

The RWS Moravia Go Global Model: Localize



What it is

The RWS Moravia Go Global Model is designed to help brands handle the scale, complexity and speed of today's global content and product operations.

It is a modular process comprised of five phases:

Plan • Create • **Localize** • Engage • Optimize

Flexibility is key—you can start with any phase, work with your existing setup and use the combination of services that works best for you. As your localization efforts evolve, you can add and adapt services to make sure all your needs are covered.

The Localize phase will help to make sure your business serves global markets just as effectively as your home market.

What this means for you

You are at the Localize phase if:

You are considering your next new-market entry and want to make the most of your existing resources—your product, branding, content and support materials—but you recognize that every market is different.

You know that languages and cultures have nuances. Getting your message wrong can mean costly (and embarrassing) mistakes for your business.

You have a lot of digital content, and your consumers want it in their languages. Volumes are increasing, and keeping up with this demand is a struggle.

You have already translated some materials, but your sales teams are falling short of their targets. Or worse, you're getting complaints and negative comments from the market.

How it works

Here are some of the ways we can help at the Localize phase:

- > **Translation**—we source expert linguists from many industries, subjects and content types to provide high-quality, timely translations.
- > **Website globalization**—our website globalization solutions incorporate marketing localization, internationalization, testing and more to ensure your website looks and feels right to your customers.
- > **Document localization**—we provide precision-quality translation and multilingual Desktop Publishing (DTP) for all the content surrounding your product launch—user manuals, training modules, FAQs and the like.
- > **Software localization**—we help you launch high-quality software with our internationalization, translation, engineering, testing and bug-fixing services so you can offer easy-to-use, perfectly local software.
- > **App localization**—our end-to-end app localization services—from translation and localization to complete testing solutions—help you provide customers with a consistent experience.
- > **Multimedia localization services**—we provide translation, localization and production services for videos, animations and more to deliver effective interactive experiences around the world.
- > **Transcreation**—highly branded content requires specialized, creative linguists to recreate materials. This is the only way to make sure that your taglines, product names and ad copy deliver the same emotional reaction in the target language as they do in the source language.
- > **Language quality services**—our language quality services help you deliver the same consistent, high-quality content to your new markets that you do at home. We build quality frameworks (including technology), and we perform editing, linguistic testing and subject matter expert reviews.
- > **Holistic asset management**—we set up linguistic assets—translation memories, terminology databases, style guides—that work together to improve consistency, save money and protect your brand.
- > **Machine Translation (MT) and Post-editing (PE)**—we help you select and train MT engines to translate more content faster. Sometimes MT makes the difference between no localization and ‘good enough’ translations. Sometimes it enables your human translators to work more efficiently and effectively. We help you do both.



See it in action

A **US streaming giant** had the titles, subtitles and synopses of tens of thousands of films and TV shows, all in English. But they needed them in 25 languages.

We helped them to:

- > Double their linguistic testing program productivity in just one year
- > Expand into three markets per quarter
- > Free up the in-house team to focus on value-add tasks

Why RWS Moravia?

We localize content into over 250 languages around the world. In fact, every day more than two billion people use products localized by RWS Moravia.

We work with content-driven businesses across the board, including those in:

- > **Information technology**
- > **Media and entertainment**
- > **Travel and hospitality**
- > **Retail**
- > **Finance**

And we work with all the "Fab Five Tech Stocks" companies.

We know that global commerce is not just great for business—it has the power to connect people and enhance our lives.

That is why we help ambitious companies do amazing things globally.

See how the Localize phase fits into the **Go Global Model**.

Ready to conquer your next market?

Get in touch with us

