

## Quality is the Key to Technical Translations



*Specializing in the documentation of electronic products and systems, Marco Technical Documentation, Inc is an established provider of technical writing services to leading Fortune 500 companies, including a major global healthcare corporation. When taking its clients' documents to a global marketplace, Marco Inc. trusts Click2Translate to provide accurate technical translations via their Project Managed account.*

### Challenges

- Specialized technical documents accompanying medical systems required in as many as 8 different languages
- Fast turnaround required
- Consistent terminology
- Scale and flexibility to work with high volumes
- Strict control of costs
- Credible translation partner to enable delivery of a Multilingual Documentation Solution

### Solutions

- Experienced technical translators with access to latest terminologies and reference material
- Glossary and Translation Memory creation
- Proofread by second translator
- Easy to use online portal with instant pricing
- Online document management
- Project management

### Results

- Centralized translation management processes
- Consistent processes for all language requirements
- Lower cost through online volume discounts
- Fast turnaround due to Translation Memory leverage
- Visibility and control of costs and delivery schedules
- High quality using approved terminology

### Single Source for Multilingual Technical Documentation

By its very nature, technical writing is a serious business requiring in-depth knowledge and experience. Marco Inc, with its highly experienced technical writers, is an award-winning service with a reputation for providing quality technical writing to leading Fortune 500 companies.

The clients of Marco Inc. are typically global companies, looking for a single source solution for their technical documentation. By partnering with Click2Translate, the online division of SDL International, Marco Inc. is able to take on the complete outsourcing of the multilingual writing, knowing they have a vast resource of international technical translators to call upon.

Rebecca Marco, CEO for Marco Inc., commented, "Click2Translate and SDL are often preferred vendors to many of my clients, which really helps when submitting proposals. I know through experience that we can hand over our source content to their experienced team, specify the languages we need, and quickly receive high quality translations that are ready for delivery to the client. Throughout the process, their Project Managers keep me updated and provide feedback from the translators on technical terminology."

Requesting translations via the online portal allows Marco Inc. to easily manage translation projects. The secure online system allows 24/7 access to ordering and downloading from any location which is invaluable when working off-site. Source and target documents remain available online for 6 months after completion and all associated costs remain visible.

### Managing the Translation Budget





















Before commencing a project, Marco Inc. provides detailed project cost estimates to its clients. It is therefore important for it to work out in advance the anticipated cost of translation, as any overspend in this area could affect project profitability. The online volume pricing, which can be calculated via the online 'Quick Quote' feature, allows Marco Inc. to accurately forecast translation costs. These costs are typically lower than those that can be achieved by analysing a document using Translation Memory tools. This represents a real saving which can be passed on to the client, making Marco Inc. more competitive.

### Quality is Paramount

The most important thing to Marco Inc. is quality. It is judged by the quality of technical writing it provides, no matter what language it is written in, and therefore it relies on Click2Translate to deliver on its promises.

Knowing that each job has been translated and proofread by qualified native speaking translators gives Marco Inc. the confidence that each translation will meet the requirements of its clients' regional reviewers. Rebecca Marco stated, "The fact that Click2Translate encourages client review and feedback reassures me that quality is as important to them as it is to us and to our clients. Click2Translate is also very good at adopting our clients' preferred regional terminology and its response time is excellent."

## Service Level Comparison

	Automatic	Edited	Premium (No Proofread)	Premium
Quality	★☆☆☆☆	★★☆☆☆	★★★☆☆	★★★★★
Price	from \$1.00	from \$19.95	from \$39.95	from \$49.95
Turnaround	Instant	2 working days minimum		
Machine Translation	✓	✓	-	-
Human Translation	-	-	✓	✓
Human Proofread	-	✓	-	✓
File Formats	 RTF  HTML  TXT	 DOC  RTF  HTML  TXT	 PDF  DOC  RTF  HTML  TXT	 XLS  PPT  ZIP  PDF  DOC  RTF  HTML  TXT
Summary	<p>Instant computer translations</p> <p>Retains formatting</p> <p>Ideal for understanding foreign texts</p> <p>Available in 13 languages</p>	<p>Computer translations</p> <p>Enhanced by a human editor to ensure all words are translated and understandable</p> <p>Available in 16 languages</p>	<p>Translated by a professional translator</p> <p>Ideal for non-published material and personal documents</p> <p>Available in 56 languages</p>	<p>Professional translations completed by a native-speaking translator</p> <p>Second, independent proofread / edit</p> <p>Volume discounts</p> <p>Ideal for published material</p> <p>Available in 56 languages</p>

Click2Translate is an award winning professional translation service, providing fast-turnaround, high quality translation.

With over 40 offices worldwide and 700 in-house translators, they have the scale and flexibility to meet all professional translation needs.



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