

It started with one word. One word that initiated a chain reaction, advancing the way translation services were delivered forever after. That word was Pathfinder.

ABOUT US

Started: 1997
Offices: 21
Languages: 175
Revenue 2015: \$150.5M
CEO: **Smith Yewell**
Employees: 1000+ Worldwide
Headquarters: **Frederick, Maryland**
Website: welocalize.com

OUR OFFICES

Frederick, MD
New York, NY
Boston, MA
Chicago, IL
Portland, OR
San Mateo, CA
Irvine, CA
Houston, TX
Dublin, Ireland
Milan, Italy
Saarbrücken, Germany
Chester, UK
London, UK
Luton, UK
Cluj-Napoca, Romania
Barcelona, Spain
Poznan, Poland
Budapest, Hungary
Beijing, China
Jinan, China
Tokyo, Japan

INDUSTRY EXPERTISE

Consumer
Learning
Finance
Technology
Manufacturing
Legal — PARK IP TRANSLATIONS
Travel + Hospitality
Oil + Gas
Life Sciences
Marketing + Advertising

OUR SERVICES

Translation + Localization
Talent Management
Language Tools + Automation
Quality Management
Program Management
Language Management

OUR CAPABILITIES

Global Marketing
Documentation
Multimedia
eLearning + Courseware
Websites
UGC + Social Media
Staffing
Legal
Software
User Interface
User Assistance
QA + Testing
Mobile+ APPS
SEO



OUR SOLUTIONS

LOCALIZATION + TRANSLATION

Welocalize is a leading provider of translation and localization solutions to the world's leading brands. We help our clients expand market share, communicate with employees and partners around the world, launch new products internationally and deliver critical communications to their target audience through all content types, from technical documentation to digital media. Our solutions include global localization management and translation in more than 175 languages, supply chain management of linguists and translators, language technology automation and tools, and enterprise translation program and quality management services.

TRANSCREATION

Welocalize empowers global content creators to reach their audience in the right voice and adaptation through transcreation solutions. Content needs to be relevant, relatable and natural in order for it to be effective. Transcreation is a form of localizing marketing content to ensure the right cultural and creative revision is locale-specific. Your materials need to be authentic and appeal as original content to the reader, in their language. Transcreation is often referred to as re-authoring, copywriting or adaptation. We provide expertise and guidance to ensure you are able to adapt your content to reach the intended audience in the right voice while protecting your brand.

MULTILINGUAL DIGITAL MARKETING

Adapt Worldwide, a Welocalize multilingual digital marketing agency, helps stretch your boundaries and increase your reach through results-driven digital marketing solutions. Our specialized custom digital marketing solutions, include SEO, web, mobile and ASO, paid media services, cultural adaptation, transcreation and copywriting. Our unique blend of language and digital experts create solutions that connect, engage and drive action in more than 175 languages. Our clients trust us to work as their team member to deliver high quality services, across markets and platforms.

WESTAFFING

Our full-service language staffing solutions provide recruiting, on-boarding, administration and talent management of qualified resources utilized as employees and contractors to fulfill a variety of linguistic and validation services, from reviewers, graders and testers to translators, project managers and language engineers. We fill the positions, administer payment and manage resources both offsite or onsite, in our secure testing labs, as well as provide direct-hire recruitment.

MANAGED SERVICES FOR QA + TESTING

Welocalize is a recognized leader in localization testing services, both linguistic testing and functional testing. Our vetted testing experts can provide hardware and software bug testing, online software linguistic validation and review across multiple languages. We provide test plans, testing strategies, as well as bug and compliance testing, in a secure lab environment. Our QA & Testing solutions help businesses launch products faster worldwide. Our services meet the most stringent quality and security requirements, helping you accelerate your time-to-market and achieve your business goals. We improve localization efficiency by engaging the client in smart testing methodology.

INTERPRETATION

Welocalize provides Interpretation and On-Site Language Services, including Simultaneous Interpreting, Consecutive Interpreting and Over-the-Phone Interpreting in more than 200 languages. Welocalize Interpretation services provide on-site interpreters for your business needs from legal depositions to large-scale events, one-to-one accompanied travel guides for executives to internal business meetings. Our services fit all industries.

LEGAL

Park IP Translations, a Welocalize company, provides translation, litigation and filing solutions for patent and legal professionals. We protect our clients' most valued assets and global brands in nearly every jurisdiction in the world.

OUR DIFFERENTIATORS

TALENT

Our people are the core of how we meet and exceed customer expectations. Welocalize teams and global language resources collaborate with customers to drive solutions and quality. We have a broad mix of exceptionally talented resources across multiple disciplines from linguistics to automation, technical services to program management. Our customers are loyal and have confidence in our ability to deliver measurable results. The average years' of service for our top 15 customers is seven years. Our talent is our #1 market differentiator — right people for the right solutions.

MARKET LEADERSHIP

We are vested in localization and translation and participate in advancing our industry. We lead by working as a trusted advisor and looking forward to how we can predict, resolve and innovate for greater efficiencies and impact. Our investment into industry open source technology like GlobalSight places Welocalize in the forefront of industry leadership.

BUSINESS INTELLIGENCE

Data is key to making smart business decisions. Our customers need to understand what their spending and what their investment achieves for their business. We harvest data from multiple sources, customer data, vendor performance and project orders to deliver back intelligence to our customers so they can make decisions that influence their global opportunity. Our client portal and account management platform provides real-time data to inform and measure success.

LANGUAGE TOOLS

Our automation solutions and enabling technologies are cornerstones to delivering efficient and effective global language services. We provide thought leadership and help the industry define best practices for enterprise solutions, translation automation and natural language processing (NLP) and multi-lingual quality. As industry experts, we are able to identify the best solutions to meet our client's needs to achieve defined quality, time and budget requirements.

SUPPLY CHAIN + GLOBAL RESOURCES

In order to meet growing demands for language services, we are constantly investing in our global supply chain and talent management programs by identifying better, faster ways to reach valuable and vetted resources that always deliver an exceptional customer experience. Our scalable processes, technical innovation and industry experience ensure that we can deliver high quality, on the ground resources in every market.

OUR CLIENTS

Dell
Intuit
Cisco
Canon
Western Union
TripAdvisor
Mettler Toledo
IKEA
The Gap
Microsoft
Siemens
Autodesk
Chevron
Blackboard
Harley-Davidson
Terex
John Deere
P&G
Cargill
NetApp
Schlumberger
Danaher
Credit Suisse AG
Grant Thornton
Honeywell
Schneider Electric
F-Secure
National Instruments
Newell Rubbermaid

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