



Europe Localize

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1.1. Company Mission

Europe Localize is an innovative complex localization solutions provider that helps European Localization companies link their markets, services and products with the Global market through our centralized Vendor Management Function.



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1.2. Company Description

Europe Localize is a one-stop-shop Multi-Language Vendor providing a wide range of translation, localization and multimedia production services. We have been serving big and small companies for over 3 years assisting them in their multilingual localization challenges.

We have started as a small language service provider offering localization and testing for the English, German, Polish and Russian languages. By time, the team grew and the pool of our languages and services expanded and currently we provide A-Z localization solutions into most world languages.

We conform to both the localization industry standards like ITIL, ISO 17100:2015 for Translation Services, ISO 9001:2015 for Quality Management and SAE (J2450) Standards, as well as process and Customer Service improvement techniques and frameworks such as PMP and Lean Six Sigma methodology.

Upon the start of our cooperation, our dedicated Account Manager and Project Manager will carefully study the project's requirements and discuss the needed steps. We can provide assistance in website, software and multimedia localization and testing, Desktop Publishing, online marketing and Terminology Management. The Account and Project Managers will be at your disposal at any time to troubleshoot obstacles quickly and you will be informed regularly about the progress of our work.

”

Company Structure

CEO: Tarek Seif

Headquartered: Warsaw, Poland

Operation Teams: Sydney, Australia & Cairo, Egypt

Translation Teams: Warsaw, Cairo, Dubai, Minsk

Number of employees: 48, including:

20

In-House Linguists/Transcreators

2

DTP Specialists

3

Sales and Account Managers

5

Project Managers

3

Marketing Specialists

3

Localization Engineers

3

Vendor Managers / Talent Acquisition Managers

2

QA / Terminology specialists

7

other staff members

1.3. Team

Our team consists of >



Project and Account Managers

they study the product line, your needs, the target markets into which you would like to localize your project; they will coordinate the whole process, whether it's just a simple translation or a full A-Z localization and marketing; they will be your central point of contact between all team members involved in your project and they will make sure that the entire project goes smoothly and completed on time.



Localizers and Testers

these skilled computer experts will localize your website, software or application and test if the localized version displays correctly and works on all regional platforms.

1.3. Team

Our team consists of >



Linguists / Subject Matter Experts / Transcreators

they are the people responsible for the actual transfer of your content to the new locale; not only will they translate it accurately matching the in-country cultural appropriateness, but they will also transcreate the marketing messages accompanying the project's service or product.



QA officers / Terminology Managers

are a support team who make sure that the produced and localized content meets the industry standards and your expectations; they also store and manage your content to ensure the consistency of all deliverables across the entire project and extreme cost reduction for all your future localization needs.

1.3. Team

Our team consists of >



Marketers

they will work on the effectiveness of the marketing message in all target markets, make sure of the efficiency of the brand's presence in the local social media and websites, measure the performance of the localized content and initiate the conversation with the targeted audience.



Graphic Designers / Desktop Publishers

are professionals taking care of the visual aspects of your content, they carefully replace the source text and graphics with the localized ones or even create new layout for the visual materials.



Graphic Designers / Desktop Publishers

they will determine your needs and provide you with the finest linguists, copywriters, voice-over professionals, interpreters or actors, according to your project requirements.

1.4. Quality Standards

Here, at Europe Localize, we do not experiment with your product. The list of the international and industry standards that we conform to when offering you our services includes ISO standards, ITIL framework and guidelines, Lean Six Sigma methodologies and PMP certification.

ITIL Framework

ITIL – Information Technology Infrastructure Library is the most widely adopted approach to managing IT services. It is a framework helping organizations identify, plan and deliver IT services. It improves organization's efficiency and predictability of its services thanks to standardizing its processes. Europe Localize as an ITIL framework certified company offer you unquestionable Customer Service experience and engage you in determining the most beneficial for you service set and assistance level.

Lean Six Sigma

Lean Six Sigma is a methodology aiming at reducing waste and optimizing corporate processes in order to improve company's performance. By following its guidelines, our company guarantees that your projects will be handled in the most efficient way: not only will they meet the immortal trio of Time + Cost + Quality, but also will minimize the process efforts and store and re-use the outputs of your project in the future.

PMP certification

Project Management Professional certification is a certification offered by the Project Management Institute (PMI), an internationally recognized organization specialized in the preparation of professional project management curriculum. Project Managers who received that certificate are competent practitioners who meet rigorous quality standards. They combine the knowledge of the project life cycle, as well as other key areas such as Project Scope, Project Time + Cost + Quality, Project Risk and Project Procurement management. With our staff being PMP certified you can be sure that your localization project is in good hands.

SERVICES

Translation

Europe Localize should be your choice if you're seeking an outstanding quality of translation and accurate transfer of your content to another locale or market at affordable price. We have over three years of experience in carrying our customers' message across the world. With hundreds of native freelance linguists we can take care of your translation regardless of your industry, location or content type.

We handle all file formats, starting with documents, manuals and studies and finishing with highly technical website and software localization including help guides, User Interface and User Assistance. We use Computer Aided Translation tools to help translate your content consistently and store the translation for future use. We can also help prepare glossaries relevant to your project and share them with linguists working on your translations, regardless of how many languages your content is going to be translated to. We will create and manage Translation Memories for your projects, let it be a general industry Translation Memory or per product line Translation Memories.



Transcreation

Marketing materials, branding and engaging the end client's audience in a conversation about their product can't be achieved by mere translation only.

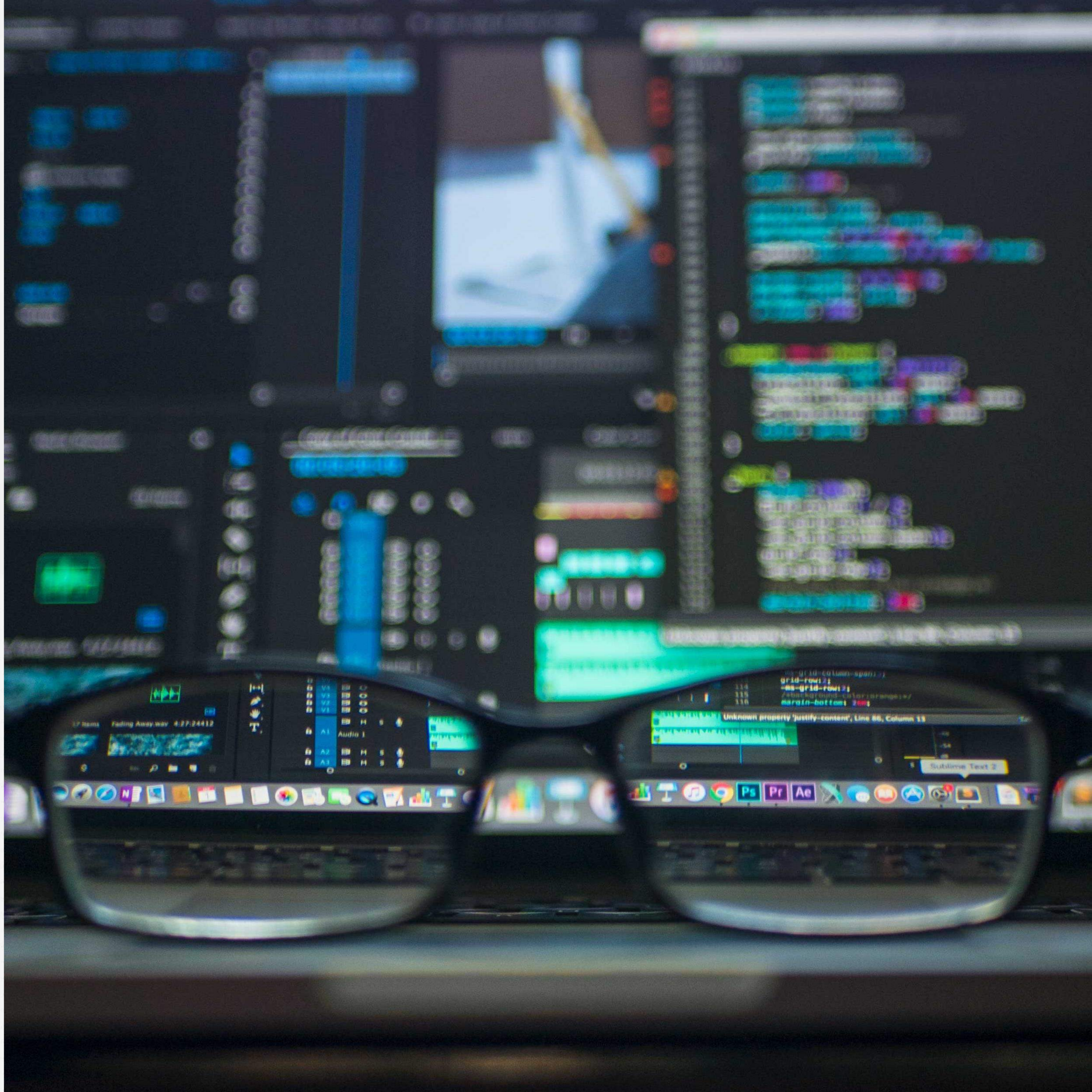
This is why we make a step further and transcreate your message – replace the 'translation only' with a customized advertisement that the audience will associate with their needs and, therefore, identify with the end client's brand.

Europe Localize has at your service dozens of talented transcreators who can carve real local masterpieces out of the source content, keeping in mind the original brand's characteristics.



Software and Website Localization & Testing

No serious company with an attempt to release their product in other markets can skip that step. Today's customers are very demanding when it comes to quality of the product or service they buy and the support they receive upon their purchase. And it's not surprising as the competition in all industries is huge and a potential buyer can easily find a different product provider within minutes. That's why localized product and localized website increases the chances of reaching a bigger number of buyers and turning them into loyal customers. But a localized website or product can actually have an opposite effect if done unprofessionally. Lack of in-country cultural correctness, inconsistent translation of help guides accompanying your product or wrong display of your localized product/website layout due to the different-than-original character of target language – it all can ruin your image as a professional and trusted company in the eyes of your foreign customers. Here, at Europe Localize these concerns are our daily bread. Our team of localization engineers and testers helps brands prepare their products for international release and perform localization testing to make sure that the localized version is functional, linguistically correct and consistent and displays properly under different regional settings and on different regional platforms.

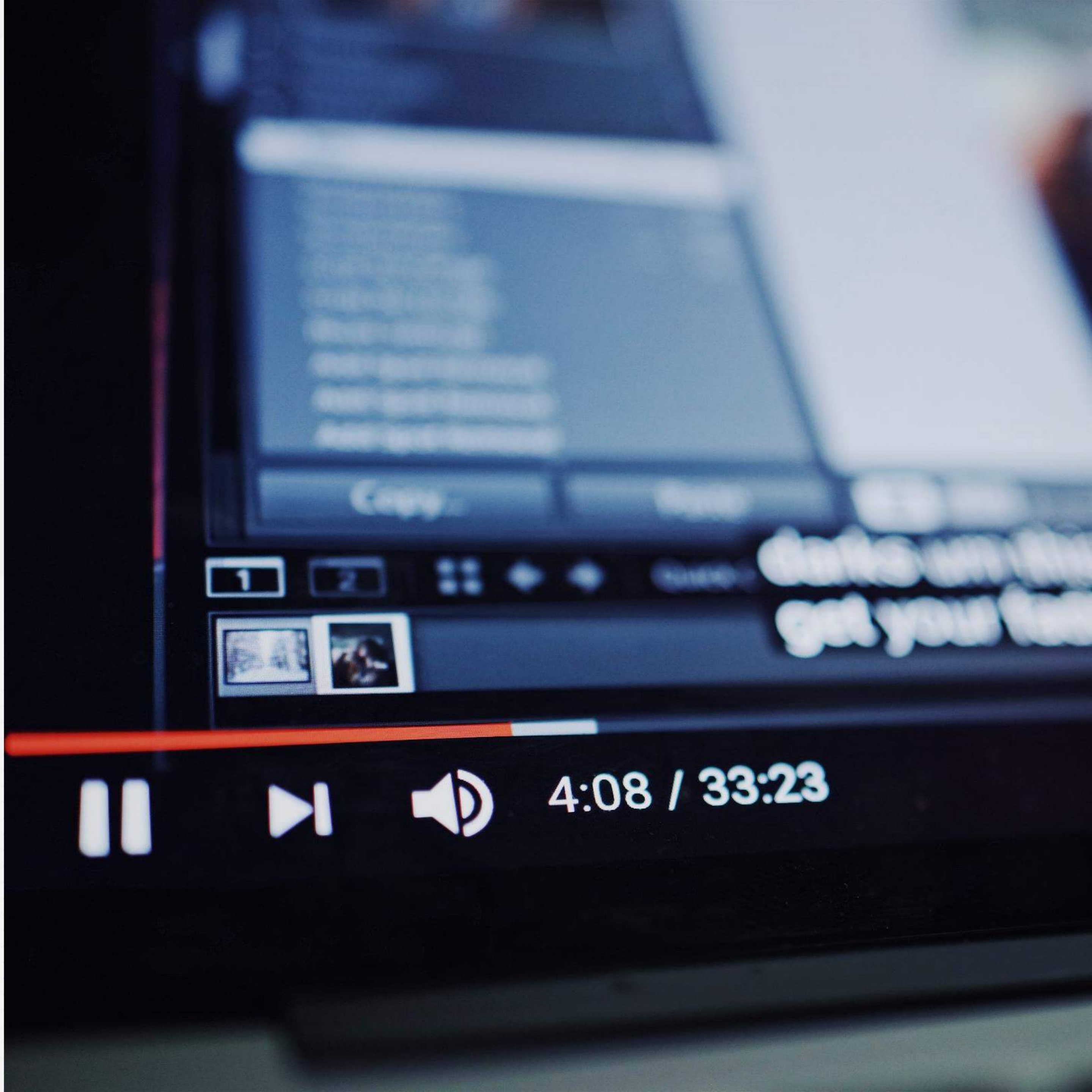


Multimedia localization

With the common trend for content to be catchy and easy to digest as much as possible, and the rapidly developing technologies helping in creating such materials, multimedia localization becomes an inevitable exercise for everyone who wants to reach and engage foreign customers. The preferred and mostly shared content nowadays is not textual, it's the audio, video and all sorts of interactive animated materials that make their way to the mind of modern viewers.

Europe Localize's team has always been fascinated by new technologies and trends and keen on adopting them in our work. The variety of services we offer in multimedia localization is wide and our clients always find a suitable solution.

We have at a rich pool of skilled and professional actors for voice-over and dubbing needs and multimedia engineers for subtitling and animation localization. We can provide both studio quality professional recordings as well as amateur-like voices for audience with such needs.



We use almost all types of available software for multimedia production, including:

Microsoft Silverlight
Sony Sound Forge
Audacity
TechSmith Camtasia Studio
CorelDRAW
CorelCAD
Adobe Flash
Adobe Photoshop
Adobe After Effects
Adobe Captivate
Adobe Premiere
Adobe Director
Adobe Shockwave Player



Consulting services

At Europe Localize we know very well that localization is a lengthy process with lots of preparations, testing, bugs fixing and terminology management.

That's why once we've heard about your localization/internationalization project, we discuss your needs, learn about the localized product or service and come up with a tailored solution that will suit your requirements and budget. Our Account Manager will agree with you all the details and will keep you updated about the progress at all the project phases.



Graphics

/ Desktop Publishing

Proper localization can't be successful without graphics translation and graphics cultural adaptation. Europe Localize handles and processes all graphic formats and supports all desktop publishing programs. Regardless of what language you are localizing your content into, we can help you with Latin scripts, bi-directional languages like Arabic or Hebrew and double-byte languages such as Japanese or Chinese.

Our DTP team will make sure that graphics used in your projects are appropriate and that the editable and non-editable text is localized as well. We can even re-create the pictures for you to match the target audience culture. Our graphic designers will discuss with you the details and suggest the best solution.



XX01	✓	↓10%	-	-
XX02	✓	↑5%	-	✓
XX03	✓	↑15%	ON TARGET	✓

Terminology Management

Terminology Management is one of the areas Europe Localize puts most attention to. With the constant content updates at the end clients' side and many independent translators involved in one product line, it is very important to have a full control over the localized text. Europe Localize helps its clients create term bases and localization glossaries and our linguists and Quality Assurance staff is experienced in style guides adherence and management.

We maintain your Translation Memories on a regular basis to prevent them from cluttering with unnecessary and irrelevant terms and make sure that your per-project and per-product line TMs serve their purpose in the most effective way.



Expertise

Expertise

Europe Localize takes pride in its wide array of solutions offered to our customers thanks to the huge number of supported tools and languages in various localization phases, starting with translation and finishing with visual artwork.

Technology

With our localization solutions your localization process will be painless and hassle-free. We will prepare your localizable materials, schedule and coordinate individual translation and testing phases into one harmonious whole and store your localized content for future needs. We use many various tools for translation, localization, help authoring, website & software development, multimedia production and visual artwork.




```
url(../img/mallco.png) no-repeat center;  
-block;
```

```
7px 0 0;
```

```
d: url(../img/phoneico.png) no-repeat center;  
inline-block;
```

```
20px;
```

```
18px;
```

```
left;
```

```
Any Any 0 0.
```

```
t/q70i3vb97xg3c995drafpam0000gp/T/8c98a21-8d7e-4a01
```

We use the following tools when working on your projects:

Translation Tools

SDL Trados Studio
MemoQ
Déjà Vu
SDLX
Alchemy Catalyst
Trados Workbench
Wordfast Pro
Across
Transit
Idiom
Translation Workspace

Localization Tools

SDL Passolo
Alchemy Catalyst
Star Transit
Microsoft Helium
Microsoft LocStudio
Microsoft Envelope

QA Tools

Verifika
ErrorSpy
Apsic Xbench
QA Distiller
SnellSpell
Ichigo
MemoQ Server
Memsource
Help QA
HTML QA

Software Development

Help Development Kit
MS Help Workshop
RoboHelp

Project Management

MS Office
MS Project Source Safe



Graphics Editing

Adobe PageMaker
Adobe FrameMaker
Adobe InDesign
CoreIDRAW Graphics Suite
Adobe Fireworks
Adobe Flash
Adobe Freehand
Adobe GoLive
Adobe Illustrator
PaintShop Pro
Adobe Photoshop

Web Development

HTML5
HTML
PHP
C#
C++
MS Visual Studio
Adobe Dreamweaver

Multimedia

Post-production

Adobe Authorware
Adobe Director
Adobe Captivate
Adobe Flash
Articulate
Camtasia Studio
Aegisub
Subtitle Workshop

Video Editing

Adobe Premiere

Help Authoring

HelpMaker
Precision Helper
Sandcastle
MadCap Flare



Languages

Europe Localize's linguistic experts will help you in determining of what is the appropriate language and dialects of your target locale and choose the best linguists and subject matter experts for your project.

We have at your service 20 in-house translators located in 3 continents along with hundreds of contracted and tested in-country linguists. We constantly expand our language list with rarer languages to meet even the most challenging requests of our clients.



So far you can count on us
with the following languages:

European Languages

Albanian	Irish
Armenian	Italian
Belarusian	Latvian
Bosnian	Lithuanian
Bulgarian	Luxembourgish
Catalan	Macedonian
Croatian	Maltese
Czech	Moldovan
Danish	Norwegian
Dutch	Polish
English (US/UK/Canada)	Portuguese
Estonian	Romanian
Finnish	Russian
French	Serbian
Galician (Spain)	Slovak
Georgian	Slovene
German	Spanish
Greek	Swedish
Hungarian	Ukrainian
Icelandic	Yiddish



Middle Eastern Languages

Arabic (Algeria)
Arabic (Egypt)
Arabic (Jordan)
Arabic (Moroccan)
Arabic (Saudi)
Arabic (Standard)
Arabic (Syrian)
Arabic (UAE)
Arabic (Yemen)
Azerbaijani
Balochi
Berber
Dari

Farsi
French (Algeria)
Hebrew
Kurdish
(Bahdini/Kurmanji/
Sorani)
Pashto
Turkish
Urdu
ZaZaki



African Languages

Afar
Afrikaans
Amharic
Bambara
Dinka
French (Creole)
Fulani
Hausa
Igbo
Kinyarwanda
Kirundi
Krio
Lingala
Luganda
Mandingo
Mandinka
Nuer

Oromo
Sesotho
Shona
Somali
Swahili
Swati
Tamazight
Tigrinya
Tsonga
Tswana
Twi
Venda
Wolof
Xhosa
Yoruba
Zulu



Asian Languages

Assamese	Kyrgyz
Bengali	Lao
Bhutanese	Malagasy
Burmese	Malay
Cebuano	Malayalam
Chin (Hakha)	Maori
Chinese (Simplified)	Marathi
Chinese (Traditional)	Marshallese
Chuukese	Mien
Devanagari	Mongolian
Dhivehi	Nepali
Dzongkha	Oriya
Fijian	Punjabi
Filipino	Sanskrit
Gujarati	Sindhi
Hindi	Sinhala
Hmong	Tagalog
Ilocano (Ilokano)	Tajik
Indonesian	Tamil
Japanese	Tatar
Javanese	Telugu
Kannada	Thai
Karen	Tibetan
Kashmiri	Uyghur
Kazakh	Uzbek
Khmer	Vietnamese
Korean	Waray



South American Languages

Aymaran
Brazilian Portuguese
Dutch (Suriname)
English (Guyana)
French (Guyana)
Latin Spanish
Quechuan
Samoan

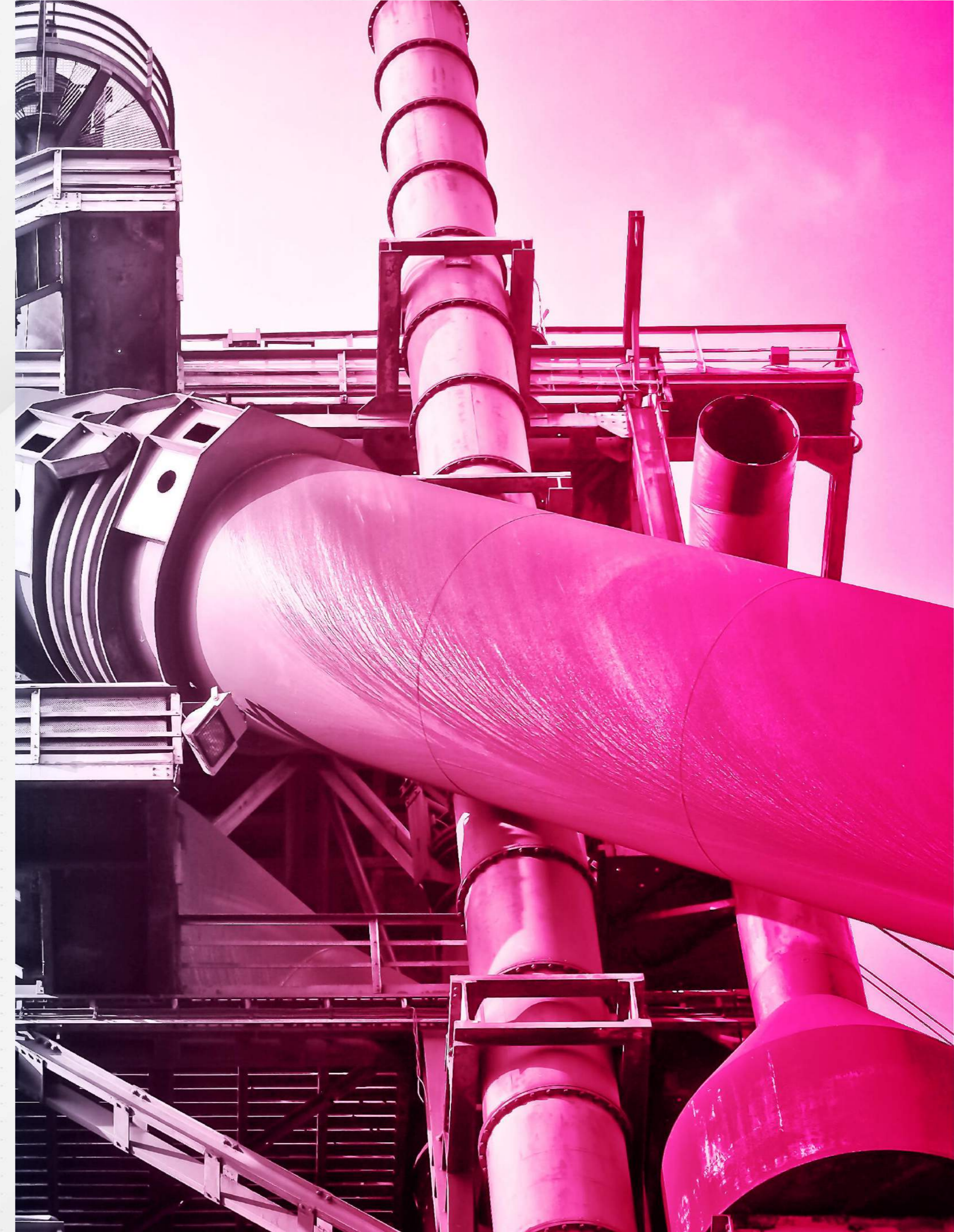
Industries

Europe Localize has been working with many companies representing various industries from Oil & Gas, Construction, Internet Technology to Life Sciences. Our expertise covers many types of documents, websites and applications – let it be clinical trials, legal cases or help guides & manuals for various devices.

We provide translation in all the below industries and revisions done by subject matter experts – not linguists but active practitioners who make sure that our translation is accurate and meets the industry terminology. We work with lawyers, doctors, marketers, scientists, engineering and telecom specialists.

Our expertise covers

- Life Sciences
- Law
- Game Localization
- SW and Website Localization
- Marketing and Market Research
- Civil Engineering and Construction Industry
- E-commerce, Business and International Trade
- Mining, Petroleum and Metallurgy Industries
- Transport and Shipping



Quality Control process

The quality of our services and products is guaranteed thanks to several localization and general quality standards applied in our work processes. Thanks to strict staff selection criteria, testing of all new linguists, project planning according to RACI matrix, continuous monitoring of project components in all project phases, waste management, response time and post-project evaluation and assistance, we provide our clients with excellent localization products and unquestionably the best customer experience.

Our Project Managers are PMP certified specialists who plan and efficiently coordinate all project stages using LISA QA metrics (Localization Industry Standards Association), linguistic and performance evaluation score cards and waste-elimination reporting system. They are also experienced in risk assessment and management, so no surprises occur during the localization process.

Our Account Managers are available for you round the clock – they learn about your needs, prepare for you a Service Level Agreement and a project scope statement to align with you the required services, cost and deadlines. They closely cooperate with the project managers in order to provide you with the most suitable linguists, subject matter experts or voice talents and to monitor your project's progress. You will have your project documented, measured and optimized to give you a better control over its deliverables.

Competitive Advantage



Europe Localize competitive advantage

There are many localization providers in the market that offer a similar range of services. However, the key to a smooth and affordable localization project is a professional service provider who manages all types of services in-house and who is at your disposal any time you need them. Europe Localize employs the most effective business practices to offer our client the best possible Customer Service Experience.

Our in-house team counts 20 localization specialists and linguists who will handle all phases of your localization process in over 100 languages saving your time and money - and your localization will be done according to the highest industry standards.

We adopt the 'follow-the-sun' model and our teams operate in all time zones, which means that we are available for you 24/7. It also means that we coordinate the work of other team members based in different time zones, e.g. linguists, subject matter experts or marketers, in order to guarantee the fastest communication and time-to-market of your products. Additionally, we assign to you a dedicated team led by an experienced Account

Manager who will study your needs and suggest the best customized solution. In order to assure a prompt reply to your queries, we have also implemented a strict response time policy and we address your requests within 10-30 minutes.

One of the most important Key Performance Indicators of our staff is related to our relationship with you. All our teams are client-oriented business practitioners who understand your concerns and are available to help every time you need them.

[Send us an email or call to receive a free quote and let's grow your business!](#)



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Europe Localize

Thank You