



# FOR THE BEST LOCALIZATION PRACTICES, PARTNER WITH SEPROTEC

Mobile technology has transformed the worldwide consumer landscape. The market penetration of personal devices and the appearance of the IoT have opened up immediate access to a broader range of existing and potential customers than companies had ever dreamed possible.

With larger amounts of content to be localized, plus the widespread adoption of agile software development methodologies, current market trends are compelling developers into a true partnership with an expert LSP to enable more integration and better automation.

**Near 60% of consumers consider in-language information more important than price when making purchasing decisions.**

SeproTec has extensive experience in the localization of free, revenue-generating, marketing and internal productivity software and apps. Partnering with SeproTec means gaining access a systematic workflow and centrally managed language assets designed around the best localization practices.

**30** year  
of  
experience

**4** Production  
Centers  
located in  
Europe and  
America

Translation  
into  
**750+**  
language  
combinations

**325**  
employees  
**7500**  
industry-  
specialized  
freelances

Certified  
Quality  
Assurance  
**EN 17100  
ISO 9001  
ISO 14001**



## CONSULTING SERVICE

~ SeproTec's team will work with developers to find the best approach for each case and will advise on mistakes to avoid due to linguistic constraints (text expansion, fonts, bidi languages, truncation, etc.).



## CONSISTENCY IN ALL DOCUMENTATION

- ~ Terminology consistency is crucial for software localization. Agreeing on a list of terms (including unwanted terms) before the project has started is a must.
- ~ Thanks to our sophisticated technology we combine both the power of TM and terminology databases, leaving no room for mistakes. Automation is the key to all our projects.
- ~ Consistency is assured in UI, tutorials, manuals, e-learning, e-books, patents, legal documents, FAQ, websites, social media content, online support, marketing materials, packaging and multimedia files.



## COST EFFICIENCIES

- ~ Network of in-house and outsourced translators reduces overhead for cost-efficient pricing.
- ~ Ability to provide end-to-end project management services provides clients with one-stop efficiency.



## FLEXIBLE WORKFLOW

- ~ Workflow tailored to and with clients, ensuring traceability.
- ~ Transparent automated integration of the localization workflow into SCRUM and AGILE methodologies.
- ~ Our TMS can be easily plugged into any CMS and different programming environments.
- ~ We use specialized software and tools to manage the project from preproduction to testing.
- ~ We guarantee 24/7 service on projects thanks to an expansive team of managers in different time zones and shared management software that streamlines workflow.



## EFFICIENT RELEASE AND UPDATE MANAGEMENT

- ~ Thanks to the use of TM technology, new content is automatically recognized so updates are managed quickly and efficiently.
- ~ Plus, our TM technology is seamlessly integrated with our TMS, so an automated workflow is tailored to each customer, leaving no room for mistakes or communication delays.
- ~ Project and Vendor Managers are used to continuous software iteration processes that demand frequent updates of small amounts of text. They collaborate with development teams at all times.

### About SeproTec

SeproTec is a Sepro Group company offering multilingual services, with 30 years of experience providing cost-effective and high-quality solutions in the fields of translation and interpreting. Named one of the top 30 businesses in its industry (Common Sense Advisory), SeproTec employs cutting-edge technology to manage translation projects, designed specifically to maximize client satisfaction, and has 325 employees and over 7,500 freelance collaborators who work with management teams to offer a 24 hour service for any multilingual needs.

[www.seprottec.com](http://www.seprottec.com)

