by a dedicated interpreting manager to connect in real time with customers, employees or providers who don't speak the same language.

### **Simultaneous interpreting:**

A professional interpreter listens to a conversation in one language and communicates content in another as it is spoken.

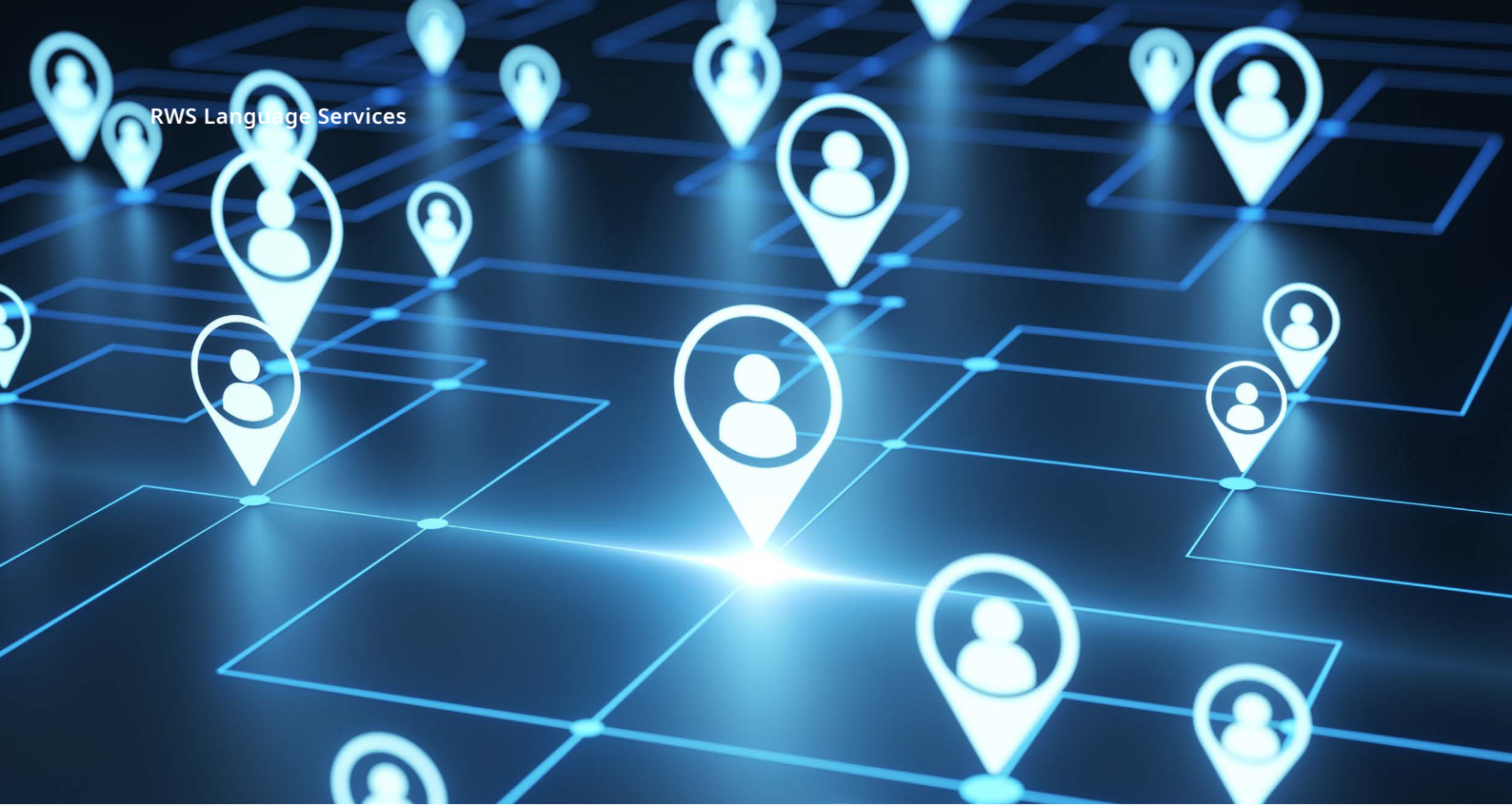
### **Consecutive interpreting:**

A professional interpreter listens to a conversation in one language and communicates the content in another, recapturing short segments of content in intervals.

### **Over-the-phone interpreting:**

With our Over-the-Phone Interpreting (OPI) option, professional interpreters are available on demand or for planned appointments 24/7, all year round, for remote consecutive interpreting.





## Localization Resourcing

Qualified resources are identified and offered across a variety of specialized areas without the overhead cost or long-term commitment associated with full-time employees. Many staffing models can be supported, and tailored processes can be created to meet your business needs and quality expectations. These services can be provided either through insourced managed services or the more traditional outsourced LSP model.

### **Localization business process outsourcing:**

We manage your localization process from end to end with resources specialized in localization services as well as other important skill sets such as project management, product engineering and desktop publishing (DTP).

### **Talent sourcing:**

We offer full HR support to recruit and manage your localization headcount. In addition to specific localization expertise, we can source talent in other specialized skill sets, including project management, product engineering and DTP.

### **Crowdsourcing:**

We provide access to a managed community of skilled freelancers moderated through a technology-enabled solution that monitors and measures their output quality. Talent includes traditional localization services and specialized skill sets, providing cost-efficient, agile and out-of-the-box solutions.

Uniting professional language services and industry-leading technology, RWS focuses on what's important to today's global businesses.

With the proliferation of expansion into new markets, business needs are ever evolving. Our cutting-edge services can address emerging trends to optimize your localization strategy.



New technology recommendations for your localization process and overall content supply chain.



Scale your translation projects to meet increasing demands for customer content and language requests.



Customer expectations are high; ensure the accuracy of your global product experience with pre-release testing.



Agile product development supports more frequent and higher volume project handoffs.



Better compete in our new world of augmented reality where physical and virtual are becoming one.

## Want to learn more?

[rws.com/localization/services](https://www.rws.com/localization/services)

## Ready to connect with one of our specialists?

[Contact us](#)

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit [www.rws.com](https://www.rws.com).

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