

Since 2002,
Palex has
provided high-quality
technical translation
and localization
services for a host
of companies,
ranging from start-ups
to the Global 500.

Global Leader in Localization

KEY ADVANTAGES

Quality of service and a high level of professionalism – that's what our clients value most. We are especially proud of the fact that a majority of our clients become repeat customers after the completion of their first project.

We're not going to be replaced by robots, but using automation wisely can be amazingly effective!

1 Extensive Technologies

SUBSIDIARY SOFTWARE DEVELOPMENT COMPANY

- automation in localization is our forte.

IN-HOUSE ENGINEERING DEPARTMENT

- your systems may be just right, but what about the process of making them work together? Mmm, that's the kind of problem we love to solve!

AI, ML, DL

- yes, we are always investigating all the ways these can be implemented in our processes.

Technologies are most effective when they complement human beings

2 Industry Competencies

SUPPLIER DEVELOPMENT AND QUALITY MANAGEMENT

- we know what quality means and how to provide it.

STRATEGIC COST MANAGEMENT

- everyone is looking to spend less money, but concentrating on overall process effectiveness lets us help you save far more than just choosing the lowest bid.

STATE-OF-THE-ART LOCALIZATION TECHNOLOGIES

- don't ask us which CAT tool we use. We can use all of them!

WE USE VERIFIKA

- one of the best translation quality assurance software packages around, recognized by the localization industry. And by the way, we created the product ourselves!



Verifika®
Quality Assurance Tool

Palex employees are driven to ensure customer satisfaction

3 Service Leadership

EXPERIENCED PROJECT MANAGERS

- 9 out of 10 clients report how much they appreciate the level of service we provide.

SUBJECT MATTER SPECIALIZED TRANSLATORS

- they know [how to handle UI terminology](#).

CONFIDENTIALITY

- all our team members sign non-disclosure agreements (NDA) when working with confidential material; we take every precaution to prevent potential violations of the NDA.

Project managers are an asset to your company. They understand our requirements and also the expectations from the Head Office. I always appreciate their support.

Helen Allcock,
Documentation Group,
Brother International Europe Ltd.



Reg. no. 31101033 QM15



ISO 17100:2015
Reg. no. 31101033 TSP



Reg. no. DE-31101033 QM15

Palex is an internationally recognized provider in translation and localization solutions for IT and Life Science companies, serving more than 80 clients in 39 countries.

1 Product Localization

UI TRANSLATION

- Java Resources, JSON, PO, .resx, .ts, and many other formats. We can even take the materials from your own repository, translate them, and have them back where they belong, or even organize **continuous localization** for your Agile development process.

PRODUCT MANUALS / UA TRANSLATION

- We maintain consistency between UI and UA using **TermBases**, creating **Style Guides** and any other cookbooks necessary to improve the user experience. File formats are no problem for us: FrameMaker, Indesign, HTML, all the popular authoring tools – we can work with any and all of them.

2 Marketing / Sales Materials Translation

CREATIVE TRANSLATIONS

- sometimes called **transcreation** – yes, we do it.
- **copywriting, copyediting**, etc.

MULTIMEDIA LOCALIZATION

- Again, it's all about Marketing and Sales, Websites and **E-Learning**... this is where tech-savvy people use complex and expensive software to create amazing things.
- **Audio, Video, Animation, Artwork, Transcription, Recording, Subtitling, Voice Over, Dubbing**, etc.

WEBSITE LOCALIZATION

- After all, that's a kind of Marketing, too!
- Have you considered the **keywords** people in another country will use to find your website?

- What about **SEO** for the version of your site in a new language?
- Are you ready to provide interesting blog articles for your new customers? We can **translate** them for you.
- How are you going to **manage versions of your web site in various languages?** Does your CMS support this?
- What value do you expect to get from a new market? No idea? Just an experiment? Let's try to look the cheapest way to **get your company's presentation in front of new customers** (but still with **high-quality translations**).

We are highly satisfied with Palex's services as the management and localization quality has always met our expectations. All projects are quoted carefully, scheduled accurately, managed and controlled thoroughly and delivered on time. Proactive approach to business and commitment to obligations coupled with the professional staff make Palex a strong, reliable and valuable localization partner for all types of localization tasks into numerous language pairs.

Dr. Kim Hyo Gyu,
General Director,
Samsung Research Center

Over
50
languages

More than
20 mln
words each year

Combined work experience
in Localization Project Management

over 60 years

Average professional
experience for a Palex linguist

10 years

OUR EXPERIENCE AND THE PALEX TEAM

Palex works with clients across a variety of different industries, including IT, medical devices, pharmaceuticals, software and application development, telecommunications, electronics, energy, manufacturing and finance. If your company deals in foreign trade, our specialists will help you prepare for international trade shows and create compelling presentation materials. Each client has an entire team at its disposal, including translators, editors, subject matter experts, proofreaders, localization engineers, desktop publishing engineers and quality assurance experts, providing all the resources you need to take your project to the next level.

All our translators and editors are native speakers in project target languages and residents of countries where those languages are spoken.

Palex is definitely one of our most trusted resources and a delight to work with. The Project Managers at Kommunikera Communications always praise their consistently high level of expertise and professionalism. We hope we will keep a long-term partnership going with Palex for many years to come.

Maare Tomson Ollin,
Chief Operating Officer,
Kommunicera

Typical Translation Project Team



Project Manager



Lead Linguist



Translators



Editors



Lead Quality Control Specialist



Lead Engineer, DTP



Reviewers



Subject Matter Experts
(technical, legal, economic, etc.)

And many other professionals with areas of specialization relevant to the project.

Typical Localization Workflow



FOREIGN LANGUAGE TRANSLATING CAPACITY

100 000 –
150 000
words / month

E-learning product localization: quality vs. project budget

1 Challenges

“High quality, low price” is the Holy Grail in localization. In order to deliver this for e-learning providers, we had to solve three challenges unique to e-learning localization workflows:

- Difficulty in estimating the time needed for engineering work
- Budgetary restrictions
- Difficulty providing the client with a clear, detailed view of the work completed and still required

2 Action

ESTIMATION AND METRICS

Our Project Managers established a system to segment and estimate the amount of time required for each step in the engineering integration process, and created a system of universal metrics to reflect the exact time values and difficulty levels of each integration step across a variety of e-learning products.

WORKFLOW TRANSPARENCY

Palex makes sure its customers are aware of the project workflow and production status through regular updates, meetings and conference calls.

3 Results

Palex's segmentation template and metrics method have systematized estimation of the engineering time required for e-localization, making it more transparent for our clients and eliminating budget overruns.

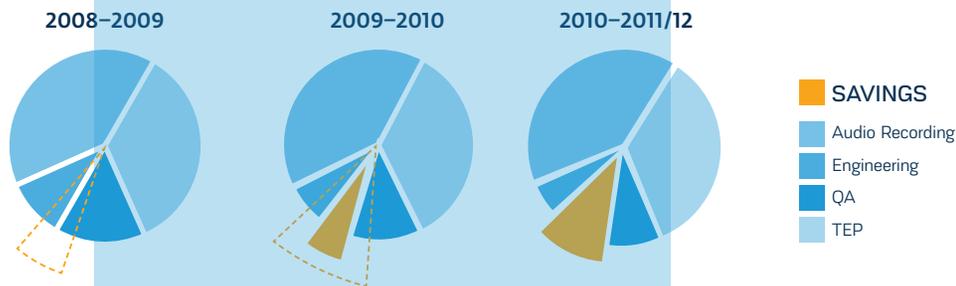
Our customers have already noticed tangible cost reductions, which increased from 5% in 2009–10 to 10% in 2010–11 for substantial and continuous projects!

“We really value that apart from excellent DTP work and reliable and smooth project management, Palex keeps coming up with suggestions on how to improve our processes and collaboration. Palex has become a one-stop shop for us; having them on board we saved on our localization budget and improved our product quality and time-to-market.”

Lisanne Steinle,
Project Manager Localization,
Brainlab AG

- ▮ Palex's customers save up to 10% on their budgets when localizing e-learning thanks to our cost-savings and metrics innovations
- ▮ Palex has successfully completed numerous global localization and engineering projects with positive feedback from 100% of its customers
- ▮ In-house engineering and QA teams have made it possible to achieve optimum quality for the final product

Cost Savings



An e-learning localization budget is made up of four components:

$$TEP \text{ fee} + \text{Audio Recording expenses} + \text{QA work expenditure} + \text{Engineering work cost} = \text{Project value}$$

We were able to reduce costs by bringing the TEP, Engineering and QA pieces of this equation in-house.

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