



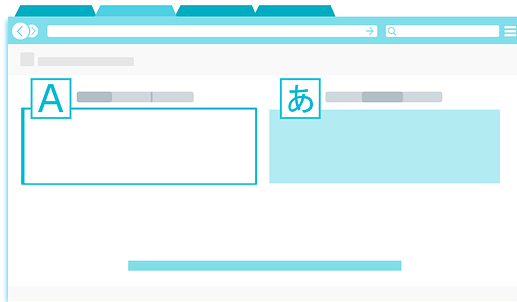
## THINK LIKE A PRO and REDUCE YOUR TRANSLATION COSTS

What we do when we process your quote request and what **YOU** can do to get the most out of your translation budget

### #1 Language pairs and file formats

First things first: detect source language and determine file formats.

To make the translation process as smooth as possible, we look for **editable file formats**. These are easy to work with: volumes can be determined accurately, repetitions may be filtered quickly and the translation will look like the original.



Other file formats (like PDFs) are a little more difficult to handle so first we'll try and convert them into editable formats. The results are less than perfect but still better than nothing (which is the case with JPGs and scanned documents).

With non-editable files, there is nothing else to do but to retype the whole document. That effort is likely to substantially increase costs and delivery cycles.

#### ✓ Tip

Editable file formats allow for the use of CAT tools and thus reduce costs in the short term. Make sure you sent us the native files and wherever possible, give us files produced using word processing software (e.g. doc, xls, ppt, etc.). This is a major thing to keep translation costs at bay.



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### #2 Volume

To determine volume (and, consequently, deadline options) we use CAT tools if and where possible.

CAT tools provide immeasurable support in detecting repetitions and numbers in the source text. That filtering function has a direct and quite significant impact on translation costs. But they do way more than that: CAT tools can efficiently analyse both the source text and the translation to identify repetitive patterns and terms. Used efficiently, they can improve the translation by flagging any inconsistencies such as word use or typos. Hence, CAT tools play a great role in the quality assurance process.



Repetitions and other non-translatable elements can be filtered efficiently. Irrelevant texts are, however, a whole different matter. Some information may be essential in the source language but may make no sense to the target audience.

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#### ✓ Tip

Review and revise the source text before getting it translated. Are you sure ALL of it is relevant to your target audience? This task is more challenging than it first seems but it is well worth the time and effort. Frivolous it may sound, this is a key factor in reducing translation costs.

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### #3 Capacity

Next, we'll check whether the domain of the source text is clear. Is it legal? Financial? Scientific? Is it intended for the general audience or for professionals of a specific field?

Most of the time the answers to these questions are quite obvious. If for any reason we are unsure, we'll get back to you for further clarification. This is an important step to assess the complexity of the project and give you realistic deadlines.

If you have a specific audience in mind to whom your message is intended, let us know. These *client instructions* will help the translator adjust the tone of the translation appropriately.

Also, if you are switching agencies and you have previous translations of your documents that you liked – e.g. you were satisfied with the terminology, writing style, etc. - let us use them. Previous translations will give us a clue about your company terms, preferred word choices and the tone in which you communicate. Learning these through previous translations will promote consistency and improve the quality of future translations as well.



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#### ✓ Tip

Provide us with a style guide or request one – we are happy to assist you in producing one.

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### #4 Deadlines

Machine translation tools may give you the idea that translations are carried out by one click of the mouse. Machine translation technology is handy when all you need is a cursory glance at a text. However, you definitely do not want your company mission, product catalogue or any kind of legal document to be translated that way.

Translation takes time.

The translator needs to understand the message of the text, both apparent and hidden, and then decide on style, grammar, word choice and countless other nuances. Putting all these into sentences and actually typing them are also inevitable parts of the translation process.

Once the translation is complete, it needs to be reviewed – this, again, is essential to provide quality work.



There are, of course, unforeseen occasions when a rush job is required. An experienced team will handle that, but it will come at a price in more than one sense of the word: it will cost considerably more and quality will suffer. There are no two ways about that. Quality does take time.

For optimum results, you'll want to consider the following questions:

Is there a way to prioritize the documents to be translated? Do you need all texts to be translated at once? If the answer is yes, are you ready to compromise on quality? If yes, to what extent?



**Tip**

Plan ahead if at all possible. Go with the same agency to spare headache, time and costs. This is a crucial factor in managing your future translation budgets.



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Do you have questions? We are here to answer them.

Lexpertis Translation (Quo Vadis Services Ltd.)

Address: H-1147 Budapest, Zsolnay V. u. 3.

Mail to: [info@lexpertistranslation.com](mailto:info@lexpertistranslation.com)

Web: <http://www.lexpertistranslation.com>

Skype: [lexpertistranslation](https://www.skype.com/name/lexpertistranslation)

Phone: +36 30 746 8100

