

How to find and commission the right language service provider for your needs

Would you like to make your corporate communication multilingual, communicating uniformly and consistently whilst at the same time taking into account the local characteristics of each particular target market?

1. Find a real partner

If you communicate in several languages on a permanent basis, you need more than one supplier of texts. Professional language service providers see themselves as partners and have advisory skills, especially with regard to processes. Together, you should aim to develop a workflow that exactly suits your way of working. Because it is not just about getting the best possible texts at the most attractive price, but about having as little effort as possible when it comes to translations.

2. Know what you need

Specialist texts: You have to have legal expert opinions, medical studies or technical descriptions translated? Then you are not just looking for linguistic talent, but also expertise in the particular area. And that is something that only a specialist translator with the relevant training can provide.

Creative texts: You want to roll out a marketing campaign in several languages and adjust it to suit a range of cultural areas? Then you should engage specialists in transcreation.

Recurring orders: Are you looking to place a one-off translation job? Then you can compare offers from a range of specialist suppliers and choose one of the prospective candidates. Or are you dealing with recurring orders with varying content and scope, sometimes planned well in advance, sometimes spontaneous? In that case, you should investigate which supplier can cover this complexity and be available for you at all times.

Security

100 % discretion and maximum security for your confidential data thanks to data hosted in Switzerland and ISO 27001 certified processes.





3. Expect solutions, not products

Does the supplier understand what you need – also long term – and can they show you how to achieve the desired result? Are content-related services (copywriting, translating, proofreading) thought of in a holistic process with technologies (databases, interfaces, automations) and the human touch (personal contact)?

4. Check the qualifications

Opt for certified suppliers. The ISO standard 17100 guarantees that the translators deployed have an acknowledged university degree or sufficient professional experience. It's a good sign if a supplier only uses native speakers. Membership in a professional association is also a sign of top-quality work. ISO 9001 certification indicates good quality management. The four- or six-eye principle (in other words a specialist translation or a premium specialist translation) or a defined complaints procedure are also suitable selection criteria.

5. Don't forget data protection & data security

Language service providers handle sensitive corporate information and should be committed to data protection and data security. An ISO 27001 certification will make sure of that.

6. Understand the prices

To be able to compare offers, you should understand the calculation methods of the providers. These can vary greatly. Prices may be calculated on a word, line or page basis or alternatively as hourly or daily rates. Discounts, supplements and possible minimum charges also have to be taken into consideration.

7. Look at the true cost

The purchase prices for specific quantities of text are ultimately not decisive. You pay for uniform and consistent corporate communication across language barriers. The costs of the entire process should be assessed in terms of the "total cost of ownership".



These solutions help you to optimise processes and reduce translation costs

Translation-Management-Systeme

Termbases and CAT tools save recurring text passages and, if required, automatically make them available to the person translating. This ensures consistent language, thus optimising the quality of the translation. But above all, it saves time and money.

Your advantages:

- **Optimum linguistic consistency**
- **High translation efficiency**
- **Direct cost savings**

Customer portals

Lots of language service providers offer their own translation portals. This is where you are shown a real-time overview of current and completed orders, budgets and invoices. Often, the portal can even be adjusted to suit individual needs.

Your advantages:

- **Requests for quotes, order placement and tracking in one place**
- **Optimises process costs**
- **High cost transparency**

Interfaces

To ensure that nothing is lost on the way between the translated text and the finished end product, e.g. a website, professional providers use interfaces to connect to the company's own systems. With the help of connectors, texts can thus be incorporated directly and automatically in your content management system, editorial system, PIM or online store.

Your advantages:

- **Data exchange is optimised**
- **Internal administrative effort is reduced**
- **Sources of error are eliminated**

Tip: Comparing prices

Compare like with like: Does the tariff cover a 2-, 4- or 6-eye principle (in other words a translation, a specialist translation or a premium specialist translation)? Which internal costs can be saved through additional services, interfaces or the use of technology?

Tip: Single sourcing

Make sure that all technologies are hosted, operated and used together or that everyone involved works on the same data basis. That will increase cost efficiency even more!



Machine translation with post-editing

MT solutions can reliably translate a wide variety of text and document types. The technology is used in different areas: when translating simple correspondence, professional corporate communication or as a support for in-house language services. The connection to CAT tools means translations can continue to be processed and refined directly by human translators. The combination of machine translation and post-editing thus delivers high-quality translations in a short time.

Your advantages:

- **Cost savings**
- **Increased efficiency**
- **Available at all times**

Apostroph can offer all the above solutions to help make your translation processes better and more efficient. Ready to take the next step? We look forward to being of service!

Company

Apostroph Group is the leading language service provider in the DACH (Germany, Austria, Switzerland) region with a total of nine sites across Switzerland and Germany. Today, more than 5,000 companies and institutions rely on Apostroph's expertise. With 160 employees, including 40 linguists, and over 2,000 certified specialist translators, Apostroph offers language services in all disciplines and 100 languages, providing all industries with products tailor-made for the local markets. Extensive experience in language technology and process digitalisation as well as the targeted collaboration of human and machine are the core components ensuring the quality and efficiency of Apostroph's services.