

Languages & Locales

The latest in the world of language & technology

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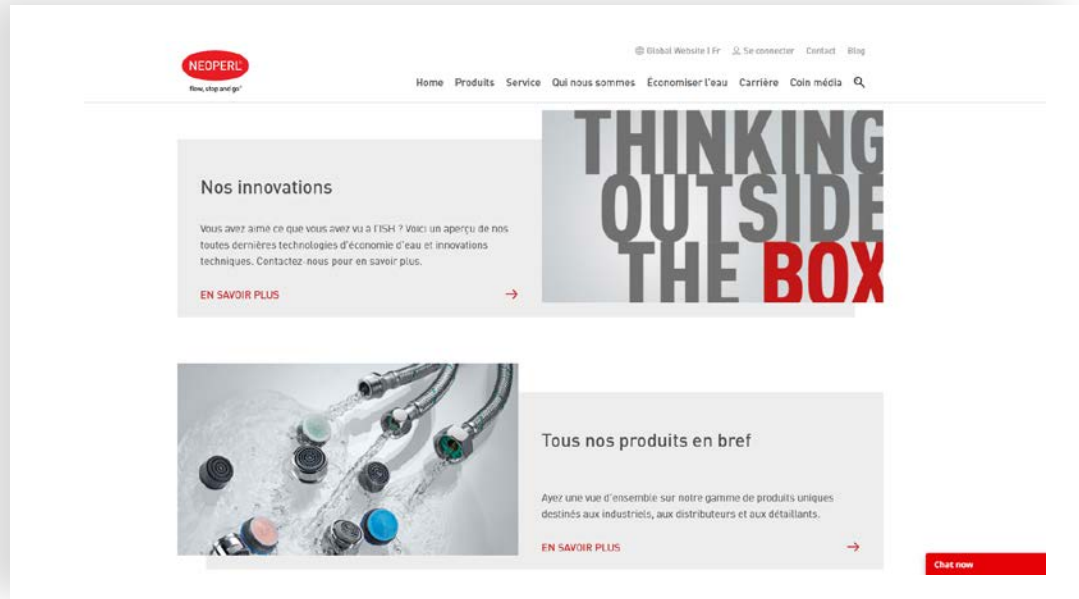
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Language Facts



There are more than 170 different translations of “Alice’s Adventures in Wonderland”.



Case Study

Website Localization for Neoperl

Neoperl sought to enhance the efficiency of its website translation workflow across multiple languages. After careful consideration of various options, Neoperl selected GPI's Contentful Translation Services Connector and GPI's team of language and technology professionals to localize their company website.

The Translation Services Connector is an innovative tool that empowers website management teams and their platforms to seamlessly export and import content for translation with just a few clicks. The translation services covered four primary languages: French, Italian, Japanese, and Spanish

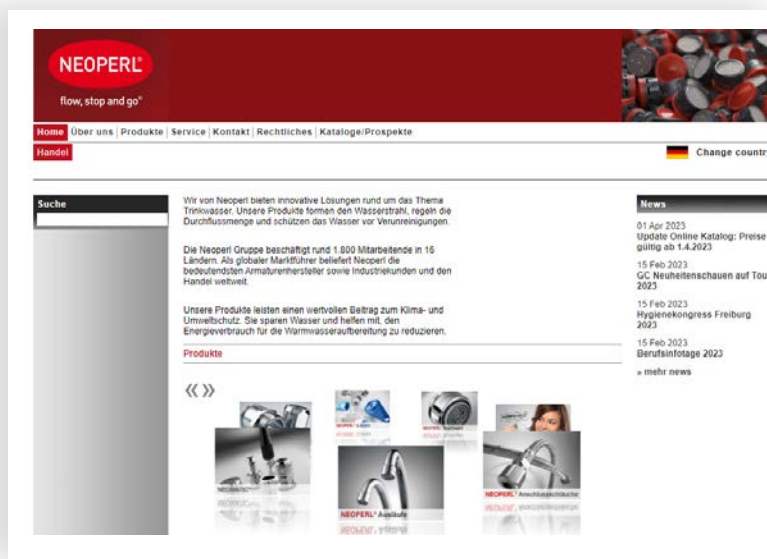
GPI Services Included:

1. Determination of best practice workflows for website localization
2. Pseudo-localization to test language support and translation workflows
3. Contentful Translation Services Connector to streamline content selection, export, and reimport
4. Utilization of Trados Studio to prepare source files for translation using Translation Memory

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Case Study - *cont'd from page 1*

5. GPI's Translation Services Portal to initiate and track quotes, projects, and exchange files
 6. Glossary development and localization
 7. Translation, editing, and proofreading
 8. Online quality assurance of language versions
 9. Cosmetic testing of published pages
 10. Client review and approval
- All steps involved with converting XML source files to structured FrameMaker binary files have been eliminated.
 - Training and support time were significantly reduced; powerful EDD and template rules are deliberately hidden from the publisher during authoring and post-translation DTP.



Benefits of GPI's Translation Connector

- Effortless integration of the connector with Neoperl's Contentful platform
- Streamlined export/import process for content translation workflows
- 24/7 secure access, facilitating collaborative efforts and project tracking
- Convenient retrieval of quotes, proposals, and a diverse array of project materials
- Translation Connector and Translation Portal Dashboard to provide a range of business intelligence on project status reports, schedules, and task lists

Service:

- Website Localization

Languages:

- French
- Italian
- Japanese
- Spanish

Tools:

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

Nicolas Graf, Digital Marketing Manager at Neoperl Group AG, says, "Utilizing GPI's Contentful Connector has improved the way we handle translations on our website." "The seamless integration and minimal manual effort have allowed us to efficiently provide good translations while saving us an incredible amount of time. The easy-to-use tools and processes have streamlined our workflows, making our team more efficient than ever. To top it all off, the fast, helpful, and customer-friendly support has been a game-changer."

About Neoperl

Established in 1959 in Reinach, Switzerland, and with a global presence spanning 17 countries, Neoperl stands as a leading technology company that offers innovative solutions for drinking water. Neoperl products shape the water stream, regulate the flow rate, and protect the water from contamination. Their slogan sums it up: FLOW, STOP AND GO.

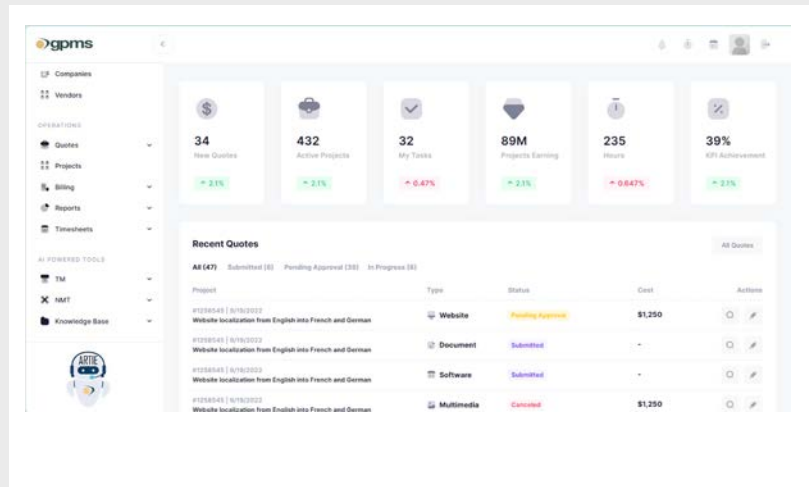
Download case study

Globalization Project Management Suite

GPI has developed its own Translation Management Suite (TMS) – Globalization Project Management Suite® (GPMS). After more than three decades in the language and technology business, and with extensive experience using other translation project management tools, we think our team has designed and continues to develop, one of the most effective translation and localization project management platforms in the industry.

GPMS includes:

- Quality Control (QC) functions using online checklists to ensure proper QC is conducted
- Status Reporting which can be generated in the form and frequency requested by clients
- Project Schedule and Budget Tracking to ensure projects stay on time and within budget
- Customizable Information Fields so clients can have the ability to monitor any information requested
- Management of All Global Resources required to complete a project
- Translation Memory Management to ensure your translations are consistent and cost-effective
- Custom Connectors to the world's leading CMS's to streamline localization workflows and provide easy access to all the business intelligence you need on your translation projects
- Artificial Intelligence Copilot to empower project managers and account teams with the latest domain expertise in all things translation

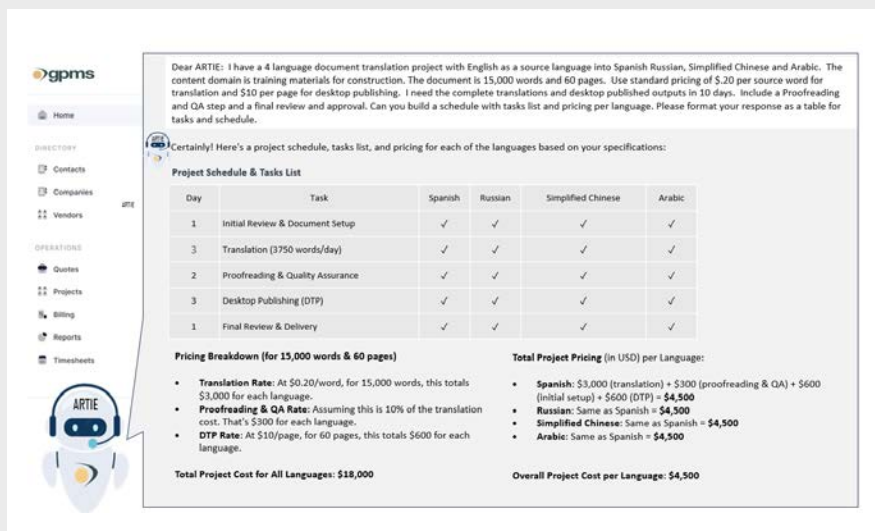


Artificial Intelligence:

In 2023, the GPI team designed, developed, and deployed our very own AI-powered translation project management copilot affectionately named, the “ARTIE 1000” which stands for “Artificially Intelligent Entity Model 1000” With almost three decades of experience applying translation best practices across 30,000 successful projects into and from more than 200 languages, and a multidisciplinary project management and technology team at its core, the ARTIE™ 1000 utilizes years of best practices and metrics as the foundation of its training. ARTIE is always ready to help us prompt a vast repository of translation, localization, and project management information. GPI's very own AI-powered co-pilot ensures your translation project management teams have all the latest information and help they need to ensure translation projects are delivered on time, on budget, and with exceptional quality.

GPMS is on V10.0.0 It was developed in-house by our own team of globalization services professionals and has enabled the project management and successful completion of over 30,000 translation, internationalization, and localization projects globally.

GPI offers custom CMS connectors to streamline localization workflows and access to project information. GPI has custom-built connectors from our GPMS to Sitecore, Episerver (Optimizely), HCL Digital Experience, and many other web content management systems.



The screenshot shows the ARTIE AI copilot interface. On the left is a sidebar with navigation options like Home, Directory, Contacts, Companies, Vendors, Quotes, Projects, Billing, Reports, and Timesheets. The main area displays a chat conversation with ARTIE. The chat message asks for a project schedule, tasks list, and pricing for a 15,000-word document translation project into Spanish, Russian, Simplified Chinese, and Arabic. ARTIE's response includes a 'Project Schedule & Tasks List' table and a 'Pricing Breakdown' section.

Day	Task	Spanish	Russian	Simplified Chinese	Arabic
1	Initial Review & Document Setup	✓	✓	✓	✓
3	Translation (3750 words/day)	✓	✓	✓	✓
2	Proofreading & Quality Assurance	✓	✓	✓	✓
3	Desktop Publishing (DTP)	✓	✓	✓	✓
1	Final Review & Delivery	✓	✓	✓	✓

Pricing Breakdown (for 15,000 words & 60 pages)

- Translation Rate:** At \$0.20/word, for 15,000 words, this totals \$3,000 for each language.
- Proofreading & QA Rate:** Assuming this is 10% of the translation cost. That's \$300 for each language.
- DTP Rate:** At \$10/page, for 60 pages, this totals \$600 for each language.

Total Project Cost for All Languages: \$18,000

Total Project Pricing (in USD) per Language:

- Spanish:** \$3,000 (translation) + \$300 (proofreading & QA) + \$600 (initial setup) + \$600 (DTP) = \$4,500
- Russian:** Same as Spanish = \$4,500
- Simplified Chinese:** Same as Spanish = \$4,500
- Arabic:** Same as Spanish = \$4,500

Overall Project Cost per Language: \$4,500

[Discover more!](#)

ELIZABETH PAJAK Localization Project Manager

A graduate of the Rochester Institute of Technology with degrees in Advertising Photography and Graphic Arts Management, Elizabeth began as a project manager in the digital publishing industry with Banta Integrated Media. There she managed the production of catalogs for a big box DIY retailer through a content management system.

Her path led her to the Localization Industry where she has over 10 years experience. During this time, she has worked in many facets of the business, including Project Manager for Fortune 500 manufacturing companies, business development, and Localization Department Manager. She enjoys working with clients to understand their language needs and helping them achieve their international business goals.



“As a localization project manager, I bridge languages, cultures, and technologies, ensuring every word resonates and every message speaks globally.”

Curation Corner

Integration of AI Boosts Ratings

Article originally published on Investor's Business Daily

AI (artificial intelligence) is again making headlines, this time, for Duolingo, an online and mobile language learning platform creator. The company, which uses AI to create personalized language lessons to make them fun and engaging, experienced a jump in its Relative Strength (RS) Rating from 80 to 90 overnight last week.

Duolingo launched its IPO in mid-2021, and the ride has been a bit of a roller coaster. The RS rating bump shows that Duolingo is in the top 10% of stocks for price performance for the past year. Revenue growth for the company has been growing vigorously, with earnings last quarter at \$151 million. They plan to announce their first quarter earnings on May 8th.



To read more, check out: [Duolingo, An AI Play Fluent In Profit, Sales Growth, Gets Rating Upgrade](#)

[Discover more!](#)

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GPI Translation Services

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- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing
- › Artificial Intelligence enabled Translations

