



# Communications. In any language.

Conversis | Translation experts | 2018



## A bit about us

Founded in 2003, Conversis has since developed a world-wide reputation for supplying high quality localised translation services, taking content from its original format, and adapting it for local markets, languages and cultures.

Known for the quality of our work and our attention to detail, we predominantly support organisations in highly regulated markets such as the life science, oil & gas, marketing, commercial and financial services industries. Our expertise helps ensure that their products, services and messages are communicated accurately and appropriately for all audiences.

We focus on the development of long-term relationships with our clients, offering them continuity, flexibility and tailor-made support as well as increasing their productivity.

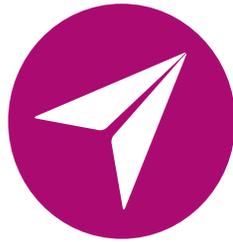
With a global team who are all passionate about languages, we use tried and tested work practices alongside the latest technology to deliver high-quality work that our clients can rely on.

“...quality is consistently high”

Medical communications agency,  
November 2017

“Conversis has been a trusted, reliable partner for approximately 12 years. Their primary role is as our preferred translation provider, supporting our complex clinical trial recruitment business. The quality of work is consistently high and their commitment to deliver against sometimes very challenging deadlines is of a level well beyond other suppliers in our experience.”





## Why is our work important?

Language is integral to the way in which we communicate in both our personal and business relationships.

If the language we use is compromised, changed or interpreted incorrectly, it can have a significant impact on our ability to understand the meaning behind the original message.

Underestimating the importance of global messaging can result in poor performance, inefficiencies and reputational damage.

It is therefore vital that communications are carefully tailored, and that all cultural, geographic, political and religious nuances are considered.

35,000

Words translated  
(average per day)

220

Language  
combinations

94

Documents translated  
(average per day)

1,531

Global linguists

🗨️ ...A true partnership 🗨️

Leading global CRO, December 2017

“Since 2015 Conversis has supported us in the delivery of more than 4 million translated words in 85 languages, as well as over 30,000 pages of adapted digital content. Their responsiveness, adaptability and professionalism make our business relationship a true partnership that has an extremely positive impact on our productivity.”

# Our services

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As language experts, we support some of the world's leading companies through the provision of five core services.

## Translation

*[træns 'leɪʃən]*

The rendering of content into another language.

As our core service, translation is a vital communication tool for companies around the world operating in an increasingly global marketplace.

We work with many organisations in a wide variety of sectors, helping them to appropriately communicate their messages. Our support can help in the production of general marketing materials, websites and other digital platforms, technical documents and promotional materials among others.

## Localisation

*[ləʊk(ə)laɪ 'zeɪʃ(ə)n]*

To gather, collect, or adapt content for a specific market.

Localisation takes translation one step further by creating culturally appropriate content, ensuring that the message conveys the tone of the source material while taking potential cultural and regional differences into account.

With both translation and localisation, the objective is to eliminate or minimise local sensitivities and provide a product that is appropriate and therefore more effective for the end user.

## Creative translation (Transcreation)

*[krietɪv træns 'leɪʃən]*

The process of adapting a message from one language to another, while maintaining its context, style and tone.

Also known as transcreation, creative translation is a broadly misunderstood term that means different things to different people. Simply put, it focuses on the preservation of the essence of a brand or campaign in a target language and/or culture. It brings together marketing, linguistics, creative copywriting and design and takes account of tone, nuance, colour and style.

This process requires a deep understanding of the traditions and culture of the target market, as well as the language involved and the product or service itself.

In undertaking any creative translation project, we work with linguists who have specific experience and understanding of the relevant discipline and marketplace.



# Our services

## Digital publishing (DTP)

*['dɪdʒətəl 'pʌblɪʃɪŋ]*

The production of printable and online material by means of a computer that integrates text and graphics.

Formerly referred to as desktop publishing, digital publishing is the process of digitally recreating content in line with the original design, and adapting it where necessary to meet local customs and standards. This can apply to both print and digital media and we can advise our clients on when they may need to change certain colours, symbols, fonts, images or other design elements.

Our digital publishing team are renowned for their attention to detail and ability to turn projects around quickly. Their expertise in all areas of graphic and documentation localisation ensures that our clients' products and services are as successful in other cultures as in their home market.

## Technical services & consulting

*['teknɪkəl 'sɜːvɪsɪz & kən'sʌltɪŋ]*

Support and expert advice designed to facilitate the use of technology.

Our clients all rely upon technology to varying degrees in their day-to-day activities. Our understanding and awareness of the latest trends and applications allows us to look at the specific issues and challenges faced by our clients, and address them in a considered and bespoke way.

We can offer support with localisation engineering, technical consulting, software localisation and terminology management as well as a host of more specific requirements including development of APIs (Application-Programming Interface) and connectors with established third party providers.

📖 ...increased productivity 📖

Major consumer electronics manufacturer, September 2017

“The continuity of project managers and their ability to escalate problems quickly for rapid resolution has increased productivity and allowed us to satisfy our demanding internal client.”



# The sectors we support

## Life sciences

*[laɪf 'saɪənsəz]*

Sciences related to the scientific study of living organisms.

Much of our work here at Conversis is focused on helping organisations in the life sciences sector to appropriately communicate their work, research and expertise to different audiences and patients all over the world.

Within a heavily regulated market, we offer our clients flexible and accurate translation and localisation support. We can work with them in the delivery of documents as diverse as clinical trial materials, regulatory documentation, correspondence, patient recruitment campaigns and general marketing materials, among others.

We are extremely conscious of the need for accuracy, precision and punctuality when working with such critical information, and understand the implications that errors in translation or delays to projects can have for our clients.

## Marketing, research & PR

*['mɑ:kəʔɪŋ, ri'sɜ:ʃɪ & 'pʌblɪk ri'leɪʃənz]*

Generating awareness and positive responses for products, services and businesses.

The way in which companies market to and communicate with their customers is often directly linked to the success of their brand. There are inherent risks associated with translating these messages for global audiences; risks that we can help minimise.

We have extensive experience in the translation of marketing and communications materials, ensuring that content is effectively adapted from its original format, without compromising the message or its meaning.

Working with experienced and proven linguists, we can translate complex, creative content for all audiences, managing local sensitivities and the nuances of local language. Proofreading, layout and technical guidance can also be provided, as can advice on issues regarding how content is applied across all media, marketing and advertising platforms.

For market research translation, we harness the necessary technology for dealing with surveys and responses, and utilise linguists with the correct balance of research and specific industry experience.

🗨️ ...Outstanding quality 🗨️

Leading global CRO. November 2017

“We are required to use multiple suppliers, but thanks to their outstanding quality and our relationship with Conversis, we saved a week’s work compared to similar projects with other suppliers.”



# The sectors we support

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## **Financial services**

*[fə 'nænʃəl 'sɜrvəsəz]*

**Financial institutions providing products and services to consumers and businesses.**

The financial services industry is a unique sector that is not held back by traditional geographical borders. The resultant global marketplace comes with a number of benefits and drawbacks, many of which can be traced back to the complexities of communicating consistently with a wide range of individuals and businesses.

Ongoing societal challenges including immigration and our increasing exposure to what were previously minority languages have forced financial services providers to adapt.

From annual reports, marketing materials and business plans, to due diligence documents, forecasting and investment plans, our translators and editors are specifically chosen for their financial services experience.

## **Commercial**

*[kə 'mɜːʃəl]*

**All elements of the process related to the buying and selling of products and services.**

Commerce is an industry that has changed radically as a result of globalisation and the rise of digital sales platforms.

Millions of customers are now potentially exposed to the products, services and messaging from companies in all sectors, originating in countries around the world.

In turn, the language and tone of voice utilised as part of these products, services and their messaging must be adapted and tailored to remain true to the original information, It must also account for the nuances that may encourage consumers to commit to a purchase.

Our translators and editors understand this, and have significant experience of working with commercial businesses, in addition to their excellent linguistic skills. They appreciate the link between commerce and culture, and the importance of getting the messaging right.

## **Oil & gas**

*[ɔɪl & gæs]*

**Organised activity concerned with manufacture, extraction and processing of raw materials.**

Conversis has long-standing relationships with some of the world's largest energy companies, particularly those working in the oil & gas field. As a highly complex sector which is heavily reliant on technological innovation, it is vital that the terminology, language and tone is effectively tailored to the multiple markets within which the industry operates.

As an industry is now expanding beyond its more traditional boundaries there is an inevitable risk that messaging, training and general communication can be misinterpreted - risk that we can help mitigate.

# Our commitment to quality

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We operate a Quality Management System (QMS) that has been certified by an independent auditor against ISO 9001:2015 and the industry-specific standard ISO 17100:2015.

We are committed to providing consistent and reliable services to our clients by adhering to our proven processes and procedures, while ensuring continuous improvement through regular audits.

To maintain our commitment to quality, all translated documents typically undergo the following quality control steps:

1. **Revision** – a review by a second, independent translator that fine tunes the work of the original translator
2. **In-house check** – a thorough quality check to ensure that all source material has been translated and that all numbers, paragraphs, headings and pages are present in the translation.

**Additional quality control steps (available on request) include:**

**Second review** – an additional review by a different linguist, often requested before submission of translated documents to ethics committees or regulatory agencies.

**Back translation** – a literal translation of the translated text back into the source language is produced and then compared against the source document to check for accuracy and quality.

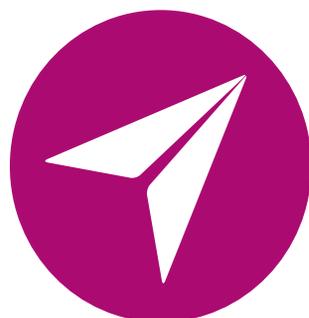
We also place high priority on the following, to ensure accuracy and quality in everything we do:

**Revision history and version control** – to adhere to the stringent regulatory standards many sectors in which we operate, we can provide full version control and revision histories for all translated documents.

**Continuity of project management** – we provide personal, experienced and knowledgeable project management to all clients. We understand that the vast majority of our clients are not localisation experts. That's our job!

**Our processes** – all projects are managed within an established process framework and proven methodology, utilising a range of carefully selected tools and resources, including a state-of-the-art workflow management system.

**Continuous improvement** – we actively seek and record feedback on the services we provide. Only with regular feedback from our clients can we accurately review and improve our processes.



# Why choose Conversis?

- We offer significant experience and in-depth knowledge of the sectors we support
- We understand our clients' business, adapting our processes and implementing efficiencies where possible
- We deliver quality, with honesty and transparency as a core value at every step of the process
- We create tailor-made, in-house technological solutions to aid the translation process and increase efficiencies for clients
- We provide full in-house support for digital publishing, allowing for quicker turnaround times
- We follow bespoke project management processes, fitted to our clients' individual requirements, which are proven to increase their productivity

📄 ...20% more work 📄

Leading communications agency,  
December 2017

“Working with Conversis allows both our creative and production teams to maintain creative control and subsequently kept the ‘craft’ to the teams closer to the projects.

As a result, we have the same head count, but are producing 20% more work.”

📄 ...An absolute pleasure 📄

Leading global CRO, November 2017

“The experience has been nothing short of an absolute pleasure. Their project management team have been wonderful and reliable to work with.”





Let us help you ensure that your message doesn't get lost in translation.

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 **Conversis**  
Translation experts