



# Lingotek Product Brief

**Finally. Networked Translation.  
Connect your company to the world.**

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## Company Overview

### Cutting-Edge Translation Technology Born in Intelligence

Lingotek's cutting edge translation technology was born in the U.S. government intelligence community. The company is funded by Signal Peak Ventures and In-Q-Tel, a strategic, not-for-profit investment firm that works to identify, adapt, and deliver innovative technology solutions to support the mission of the U.S. Intelligence community. Lingotek's cloud-based collaborative translation management system was introduced to the public sector in 2006, bringing the speed, quality, and security of our translation technology to the enterprise. Our services, technology, and integrations are now being used by some of the largest, most innovative companies in the world.

Our intelligence origins made us an early leader in collaborative translation technology, with an innovative cloud translation management

**“Lingotek continues to be a critical component of our language translation technology capabilities.”**

– William Strecker, *Executive VP of Architecture and Engineering, In-Q-Tel*

system (TMS) that uses computer-assisted translation (CAT) tools to facilitate faster, efficient, high-quality translation. Our open Multilingual APIs and connectors pair with all of the top enterprise applications to automate and integrate translation within your global content management systems, centralizing your governance and control.

Lingotek works with global Fortune 500 companies and localization groups in a wide variety of industries. We also work with a growing network of partners--service providers, digital agencies, open sources technologies, and other strategically selected companies--to meet the unique translation requirements of our customers.

## THE LINGOTEK SOLUTION - NETWORKED TRANSLATION

Our Translation Network is the only cloud-based solution to connect all of your global content in one place, giving you the power to extend your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and enables our expert professional linguists to continuously create and deliver dynamic multilingual content in real time to all of your global markets.

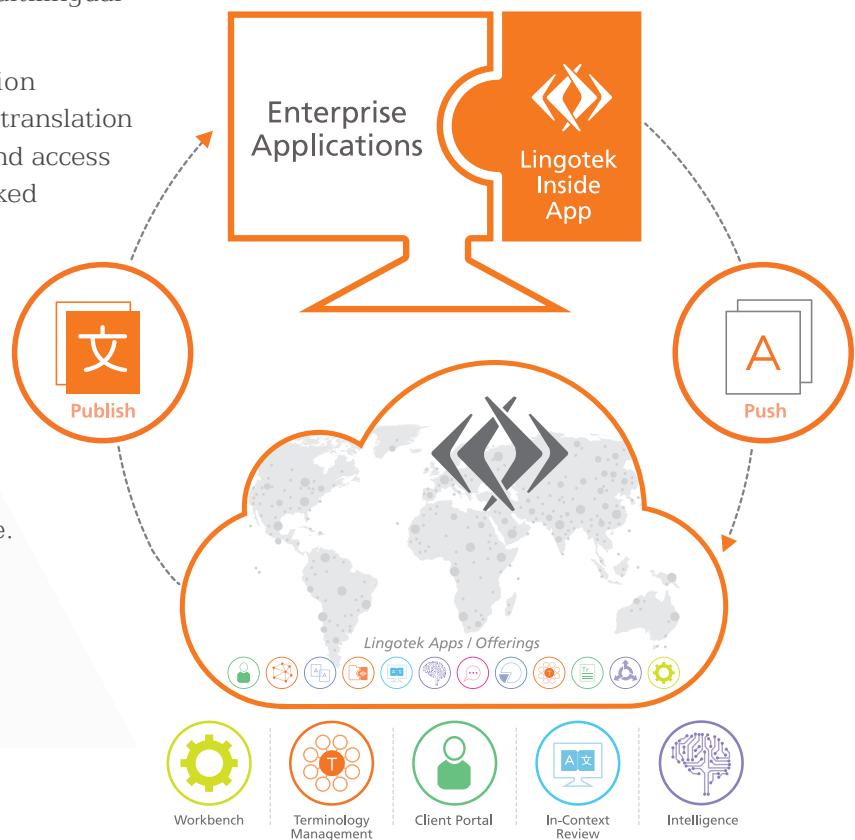
### Bringing Global Digital Transformation to Your Localization Strategy

Lingotek’s networked translation solution brings global digital transformation to your localization strategy. Our agile, automated technology and expert language services providers combine to bring your translation processes into the 21st century. When integrated in the enterprise, Lingotek offers a dynamic platform for creating, managing, delivering, and updating multilingual content.

Lingotek is more than just a translation management system, it’s an enterprise translation hub that provides centralized storage and access to all of your linguistic assets. Networked translation allows you to reuse multilingual content across all of your enterprise applications and easily keep track of the localization projects that are running between them. With Lingotek, all of your multilingual content is created and managed in the cloud where it can be easily accessed and reused across the entire enterprise.

“Lingotek is on the forefront of translation technology—the most complete solution end to end—taking content and translating it in such a way that it delivers really significant value across the entire customer journey.”

– Aaron Fulkerson, CEO MindTouch



# The World's Most Innovative Companies Use Lingotek

Our experience and expertise in providing professional translation services guides our customers through the complexities of translation and localization. Our cloud-based translation platform has been deployed for the most innovative Fortune 500 companies in the world. We are proud of our 95% customer retention rate and have been able to deliver phenomenal results to a wide variety of industries, including:



## EXPERIENCE INNOVATION

The World's Leading Companies  
Use Lingotek



# The Lingotek Translation Network

## THE LINGOTEK SOLUTION - NETWORKED TRANSLATION

### CLIENT PORTAL

#### Convenient, secure access and management

The Client Portal lets language service providers and in-house translation groups access to self-service tools and reports for requesting, managing, tracking, and viewing the progress of translation projects.

### CONNECTORS

#### Seamless integration with your applications

Lingotek - Inside Connectors are out-of-the-box integrations with your most popular web applications: CRM, CMS, eCommerce, knowledge bases, product and support, social software, marketing automation, desktop files and software localization.

### DOC COMPARE

#### Document comparison and contract analytics

Lingotek has been translating and comparing files on our cloud-based Translation Network for ten years. The Lingotek platform is built on a unique combination of natural language processing and machine learning technologies to identify and compare terms and concepts.

### IN-CONTEXT WORKBENCH

#### Real-time translation and collaboration

Lingotek offers linguists and project managers two types of project workbenches: the TMS Workbench and the In-Context Workbench. The In-Context Workbench is the only one in the industry to give translators the ability to preview the page as they translate to see the layout in real time. Translations are automatically merged back into your enterprise application to allow the content to be reviewed in context.

### INTELLIGENCE

#### Data aggregation and actionable analytics

Lingotek's multilingual content intelligence application is a decision-ready global market intelligence dashboard that aggregates content data

**"Our ROI, in my opinion, was achieved almost immediately because of the time saved during review and deployment. The Translation Network gave us a live view of translation and freed up the web team for more important work."**

– Angelo Katsaros, *Web Designer & Front-End Developer, Trimble/Plancal*

from across the enterprise, giving users the ability to act at the speed of business to inform your strategic business decisions.

### LANGUAGE SERVICES

#### Professional linguists using the latest translation technology

Our network of over 5,000 linguists is the best in the industry. All of our translators are native speakers of the target language and recognized experts in their subject areas. Lingotek translators are rigorously selected, tested, and evaluated by Lingotek's quality management team.





**“We were able to reduce project turnaround times by eliminating the need to execute translation processes manually. We were also able to centralize our translation management process with Lingotek and reduce the translation time.”**

– Michael Shaver, *Web Manager, Open Source Technology Center.*

They also **reduced the translation cost per word by 45%** by leveraging Lingotek TMS machine translation with post-edit features. Read the [Tizen Case Study](#).

### PROFESSIONAL SERVICES

#### **Business process outsourcing and expert localization management**

Establish the business process and technical foundations for high quality world-ready multilingual communication. Our expert account management services includes localization managers and top localization teams that specialize in your industry and fit your exact specifications.

### PROJECT MANAGEMENT

#### **Workflows to put your translation projects on autopilot**

With customizable workflows, convenient task assignment, and real-time monitoring, project managers can see the status of every translation project to stay on top of their deadlines and pace their work. Our powerful rules engine allows you to trigger actions throughout the project lifecycle.

### TERMINOLOGY MANAGEMENT

#### **Cloud-based storage and retrieval of your linguistic assets**

Achieve consistent and accurate translations by using our terminology management to store, retrieve, and organize your terms. Creating glossaries, translation memories, and style guides helps educate linguists about the unique terminology of your company and your industry.

### TRANSLATION MEMORY

#### **Every word leveraged for faster, cost-effective translation**

Using a translation memory (TM) database will help you save money by only paying to localize new or modified text. TM that is automatically stored in the cloud can be immediately leveraged by other translators any time. This increases the speed of translation and ensures that your TM is always accurate and up to date.

### VENDOR MANAGEMENT

#### **Our Translation Network + your preferred provider**

Using a translation memory (TM) database will help you save money by only paying to localize new or modified text. TM that is automatically stored in the cloud can be immediately leveraged by other translators any time. This increases the speed of translation and ensures that your TM is always accurate and up to date.

### WORKBENCH

#### **The most powerful, easy-to-use TMS dashboard in the industry**

Our workbench puts all of your resources at your fingertips – from translation memories, glossary and terminologies to machine translation, formatting and community voting. Our powerful and easy-to-use computer assisted translation (CAT) tool and convenient display lets you manage projects from a single dashboard.

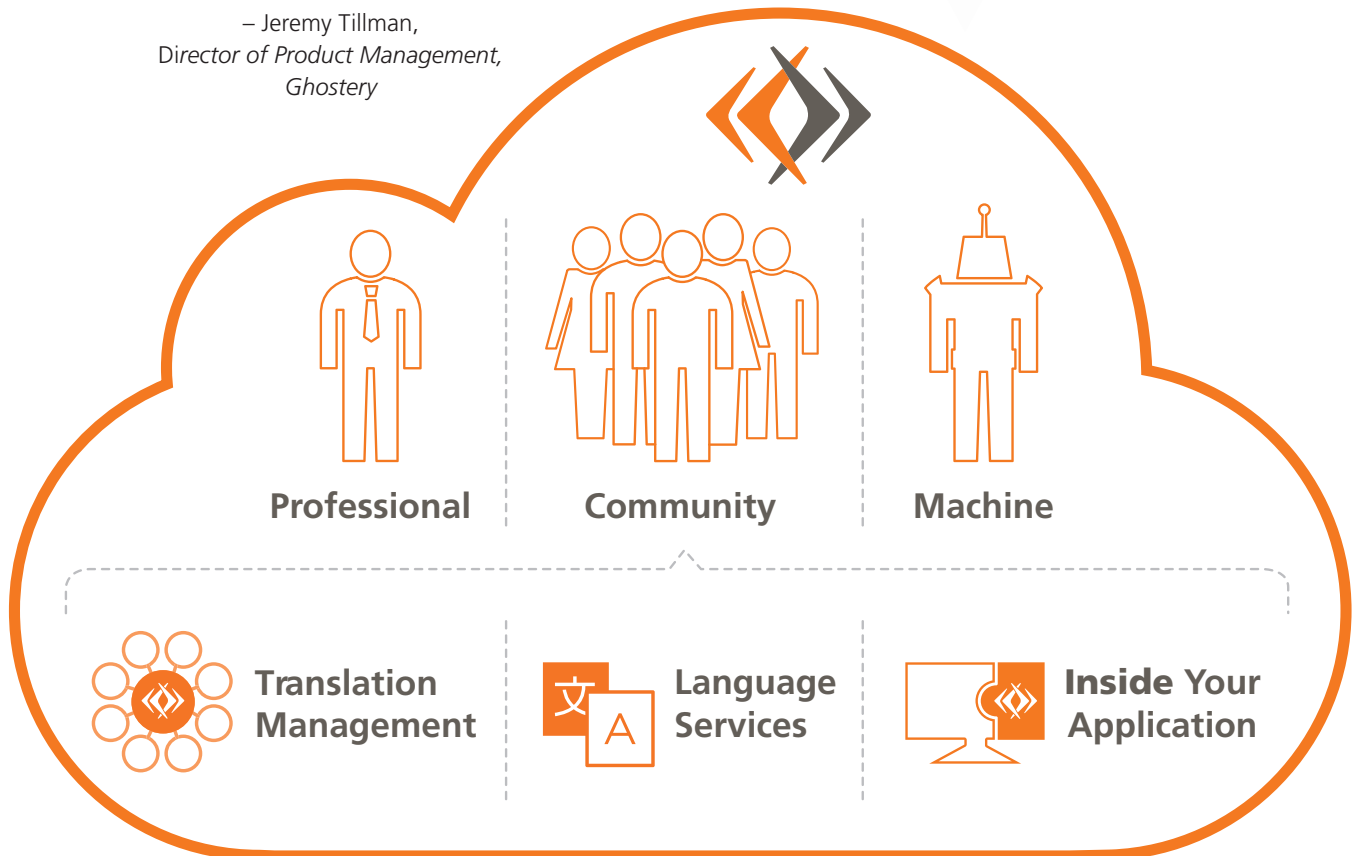
# Machine, Professional, and Community Translation

“Lingotek created a streamlined process that requires very little thought on our side and very little operational overhead. Getting timely translations that are contextually accurate is critical to us staying engaged with our international users.”

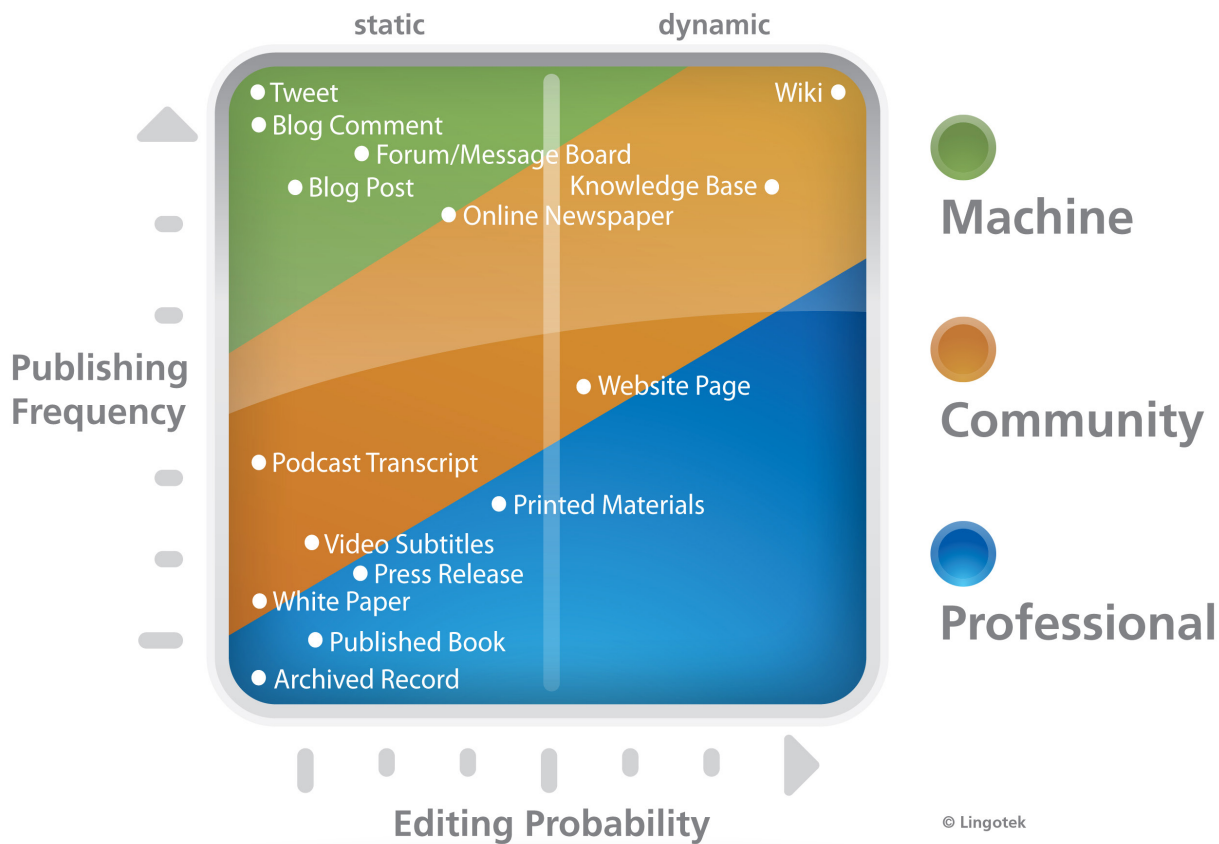
– Jeremy Tillman,  
Director of Product Management,  
Ghostery

## Translation to match content and budget

Lingotek’s Content Value Index helps you determine the type of translation that best matches your content type, time constraints, budget, and the level of quality required.



# Lingotek's Content Value Index



## MACHINE

Sometimes the general meaning of a text is all you need from your translation. Machine translation using translation memories (TM) provides the perfect combination of rapid, trusted and cost-effective translation when getting the general meaning is sufficient.

## COMMUNITY

Translating with community users provides colloquial and subject matter accuracy for lower cost and reasonable speed. Community translation is less expensive, but may not provide the level of quality offered by professional translators. Use community translation for knowledge base articles, video subtitles, simple web pages, podcast transcripts, Wiki entries, and online newspapers.

## PROFESSIONAL

Professional translation offers the highest quality and includes additional levels of review to ensure accuracy. Use professional translation for very important content like press releases, brochures, and white papers.

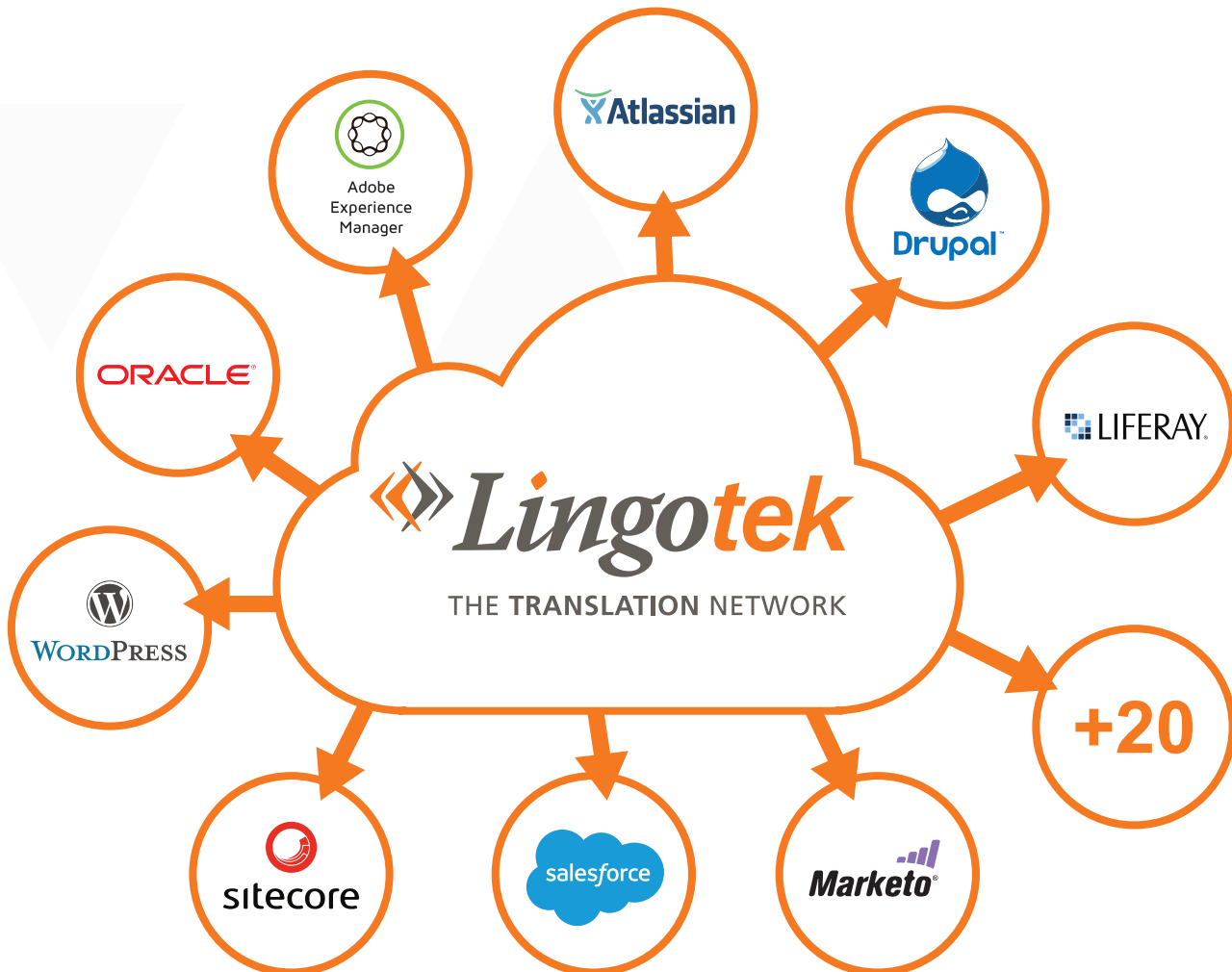


# Lingotek - Inside Connectors

## OPEN MULTILINGUAL APIS, CONNECTORS AND INTEGRATIONS

We've partnered with the most popular enterprise applications so you can work directly in your native environments. Lingotek – Inside Connectors give you the ability to translate content without leaving your site. This lets you manage translation, localize, update, and publish global content within a single, uninterrupted workflow. Our connectors offer the industry's only out-of-the-box integrations with all of the most popular web applications:

- Customer Relationship Management (CRM)
- Content Management Systems (CMS)
- eCommerce Platforms
- Knowledge Bases
- Product and Support Documentation
- Social Business Software
- Marketing Automation Suites
- Desktop Files
- Software Localization
- and 20+ file types





## TRANSLATION MANAGEMENT SYSTEM

### Access to our award-winning TM

Our Lingotek - Inside Connectors includes access to our award-winning translation management system tools like our easy-to-use workflows, translation memory, and the industry's only real-time In-Context Workbench. The TMS automates the entire process of authoring, publishing, targeting, optimizing, and personalizing web content.



## OPEN-SOURCE MULTILINGUAL API

### Free, pre-built calls using industry standard practice

Many enterprise-level organizations have several enterprise applications to manage email marketing, website content, knowledge bases, etc. When it comes to customizing—adding apps and connectors--Lingotek has the ability to create solutions that integrate with your existing systems. Pre-built API calls that are ready-made using industry standard practices can drastically shorten development time. This makes it easier to create a custom solution, whether it's done by a translation technology service provider or your own development team.

## DEVZONE

### Dev support to customize new integrations

Our open Multilingual API is available to any developer to use free of charge. Lingotek's APIs are architected on resource-based representational state transfer (REST) technology and represent the latest technology and the industry standard. These APIs are easier and less expensive to develop and customize. Version 5 of the Lingotek Multilingual API incorporates everything we've learned over the years by providing the most powerful translation integration APIs in the industry. Lingotek's DevZone offers an API explorer, basic integration, code examples, and an integration guide.

## TERMINOLOGY MANAGEMENT

### Cloud-based storage and retrieval of your linguistic assets

Achieve consistent and accurate translations by using our terminology management to store, retrieve, and organize your terms. Creating glossaries, translation memories, and style guides helps educate linguists about the unique terminology of your company and your industry.

# Language Services

## WORK WITH THE BEST PROFESSIONALS IN THE INDUSTRY

With a full range of language services, Lingotek helps clients succeed in the global marketplace by localizing their global content into any language. We have a network of over 5,000 + linguists who are the best in the industry; they are native speakers of target languages and recognized experts in their subject areas. Our people, processes, and technology ensure that all of your localized content is functionally, linguistically, and culturally flawless.

### LINGUISTIC ASSET MANAGEMENT

#### Tools to ensure consistency and quality

Your company and our professional translators both benefit from real-time access to these accurate, up-to-date linguistic assets like glossaries, translation memories, and style guides. These assets help linguists immediately get up to speed on the specific terminology and special translation requirements of your company and industry.

### WEBSITE LOCALIZATION

#### On-brand linguistic transformation of web content, layout, and navigation

When it comes to large-scale customer-facing website translation, no one can match the breadth and depth of Lingotek's experience. Using world-class integrations, flexible workflows, and cloud-based translation technology, on-brand linguistic and cultural adaptation ensures your website localization is a success.

**“Using Lingotek – Inside Drupal has simplified the process of rolling out websites in new geographies. The translation of our multilingual sites is a lot simpler and easy to manage.”**

– Bryan House, VP of Product Marketing, Acquia

### MULTIMEDIA LOCALIZATION

#### Translation for multiple media channels

Enterprises can easily create and manage different types of content across multiple media channels—web, video, audio, or print, including social media. With the Translation Network, the entire process of authoring translated content, publishing, targeting, optimizing, and personalizing web content is automated. With Lingotek's best-in-class machine translation solutions and real-time community translation and professional translation services, users can seamlessly and easily integrate translation into their multimedia workflows.





## DOCUMENT TRANSLATION

### **Integrated translation with your CMS or desktop file**

To successfully manage global expansion, companies need to translate and localize their documentation. Lingotek makes it possible to not only translate websites, but also any documentation that's key for an end user of products or services. Localizing documentation such as product packaging, release notes, user guides, instructions, or how-tos, is easier with an integrated, networked translation solution and offers customers a seamless experience with your brand. Lingotek - Inside Connectors bring translation inside your content management system, code repository, or product documentation system. It provides centralized storage and access to all of your linguistic assets and allows you to reuse multilingual content across all of your enterprise applications.

## MULTILINGUAL DESKTOP PUBLISHING

### **Translation that maintains your original layout and design**

The Lingotek Translation Network includes desktop publishers who are experts in tools such as InDesign, Photoshop, Adobe Illustrator, Quark and many others. Once translations are complete, our desktop publishing team will integrate the translated content into your original designs.

## AUDIO AND VIDEO LOCALIZATION

### **Professional voice-overs for commercials, webinars and video**

Lingotek can manage much more than text-based content. For voice-overs of films, television commercials, or corporate training videos, Lingotek has a large selection of professional talent available. In fact, we work with multilingual voice talent and studios across the globe to offer quality audio and video localization. We also provide transcription and translations of subtitles for both audio and video.

## TRANSCREATION

### **Pitch perfect brand messaging**

Lingotek understands the investment that companies make in marketing and content creation. Your creative marketing content is an important asset to your company so it's important to make sure the tone, voice and style is not lost in translation. Our skilled teams of marketing and branding transcreators will localize your creative content, taking special care to make sure the tone and style resonate with the target locale just like you intended.

## CONTENT AND PLATFORM AUDITS

### **Proven strategies for content localization**

Our clients depend on Lingotek to have in-depth knowledge of all major enterprise applications. We bring an unparalleled understanding of multilingual workflow implementations and provide our clients with proven strategies for content localization that will seamlessly integrate into their existing content creation processes.

## DEPLOYMENT BLUEPRINT

### **Detailed plan for ensuring success**

Faced with an increasingly competitive business environment, our clients are under pressure to rein in their diverse marketing activities with well-designed deployment blueprint. Lingotek services can help put together a deployment blueprint that will ensure your success.





## **ACCOUNT MANAGEMENT**

### **Professional execution of your global content strategy**

With nearly 20 years of experience, Lingotek has the knowledge and global expertise to provide the highest-caliber talent to meet your precise requirements. Our account managers will work with you to understand the scope of your localization needs, architect a solution, and define milestones to track progress. Our global service team members, partners, and contractors provide customer support around the clock and project management coverage 24-hours per day.

## **SUPPORT AND MAINTENANCE**

### **Convenient outsourcing of translation and localization**

The concept of outsourcing your translation and localization support and maintenance is simple: Put your entire translation and localization department in the hands of a contractor so that you can focus 100% of your energy on your core business.

## **LOCALIZATION ENGINEERING**

### **Experts in a wide variety of file types**

Our localization engineers are experts in handling a wide variety of services including translation and localization for websites, software and desktop files, dubbing and subtitling, desktop publishing, localization engineering and more. Highly specialized engineers will safeguard the structural integrity of your technical file types throughout the localization process to ensure a successful build for localized content.

## **FUNCTIONAL TESTING**

### **Testers who ensure error-free execution**

Once localized content has been reimported into your application, Lingotek will navigate through the entire user interface (UI) to identify any issues that might compromise build quality. Our bilingual testers work with your internal teams until the application is perfected and ready for launch.

# About Lingotek



Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and professional linguists to continuously push dynamic multilingual content in real time to all of your global markets. Lingotek is based in Lehi, Utah – also known as Silicon Slopes – and is funded by Signal Peak Ventures and In-Q-Tel.

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