

THE CHALLENGE

Companies moving into global markets claim that 90% or more of their content should be managed in multiple languages yet they lack the tools, the competency, and often the vision to achieve it. The Globalization Fitness Assessment (GFA) is designed to fill this knowledge gap and provide recommendations based on best practices in the marketplace. This Global Fitness Assessment will help you “weigh in” on the current state of your content, your translation processes, your existing technology infrastructure, and your language strategy. From this assessment will come actionable process and technology recommendations (your personal “Global Fitness Program”) aimed at helping you and your organization achieve new levels of global fitness.

THE RESPONSE

Flatirons Solutions offers seasoned consultants with decades of experience in solving tough, multi-lingual content challenges. The Flatirons team and the GFA can help companies meet the seemingly contradictory goals of expanding into new global markets while achieving lower content delivery costs. The assessment, which is provided over a fast-paced 3 week delivery window, includes:

- **Process Analysis:** Identify content authoring process improvements to ensure consistent, translation-ready copy with a focus on translation vendor handoffs, translation memory management, and the review process.
- **Content Analysis:** High-level analysis of content design and messaging, as well as terminology management analysis and related recommendations. Special focus on quantifying metrics around quality and reuse.
- **Industry Benchmarking:** Assessment of current translation costs against best practice spending benchmarks, as well as an overview of the content supply chain and quality of deliverables as compared to other globally fit organizations.
- **Improved Content Quality:** By directly integrating the “golden source” for enterprise content to a platform capable of translating it more accurately and efficiently.

On the basis of this assessment, Flatirons can provide an actionable roadmap aimed at achieving immediate results. Typical benefits include:

- Reduced workload thanks to more efficient, centralized translation management
- Improved quality and brand integrity of all translated materials
- Decreased time to market for local language collateral
- Improved utilization of existing technology investments
- Reduction in translation and publishing costs
- Improvement in brand consistency

Contact Flatirons Solutions to learn more about this important new offering, and the benefits it can provide for your organization’s global content strategy.