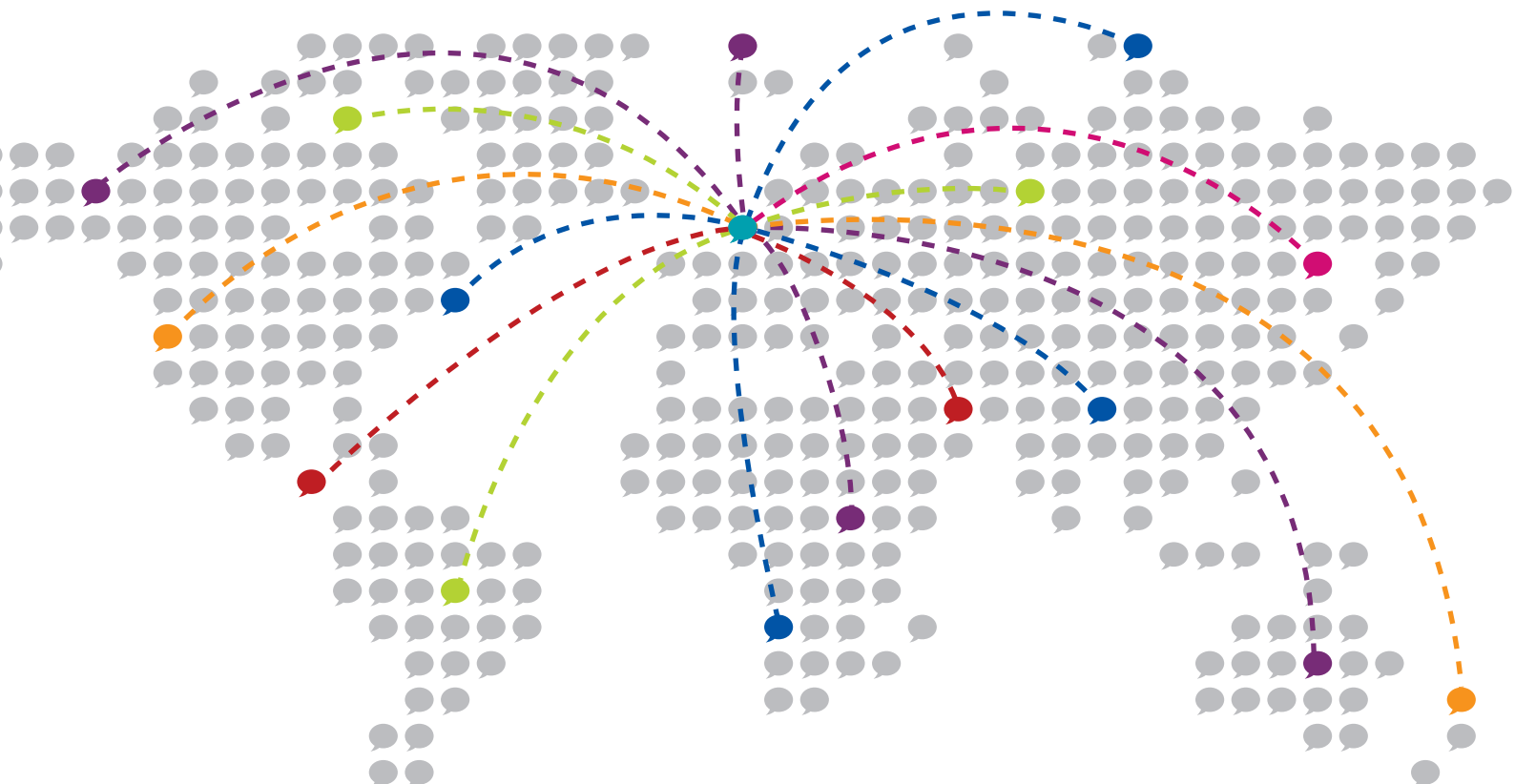


The Benefits of Outsourcing Translations

Our guide to optimising your translation projects for accuracy, speed and success



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Do you manage your translations in-house or outsource them to a translation services provider? Weighing up the pros and cons of each option should not be too difficult, as it all depends on whether your company has the necessary internal expertise and capacity to undertake the tasks at hand.

In-house translation projects can be successful if you have at your disposal members of your team who:

- C** are native speakers of your target languages
- C** possess proven copywriting and creative writing skills
- C** have a detailed knowledge and understanding of technical terminology
- C** have the capacity to complete translation jobs alongside other responsibilities
- C** have experience of proofreading written work to ensure consistency of style, terminology and tone



While some companies are able to manage small translation projects in-house, if a key member of staff is unavailable, translations are needed within tight deadlines, or larger quantities of text require translating, it is good idea to outsource to a professional translation service provider.

Having a dedicated, trusted and professional language partner at your service will ensure the best possible output and end results.

If you need convincing or need to convince a key decision maker in your business, here are six reasons why your translation projects are better outsourced to an experienced provider!

Why Outsource Translations: 6 Key Benefits



It avoids the challenge of finding the most appropriate person internally

If you've ever decided to assign a translation task to an internal staff member, you've no doubt considered the following:

- C** Do they have the appropriate technical and/or creative writing skills needed?
- C** Do they have previous translation experience?
- C** Are they a native-speaker of the target language and fluent in the source language?
If not this can result in mistranslations.
- C** How will you handle quality issues if the translations are completed internally?

Outsourcing translations ensures that native speakers with the right experience – subject matter, industry expertise, and copywriting skills – are handpicked for your project.





It gives you access to the skills of specialist, professional translators to ensure the highest quality

By providing a detailed brief at the start of the project, the client has the opportunity to specify the right style and terminology required. The bespoke translation team is then selected with the right expertise for the project. The linguists selected are professional translators. As such, they will ensure:

- C** Consistency in terminology and style
- C** Attention to detail – grammar and punctuation
- C** Correct and appropriate use of language and cultural adaptations

The translation process involves multiple linguists to ensure the highest quality – the translator, proofreader and quality assurance checker, with an additional review by the client.

Partnering with a specialist translation service provider gives you access to a team of highly experienced linguists and project managers who are focused on delivering high quality translations in your timeframe.



It ensures faster turnaround times

When translations are to be completed by internal colleagues, they may not be a core element of their role and will need to be managed alongside existing activities. It can therefore be difficult to establish deadlines for delivery. By outsourcing the translations, deadlines are set for delivery and are strictly adhered to. Professional translators are also accustomed to working to tight deadlines and can produce up to 1500 words per day.

At Comtec, we hand-pick dedicated teams of translators, project managers, proofreaders, and QA checkers for each translation project. They focus on your job – rather than juggling other commitments and responsibilities - to ensure that your project is delivered on time.



It takes away the hassle and reduces project management time

Handling translations is a complex process, especially where there are a lot of languages and translators involved. By outsourcing the translations, one point of contact will manage the translations for all languages and oversee all elements of the project from start to finish.

With an efficient process in place with the perfect balance between a centrally managed project and input from colleagues in the local markets (samples, glossaries, content review), translated content is delivered in line with local market requirements.

The translation process doesn't only involve linguists, but a team of linguistic, technical, quality assurance and project management specialists who add value to all projects. Companies can also save time by using one provider for all elements of the project, including desktop publishing, voiceover and subtitling.

It's important to consider whether managing an in-house translation team, or asking another key staff member to do so, is a good use of time. By outsourcing your translation projects to an experienced team you can delegate the project management role to someone else so you can focus on your other responsibilities.





It provides access to translation memory software and associated benefits

By outsourcing the translations to a professional agency, a translation memory can be developed for the project, which offers a range of benefits.

How does it work?

Our translators complete their translations with the assistance of our sophisticated translation software. This software creates a memory from each project, including specific terminology. This memory can then be accessed for updates to any content to ensure consistency in the style and terminology used. Additional benefits from using translation memories include faster turnaround times and reduced costs.

For large translation projects or for on-going translation requirements, consistency across documents and different assets is essential. Translation service providers have the tools and processes in place to do this, so you don't have to! Reducing costs and speeding up turnaround times are also compelling reasons to partner with a specialist provider.



It gives you the capacity to work with file formats and review tools that suit your requirements

A translation agency will have the technical expertise and experience to work in any file format, from MS Word and Excel to more complex types such as XML, XLIFF, InDesign, CAD and more. Files can be translated and returned in their original format, removing the need for time spent internally copying and pasting translations from one format to another.

A range of review tools are also offered to facilitate the local market review process and ensure that reviewers can provide feedback quickly and easily.

Specialist translation service providers like Comtec make the translation process easy for clients, minimising the amount of work they need to do to prepare source texts for translation and prepare translations for final delivery.

If you want accurate, consistent and expert translations, delivered within your timescales and with a focus on reducing costs without compromising on quality, outsourcing is a great option.

Need our help with a project?

If you are looking to outsource translations or would like to discuss a particular upcoming language requirement, please contact a member of our team at info@comtectranslations.com or call us on **+44 (0) 1926 335 681**.

About Comtec Translations

Comtec is one of the UK's leading suppliers of language services to business. Our services cover technical, marketing and legal translation, website localisation, software localisation and interpreting. For over 30 years we have worked in partnership with companies and creative agencies, enabling them to communicate effectively in all major languages. As market-leading innovators, we use the latest technologies to simplify the translation process, combining our technical know-how with the expertise of our linguists, to deliver translation and localisation projects efficiently, on time and on budget.

