

Languages & Locales

The latest in the world of language & technology

IN THIS ISSUE

Case Study

Coveo

Meet the Team

Jenny Fajutag

Tools & Tips

Translation Portal

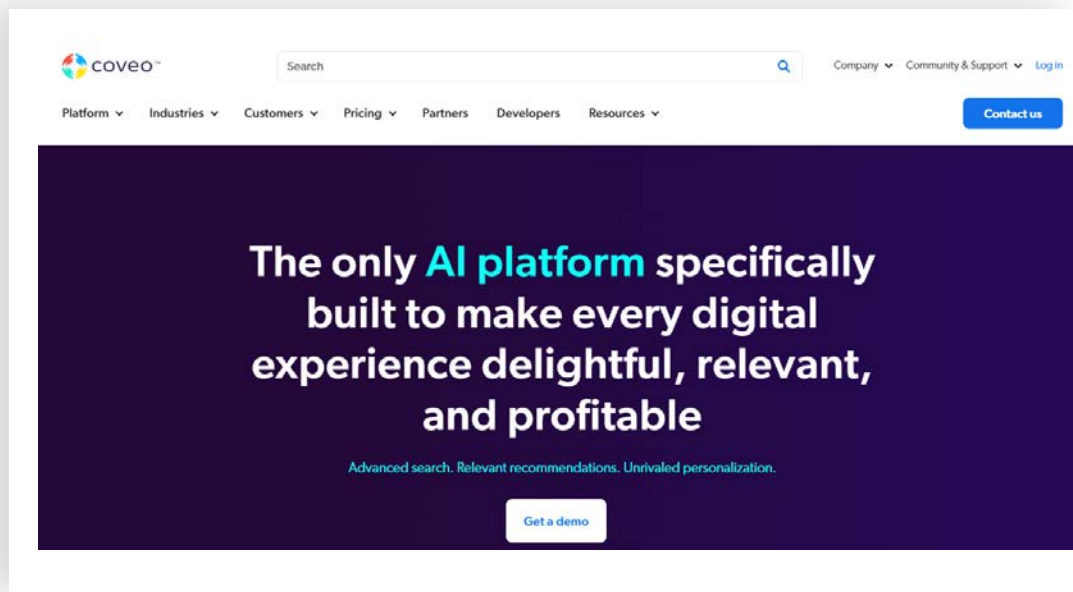
Curation Corner

Electric Vehicle (EV): To Buy or Not to Buy?

Language Facts



The Tagalog word for “love” (mahal), is also the Tagalog word for “expensive”.



Case Study

Website Localization Project for Coveo

Coveo is a Quebec City-based enterprise software-as-a-service company that offers a cloud-based platform for making digital experiences more intelligent and provides specific software built on that platform. Coveo was looking for a professional translation agency with extensive experience localizing Sitecore-based websites enhanced with a validated Sitecore Translation Connector.

It was important to the Coveo selection team that their translation agency possessed the teams, tools, and technical expertise to provide complete support of translation services for websites, press releases, eBooks, infographics, and complete support of online and offline content types. After researching various translation companies and connectors, Coveo selected GPI's Translation Services Connector for Sitecore and GPI's Translation Services Portal.

Languages:

French (Canada)

Platform:

Sitecore Experience Platform

Tools:

- Globalization Project Management Suite (GPMS)
- GPI's Translation Services Portal
- GPI's Translation Services Connector for Sitecore
- Translation Memory Trados Studio

Cont'd on page 2



Results

“GPI’s translation connector for Sitecore is very easy to deploy with minimum configuration,” said Juan Fausd, GPI Director of Development. “The export/import process streamlines the steps to localize, launch and maintain a client’s website in any number of languages.”

About Coveo

The Coveo Relevance Cloud™ is a market-leading AI-powered relevance platform. They aim to enable customers to deliver the relevant experiences that they believe people expect in the new digital economy. Coveo’s cloud-native, multi-tenant SaaS platform injects search, recommendations, and personalization solutions into digital experiences.

[Download case study](#)

Meet the Team

JENNY FAJUTAG Director of Global Business Engagement

Jenny is a highly skilled Senior Marketing and Business Engagement professional with extensive and diverse hospitality and communications industry experience throughout the APAC and MENA regions.

She holds a degree in Business Administration and Marketing Management and has acquired a range of advanced certifications for sales, digital marketing, and communications accredited by the National Association of State Boards of Accountancy (NASBA) and the International Open Academy.

Jenny served as the Senior Marketing Manager at Address Hotels and Resorts, part of Emaar Hospitality Group, where she led branding, digital marketing, and public relations. During her extensive marketing career with Emaar Hospitality, Jumeirah Group, Millennium Hotels & Resorts, and Taj Hotels, Jenny created and launched multilingual 360-marketing and digital campaigns, developed and implemented excellent social, digital, print, and video marketing strategies in a range of languages. She returned to the translation and localization industry with GPI, helping clients, including hotels, tourism and event organizations, franchises, law firms, and global technology companies communicate with the world.

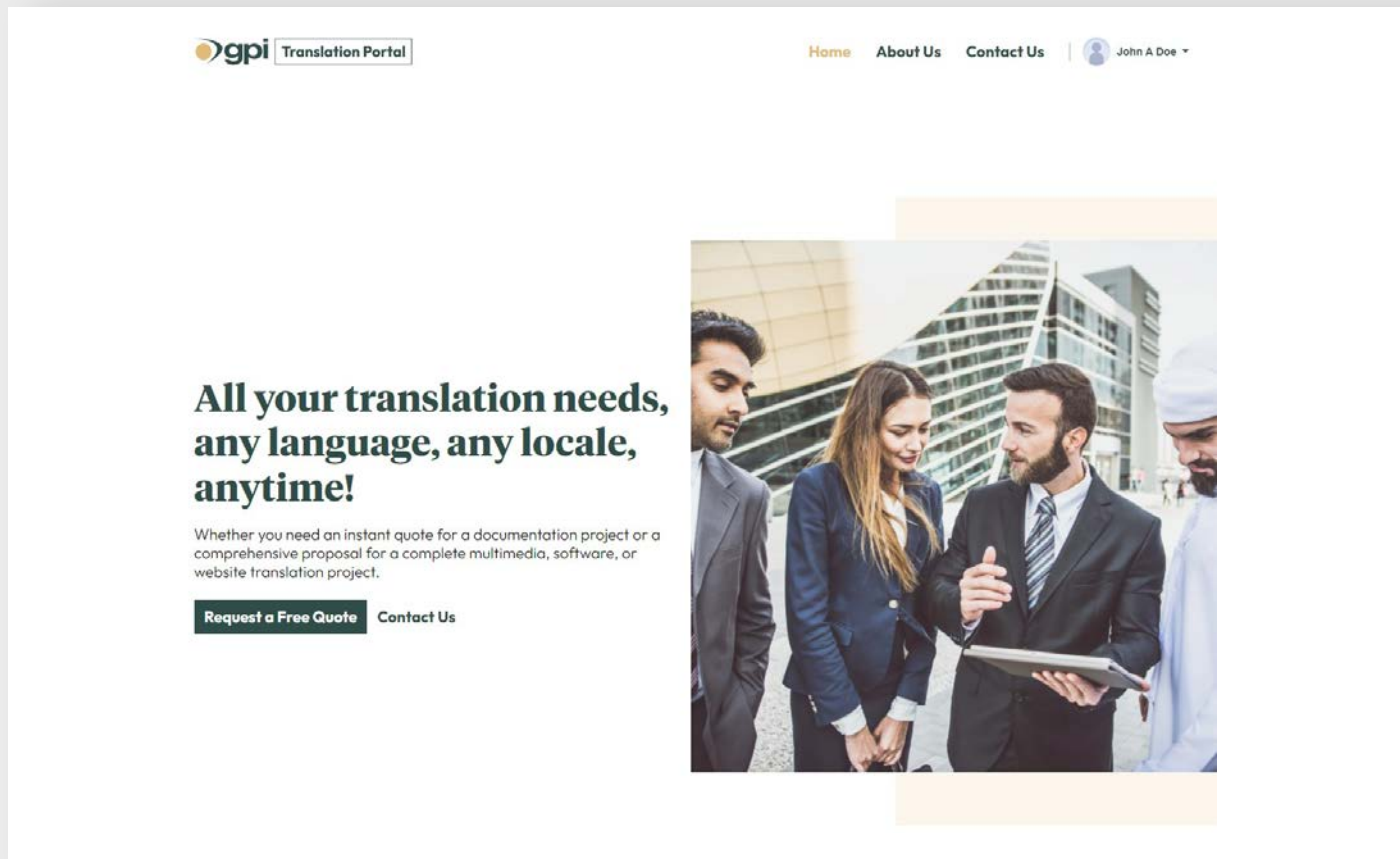


“In my free time, I enjoy travelling and learning about new cultures.”

[Read her blog](#)

Translation Portal

GPI's Translation Portal is a fully customizable, internet-based communication and collaboration portal designed to provide companies immediate, secure, and global access to all of their translation, localization and internationalization projects. GPI hosts and customizes the portal based on a client's globalization services requirements. Your GPI Globalization Services Team™ (GST) is ready to assist you in customizing your very own Translation Portal today.



All your translation needs, any language, any locale, anytime!

Whether you need an instant quote for a documentation project or a comprehensive proposal for a complete multimedia, software, or website translation project.

[Request a Free Quote](#) [Contact Us](#)

The Translation Portal allows your teams to:

- › Send and receive quotes and proposals.
- › Upload and download files.
- › View status reports, complete with comprehensive task lists and calendars.
- › Receive projects - anytime, anywhere.
- › Easy access to all your quotes and projects information.
- › Subscribe to project status information for automatic email updates.
- › Apply role-based security to all users.
- › Collaborate with any number of virtual team members you select.

A new version of the portal was just released with new reports for clients to easily view their overall account.

[Discover more!](#)

Electric Vehicle (EV): To Buy or Not to Buy?

Article originally published on:
Automotive News

As the expense to fill our gas tanks continues to drain our bank accounts, you would think moving to Electric Vehicles (EVs) would be a no-brainer. But there is more to consider than just savings at the pump, such as the cost of EV's, how and where to recharge, and how long a charge will last.

J.D. Power conducted the U.S. Electric Vehicle Consideration Study, to see why consumers are considering (or not) to invest in EVs. This study, which queried approximately 10,000 US consumers, found that 24% indicated they were very likely to purchase an EV. Interestingly enough, it was not due to rising prices at the pump, but more the introduction of new models, specifically, pickups.



In a separate study completed by Autolist, of the 1,355 surveyed, pickups rose to the fourth most popular model. However, consumer opinion of EVs remained largely unchanged with price, charge range, and a limited charging infrastructure as the top concerns.

The purchase price of an EV is the primary factor in the decision to move from gas-powered vehicles. Premium car owners are more inclined to make the change than mass-market vehicle owners.

Another hindrance to the adoption of EVs is the lack of knowledge by dealerships to sell not just the car, but the whole system to the consumer.

The adoption of EVs may be inevitable, but its adoption will most likely be slow. In a time where we currently encounter brown-outs due to electrical usage, it is a justifiable concern how much strain charging stations may put on the grid and how that will impact the EV driver. Another factor to consider is the environmental impact; will it be cleaner than fossil fuels? While the current version of the EV may not solve all the issues, it is a step in the right direction to create technology that can be affordable and environmentally friendly.

[Discover more!](#)

GPI Translation Services

- › Document Translation & Copywriting
- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing

TRANSLATION
BUDGET CALCULATOR

QUOTE IN A MINUTE>



ISO 17100:2015
CERTIFIED

GLOBAL OFFICES

UNITED STATES OF AMERICA

SILICON VALLEY, CA

520 E Weddell Dr
Sunnyvale
CA 93950 USA
Phone: +1 276 352 4444

UNITED KINGDOM

LONDON

71-91 Aldwych
London WC2B 4HN
Phone: +44 20 8638 8202

QATAR

DOHA

Piazza Level, QQ05A
Qanat Quartier The Pearl
P.O. Box 301588, Doha, Qatar
Phone: +974 4042 9707



UNITED STATES OF AMERICA

DENVER, CO

19851 Cypress Drive
Morrison
CO 80465 USA
Phone: +1 303 697 6534

ARGENTINA

ROSARIO

Bv. Nicasio Oroño 1406
Floor 5, Suite 1
S2000DTO
Rosario, Argentina
Phone: +54 9 3471 558907

UNITED ARAB EMIRATES

DUBAI

Dubai Media City
Business Centre 2
Building 8, Office Number 71
P.O. Box 502068, Dubai, UAE
Phone: +971 56 499 2369

UNITED STATES OF AMERICA

VIENNA, VA

8000 Towers Crescent Drive
Suite 1350
Vienna, Virginia 22182, USA
Phone: +1 703 286 2193
Fax: +1 202 478 0956

gpi translate

