



**SimulTrans**<sup>®</sup>  
your languages – your timeline

# Is Your Translation Program Keeping Up with Your Competitors?

## *An excerpt from the eBook: Benchmark Your Translation Process Against Your Competitors*

You already know localization is essential. You have a vendor, a workflow, and content moving across languages. But here's the question most localization managers don't ask often enough:

### **Is your localization process as efficient, cost-effective, and high-quality as your competitors'?**

The companies that lead in global markets don't just localize, they benchmark. They measure their localization programs against industry best practices and close the gaps before those gaps become competitive disadvantages.

SimulTrans has worked with globally recognized brands to help them fine-tune their localization programs. The result? Processes now considered the gold standard in the localization industry.

This excerpt gives you a preview of the key benchmarks, so you can see exactly where you stand.

Done right, benchmarking your localization program can deliver:

- Greater efficiency across your localization workflow
- Lower costs through smarter use of technology and tools
- Higher productivity for both your internal team and your localization partner
- Faster turnaround times that support faster go-to-market globally

The localization leaders SimulTrans works with measure three things above all else:

- ✓ **Quality: Does your translated content communicate your original message accurately and consistently?**
- ✓ **Time: Are you using the right technologies to speed up delivery without sacrificing accuracy?**
- ✓ **Cost: Are you controlling spend with the right tools, agreements, and processes?**

## Your Benchmark Checklist: Where Do You Stand?

This is a preview of the full checklist included in the complete eBook. The full eBook walks you through each item in detail, with practical guidance on how to close the gaps.

CHECKLIST	I HAVE IT	I WANT IT	GAP ANALYSIS
<b>QUALITY</b>			
Glossaries	<input type="checkbox"/>	<input type="checkbox"/>	<i>Know more about this topic</i>
<b>TIME</b>			
Technology Integrations	<input type="checkbox"/>	<input type="checkbox"/>	<i>Discuss connectors with an expert</i>
<b>COST</b>			
Machine Translation	<input type="checkbox"/>	<input type="checkbox"/>	<i>Test machine translation</i>

### Want the Full Benchmarking eBook?

The complete eBook includes step-by-step guidance on each benchmark, real-world examples from global enterprises, and a fully interactive checklist to document your gap analysis.

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