



GLOBAL LANGUAGE SOLUTIONS



[www.a2zglobal.com](http://www.a2zglobal.com)



## Company Profile

### Established

A2Z Global's founder has created a forward thinking, highly energetic language services company with a seasoned staff having 28 years experience. Most have worked in the industry since before the word 'localization' was coined back in the mid 80s.

**ALWAYS ON TIME  
&  
BEST QUALITY  
&  
GREAT PRICES!**

### Company

A2Z is a global leader in localization and foreign language translation specializing in *managing and producing high volume, technical translations for the information technology, defense and telecommunications industries*. A full service agency with a highly skilled staff with 26 years of experience in localization; A2Z Global's unique organizational structure affords clients native fluent translations with native-speaking professionals coordinated through one of our affiliates around the world. Most defense work is produced exclusively in the USA. Benefits to our customers include flexibility, speed, and efficiency.

Using the *newest terminology and translation tools* to eliminate redundancy and insure consistency, A2Z offers customer-specific solutions that *continually improve the process while reducing costs and time-to-market*. With *careful planning, project management, and stringent controls*, A2Z is able to offer high quality translations and quick turnaround, at reasonable prices -- *with guaranteed customer satisfaction*.

### Employees

The A2Z staff is comprised of over 22 full time management and engineering professionals plus over 500 full time and external translators and project managers. From Linguists to Engineers, they are the 'cream off the top'.

### Accomplishments

- ★ Startup, growth and management of a large staff in an internationally recognized translation company
- ★ Involvement with MT since 1960, and the beginning of commercial MT systems
- ★ Creation and implementation of a college curriculum for training translators to be integrated into the company for their practical training through Felicia College
- ★ Participation in L.I.S.A. since its inception, including serving on the Executive Committee
- ★ Participation in the creation of QA processes for the industry
- ★ Committee participation in the creation of standard costing mechanisms
- ★ Reengineering many software products that were not ready for I18N
- ★ Managing and producing high quality localized products for hundreds of companies worldwide
- ★ Delivered final software with ECNs incorporated 24 hours before a major computer manufacturer cut their golden masters in 22 languages simultaneously. Saved the company approx. 20% using our tools compared to their previous methodology
- ★ Owner is a substantial shareholder in an MT development company



## Translation Services

**The quality of staff at A2Z Global is unsurpassed. More than two decades of experience mark the evolution of our hi-tech environment, with experts manning every aspect of production.**

The A2Z Global Translation Division specializes in the translation of technical material, computer software, help text, documentation and Websites for a wide range of industries, including:

- ★ Information Technology
- ★ Military Defense
- ★ Telecommunications
- ★ Oil & Gas
- ★ Chemical
- ★ Financial
- ★ Automotive
- ★ Pharmaceutical
- ★ Medical
- ★ Legal
- ★ Websites

We offer customized solutions, adapting our services to your corporate culture. Using the newest terminology and translation tools to eliminate redundancy and insure consistency. We guarantee quality work, on time and within budget. Sound project management at A2Z means that experienced teams of translators will help ensure that your message gets through clearly and precisely, with all the cultural nuances required of good communications.

### **Masters of Many Languages**

A2Z translators and engineers have extensive experience, resources and expertise in:

- ★ English, German, French, Spanish (Spain and Latin America) Italian, Dutch, Portuguese (Portugal and Brazil), Greek
- ★ Asian - Japanese, Korean, Chinese (Traditional and Simplified), Thai
- ★ Scandinavian – Swedish, Danish, Finnish and Norwegian
- ★ Russian and East European languages (Polish, Czech, Hungarian)
- ★ Hebrew and Arabic
- ★ Other languages upon request

Our world headquarters is located in New Jersey, just a short ride from Philadelphia and New York. A worldwide network of offices allows for both centralized Project Management along with in-country coordination of language translation that provides immediate and accurate input as to the local requirements. They also facilitate the in-country review coordinated with your local representatives, thus building strong local relationships.

### **Services Offered**

- ★ Overall planning and project management (including schedules and status reports)
- ★ Terminology development, update and maintenance
- ★ Internationalization audit of materials
- ★ File preparation, aligning, and leveraging of previously translated materials
- ★ Management of translation memory
- ★ Localization, translation and editing of:
  - Software
  - Contextual help
  - Contracts
  - Documentation
  - Tutorials
  - CBT training guides
  - Spec sheets
  - Web pages
  - Marketing and collateral materials
- ★ Multimedia– including localization, translation and production services
- ★ Conversion of documentation into electronic book format (SGML)
- ★ HTML conversion, including Web pages



## Project Management

Our dedicated project managers are professionally trained, which assures you of precision execution of projects. They WILL be delivered in a timely and cost-efficient manner. Your project manager will be the point person in determining schedules,

**In the past, defense contractors have been stuck with an immediate need for translation services right from the requirements phase, through the development and production phases.**

When vying for international business, many companies don't have a clue where to find a suitable translation solution that will enhance their position and meet global business requirements.

In today's environment, we as a country have learned that being sensitive to world cultures is essential to any successful international negotiation.

A2Z Global staff has helped many companies worldwide, to translate their materials into foreign languages through the use of teams experienced in:

- ★ Rapid turnaround of RFPs
- ★ Simultaneous translation of Proposals
- ★ Project planning and management
- ★ Cultural and linguistic adaptation
- ★ Graphics editing
- ★ Quality Assurance
- ★ Full color printing and publishing
- ★ Binding
- ★ Narration
- ★ Computer based training

Our worldwide offices have invested heavily in all the major hardware platforms and operating systems, including DOS, Windows, Windows 95/98, 2000, XP, Windows NT, OS/2, Unix, VMS, and Macintosh. A2Z's engineering department is highly experienced in all desktop publishing software in most foreign languages. Computer-aided translation tools (our own as well as standard industry tools) are used to reduce costs, insure uniformity, and minimize time-to-market.

## Bid Proposals

In bid proposals, one can identify three phases:

- ★ Requirements Phase
- ★ Development Phase
- ★ Production Phase

A2Z Global's staff of linguists, dtp professionals, editors and QA personnel can provide:

resource allocation and management, quality assurance and timely delivery.

## Defense Translations

- ★ Translation of requirements (RFPs)
- ★ Fast turnaround
- ★ Assembly of large teams
- ★ Subject matter experts
- ★ Translation of proposals
- ★ Full printing and bindery

## Technical Translations

Our 20+ years of experience in the translation world has afforded us the luxury of claiming that we have and can handle virtually any subject matter in the defense industry. While every product in the field of armaments and weaponry has new features, and thus the terminology might not yet exist, the overall concepts and specifics of defense products is routine. A2Z Global has exhaustive glossaries and databases available to its translation teams, affording the client minimal interaction in order to answer questions.

All of your manuals will be translated with accuracy, utmost confidentiality, and consistency throughout.

## Training Materials

From print to video...we do it all.

Training materials require translation and often narration as well. A2Z Global will prepare a Project Plan, and interface with your company through a dedicated Project Manager, to assure a flow of materials, translation, narration and video production, with numerous QA cycles, adapted to your corporate culture.

## Consultancy

Internationalization consultants are available to advise our clients on the preparation of their materials for international markets. Each country has its own culture, and this must be reflected in the documents and other collateral that you submit to your client. Our consultant can help you avoid issues that might offend your client, though innocently intended.



## Software Localization

**Localization is the process of adapting and fine-tuning various aspects of your product or service to the exact needs of a specific target audience. It should be thought of as an investment, not an expense. A2Z Global can help you develop and implement a localization plan to ensure that your investment pays off.**

More explicitly, software localization is the conversion of the User Interface (UI) and supporting materials of a product from its original language, to fit the language and cultural nuances of a target locale. It is much more than the simple translation of the written elements of a software package or a product.

Localization of software was once thought to be something that came *after* the long and tedious process of design and development, *after* all the bugs were painstakingly removed. Now, most companies realize that it is far cheaper and easier to integrate localization into the earliest planning stages of a product.

Localization can be a complex process, however, one requiring a mix of technical, linguistic, quality assurance and managerial skills that few companies can afford to develop and keep in-house. Today, even the largest software companies choose to outsource this specialized service.

*"Overflow capacity in unstable demand environments for nonstandard products and services has universally been effective and beneficial where there is a long term contractual outsourcing relationship between the creator and the supporter."*

A2Z Global teams have localized software for many corporations throughout the world utilizing experts for:

- ★ Project planning and management
- ★ Cultural and linguistic adaptation
- ★ On-line help and documentation translation

We have invested heavily in all the major hardware platforms and operating systems, including DOS, Windows 95/98/2000/XP, Windows NT, Unix and Macintosh. Computer-aided translation tools (our own as well as standard industry tools) are used to reduce costs, insure uniformity and minimize time-to-market. Most projects will involve three major areas:

- ★ The user interface

- ★ On-line help and CBT
- ★ User documentation

All of these require the development of appropriate glossaries, translation, proofreading and editing, resizing and reformatting, compiling, graphic editing and the replacement of screen captures. Linguistic and functionality tests are implemented, as well as tests to assure compliance with appropriate quality and technology standards.

### Wide Applications Experience

A2Z Global staff has experience in the localization of a wide variety of software applications, including:

- ★ Client-server and operating systems
- ★ Financial and statistical software
- ★ Enterprise-wide software for financial, human resources, sales management and accounting
- ★ Hardware – computers, printers and fax/modems
- ★ Networking and telecommunications
- ★ Defense systems
- ★ Map software
- ★ Telephone, video boards and video conferencing
- ★ Environmental and chemical safety standards
- ★ Business applications – spreadsheets, utilities and databases
- ★ CAD and graphics software
- ★ Multimedia and digital imaging

### Baptizing the Team

A2Z Global planning teams work with your staff to establish criteria, allocate resources, and assign responsibilities for each localization project. Together, we will determine the scope of each project and identify technical issues, define milestones and set deadlines.

Software reviews prior to the translation effort and application-specific training for our translators insure that the team approaches the product from the users' viewpoint. Results – improved translation quality and valuable feedback about the application and its usability.

Once a detailed plan is in place, the language teams will work in tandem. We emphasize centralized project management, which affords absolute control of every component of each job.



## Full Color Printing

### Desktop Publishing **Color...color...brilliant color...**

When you are publishing contracts, marketing materials or public relations materials in full color, the quality of the product mirrors the image of your company. With our high-speed full color printers, anything can be printed up to 1200 dpi, in any standard US or International paper sizes. A2Z hosts a herd of Hewlett Packard and Lanier printers — from black and white to full color.

Our experienced artists not only provide graphic layout and desktop publishing, but include full color processing for both single units and high volume.

No matter what software you used to create the source, we have most packages in multilingual versions to produce the localized version. Color separations also are available in most software packages.

### Desktop Publishing

You don't have to be a rocket scientist, but you must have extensive experience in document formatting, screen shots, editing graphics, *etc.*, to be a top-notch multilingual desktop publisher. Preserving the document image insures that the target audience gets the same 'look and feel' as the original.

Our staff has the expertise to produce manuals, data sheets, marketing materials, support documentation, forms and more. We guarantee quality and accuracy and will deliver the published products you need on time and within budget.

A2Z's full-service word processing and graphics departments can provide outputs in all the leading applications:

- ★ MS Word
- ★ Front Page
- ★ QuarkXPress
- ★ PhotoShop
- ★ Acrobat
- ★ Adobe Illustrator
- ★ Adobe PressReady
- ★ Corel Draw
- ★ FrameMaker
- ★ Macromedia
- ★ Indesign

Desktop publishing in foreign languages insinuates a laundry list of elements that must be taken into consideration. We provide our clients with a list of components to include or omit when preparing the source materials for localization. Consultants may also come to your location, observe your current methodology and recommend adaptations to produce more localizable document formats.

With A2Z consultants on the scene, there is little chance that your materials will perpetuate the hap hazardous processes that often confront the localization effort. Do it right the first time and leave nothing to chance.

Every software package has its bugs. A2Z's engineers have created workarounds to bypass or fix the unanticipated hang-ups that occur during many translation efforts. Some are due to simple incompatibility, others to lack of proper preparation of documentation that presents problems in foreign language version recreation



## Language Engineering

**Some of the A2Z Global employees have long careers in the forefront of developments in Language Engineering. They have been instrumental in its application to the translation and localization industry from its early days. They have been key participants in introducing to the US some Language Engineering applications that are in common use today.**

At A2Z Global we have practically all the translation tools available. Some of the ones we commonly use are:

- ★ Catalyst
- ★ DéjàVu
- ★ Passolo
- ★ SDLX
- ★ Transit
- ★ Trados

We are familiar with most Machine Translation and Translation Memory systems, and have experience with some Controlled Language Applications.

We have developed in-house solutions to exploit the best features of each system, always with a practical approach to solving client's problems. We will be glad to share with you our knowledge and experience in a field that has produced surprising progress in the last twenty years, but also has had its share of less remarkable results with claims far beyond reach.

Our language engineers will work with you to ensure that our processes bring to you all the advantages of the most advanced Language Engineering applications: reduced cost through the leverage of previous translations, consistency in terminology, building of parallel glossaries, *etc.*

### Engineering Services

- ★ Internationalization Consulting
- ★ GUI resizing
- ★ Compiling
- ★ Linguistic and functionality testing
- ★ On-line help compiling, formatting and testing
- ★ Desktop publishing, graphic editing, screen captures and proofreading
- ★ Coordination of client review and inputting corrections
- ★ Production of camera-ready materials and electronic media (including CD-ROMs)



## Web Design Web Localization

A2Z's **GLOBOTS** can be viewed as the creators of a 'productive dance,' composed of moving parts intertwined with custom research. A web-based business must encompass the end-user's goals, as well as the mental constructs that fuel motivation, using available technologies. The result achieved is a 'natural flow' between your Website and audience.

When you want your business to be successful on the Web, you need a dynamic site that is easy to navigate. And when you want to sell to the world, you definitely need a well-designed, multilingual Website. If your web presence has been established, your company might be considering localizing your site's message and content for foreign audiences.

When you want that message to be heard, you need to create a provocative design. Most localization companies stress the linguistic and technical aspects of web development. A2Z places equal emphasis on designs that appeal to both high- and low-context cultures.

High-context cultures (e.g., Japanese, Chinese and Arabic) use context-sensitivity to communicate most information in a message. Low-context cultures (e.g., English, German and Scandinavian) expect lots of detail in visual and verbal communication, *i.e.*, adjectival embellishment and inflections.

### Services Provided

- ★ Project planning and analysis – creation and assessment of initial site and development of implementation plan
- ★ International domain registration – registration of new domains as necessary in global markets
- ★ Multilingual website design – *de novo* or ensured parallelism with original site
- ★ Updating – maintenance of current versions of the site in all languages
- ★ Localization – thorough inclusion of necessary cultural and linguistic nuances
- ★ Testing and validation – testing of localized pages for dynamic interactions, customer response, and cultural and linguistic accuracy

Your Website is the foundation for your business abroad, where you may never meet your customer face to face. There is a time-honored cliché – people prefer being addressed in their own natural language. A 'valued customer' is a semantically loaded entity. Companies demonstrating concern in this area are held in greater esteem.

***Let our GLOBOTS weave a global net for you!***