



## TRANSLATION 101

### General information

#### INQUIRY

We look forward to receiving your inquiry!

To help us produce your quote as quickly as possible, please send us the original files with your inquiry. PDF files may look good, but we generally cannot calculate the actual costs precisely without converting them.

#### LEAD TIME

The lead time is based on the text volume, file format and preparation and post-processing work required. We always use our capacities to ensure that projects are completed as quickly as possible.

#### CAT TOOL

SL innovativ uses the latest server version of the **Kilgray memoQ Computer-Aided Translation (CAT) tool**. This tool can process virtually all file types and is also fully compatible with the popular **SDL Studio** CAT tool.

Using the \*.tmx exchange format, translation memory content from other tools like **SDL Trados** or **Wordfast** is also easy to integrate. memoQ can also process **Transit packages** by default.

#### DEADLINES

Our quotes always state the target delivery deadline, which we consider binding for us. Do you need your translation earlier? Speak to us...

#### URGENT!!!

Everybody knows the situation – you need a document translated into a foreign-language ASAP. We do our best, and make the most of the options afforded to us by different time zones with our global network of translators, which allow us to offer short lead times.

#### FORMATS

Our translation tool, **Kilgray memoQ**, supports virtually all file formats (Word, Excel, PowerPoint, InDesign, FrameMaker, \*.xml files, Open Office files, ...).

After translation, we perform all layout work required on the document before delivering it to you in the original format, unless other arrangements have been made.

#### GRAPHICS

Graphics and images are always a problem, as they generally cannot be edited. That is no problem for us, as our in-house graphics department does so professionally using a wide range of tools. The graphics are prepared in a translation-friendly format, translated and integrated into the foreign language document.

#### MUMBO JUMBO

Translation memory, terminology database, memoQ, word count, QA checks, segmentation, concordance searches, fuzzy matches - does that sound like mumbo jumbo to you?

It is nothing of the sort. Translation is a linguistic craft with specific tools, which help improve the workflow and quality. We will be happy to tell you about the translation management microcosm and solutions for your individual translations needs.

#### INTERNET TRANSLATIONS

... are something you definitely won't get from us. We use state-of-the-art technologies, but all translations we provide are produced exclusively by qualified translators. Unlike machines, they can read between the lines or choose the right word for the context from a series of synonyms. You can be certain that we won't translate "turbine sheet" as "Turbinen-Bettlaken" ("turbine bed sheet").

#### ANNUAL CONFERENCE

We attend the tekomp trade fair every year with a large stand, where we learn about new translation technologies, among other things.

The annual conference offers us the opportunity to reconnect with our translators and meet new contacts.

#### PROOFREADING

On request, we will be happy to proofread the translated documents.

Proofreading means: A second native-speaking translator checks the text for spelling, punctuation and grammar.

Of course, we can also proofread the source file before translation.

## EDITING

We will also be happy to edit the translations. In addition to the services already included in proofreading, editing also includes comparison with the source text (= DIN 15038).

## NATIVE SPEAKER PRINCIPLE

The native speaker principle means that our translators only translate into their native language for us. That is the only way to guarantee idiomatically correct and easy-to-read text.

## NO-GO

For us, no-gos include:

- Crowd sourcing (tendering translations on platforms where extremely low-cost but unqualified persons/translators compete for jobs)
- Undercutting competitions
- Price pressure on our freelance employees
- Quick and dirty work
- Use of web-based machine translation services (Google Translate etc.)

## ORGANIZATION

Our in-house translation management team consists of translators with doctorates, degrees and certifications.

A project manager is assigned to every project. They are intermediaries between you and the freelance translator, they know the project, are responsible for handling the project and available to answer your questions at any time. From Dinkelsbühl, the translation team coordinates over 350 freelance translators around the world. To prepare documents, graphics and for layout work, we rely on the extensive expertise of our in-house documentation and graphics department.

## PRICING

- Our quote prices include:
- Where applicable, preparation of the documents for translation
- Translation, including proofreading or editing on request
- Final layout work
- Project management
- Maintenance of a translation memory and, where applicable, terminology database
- Postprocessing and implementation of corrections which must be submitted within 10 days of delivery

## QUALITY ASSURANCE

We only commission translators specializing in the respective area, who have appropriate qualifications and have undergone our internal quality assurance process. By integrating translation memories and a terminology database, we can ensure consistent translations and the use of appropriate terms. Our translators are required to perform a file check after completing the translation, including assessing numerous details, i.e. correct entry of numbers and accurate use of terminology. On request, we will be happy to have translations proofread or edited to meet the requirements of the dual control principle.

## QUERIES ON TRANSLATIONS

If we ever deliver something that does not meet your standards, or if a term deviates from your in-house terminology, please let us know. We will assess your complaint, obtain a statement if required and make the necessary changes.

## LANGUAGES

With over 350 freelance employees in our Translation department, we can translate into and out of all languages spoken worldwide.

## TRANSLATION MEMORY/TERMINOLOGY DATABASE

We create a language-specific translation memory for every customer when they order their first translation job. All texts translated during the translation projects are saved there and can be re-used for subsequent translations (e.g. updated document versions or similar documents) to reduce costs and speed up the translation work. This also reduces the risk of a Frankenstein effect (= inconsistent texts due to different terminology, styles, spelling etc.). SL innovativ can incorporate existing translation memories using the universal exchange format \*.tmx. In order to ensure consistent translations of terminology across multiple languages, we create and maintain customer-specific terminology databases.

### UNPREDICTABLE CHANGES IN THE PROJECT WORKFLOW

By agreement with the client and in addition to the quote price, we will invoice a layout charge for every documented working hour at the rate in the SL price list valid when order was issued for any additional work and all changes during translation or after completion of the translation due to retrospective changes to the source documents or additional layout work to the documents, which were not yet apparent or discussed when the quote was produced. This work will be evaluated after conclusion of the processing and invoiced in addition to the project price of the documents.

### PREPARATION OF THE FILES

In order to offer the translator an optimal basis for translation, we prepare the files for translation if necessary.

Of course, this has no influence on the content of the files. This service is included in the price we quote.

If you want more precise information on how we prepare documents for translation, just contact us.

### WORKFLOW

While every translation project is individual, the fundamental workflow is as follows:

1. We draw up a quote for you.
2. After the order is placed, we appoint a manager for your project, who has the files prepared and selects the translator for your project.
3. During translation, the translator may have questions. Our specialist editors, technicians and engineers answer them. However, if questions remain open in spite of this, or if the questions are too customer-specific, our manager will contact you to clarify matters and get the information the translator needs.
4. After translation, the document is checked for layout and adapted if necessary.
5. When the translation is completed, we generally deliver the document to you by e-mail, or on request, on a data medium or via an ftp server.

### WOOL...

We won't try to pull the wool over your eyes. We don't promise anything we can't keep. Talk to us about your project. And if a quote price appears unrealistic or you have questions, simply contact us.

### YES, WE CAN

We provide you with a full range of linguistic services:

- High-quality translations, especially technical, legal and marketing translations as well as software localization
- Working with virtually any file format, including image formats, which our in-house DTP department prepares for translation
- Proofreading, editing
- Rush translations
- Arranging interpreters
- Language recordings

### WORD COUNT

We calculate the text volume to be translated using the word count function in our **memoQ** CAT tool. In the first step, the absolute number of words to be translated is analyzed. Next, the document to be translated is broken down into translation segments. The translation segments are then compared with the existing content in the translation memory. Based on this comparison, the volume of new text to be translated and the percentage of translations already in the translation memory, which reduces the translation costs, are calculated. These figures then lead to the final word count, which is used to calculate the price.