

Consulting and Training

Industry Focused Specialization

With a customized approach to a full range of industries, the breadth of ENLASO's experience and capabilities include:

Medical, Pharmaceutical, and Biotech

IT Hardware and Software

Advertising and Marketing

Consumer Products

Legal and Patent

Finance and Accounting

Transportation

Energy

Telecommunications

Mobile and Wireless

Entertainment

CRM and ERP

Gaming

Online Dating and Social Networking

eLearning

You certainly want to select the best Language Services Provider to meet your needs, and you also want to make sure that you use "best practices" for creating content before translation. How you create your documentation or software has a direct impact on the localization process. Using best practices in the development of your content helps to reduce localization project timelines and costs. The charter of our Consulting and Training Division exists to help you save time and money, making you as self-sufficient as possible in creating localization-ready content.

It is most economical to eliminate problems in the source file before localization begins. Otherwise, problems are multiplied by each target language. Expert consulting, training, content analysis and project planning are the best means to achieve that end result.

Strategy

Our consultants work directly with your project team to gain a thorough understanding of your product content. We recognize that your staff members are subject matter experts (SME), and we incorporate feedback from your SMEs into the ideal localization solution. We take a best practices approach based on many years of localizing products in your industry.

Sample of Available Services:

Global Market Solutions

ENLASO's Global Market Solutions include market data collection, analysis, and reporting; strategic planning for market penetration; export advisory (including compliance issues, and indirect sales); establishing an international brand and achieving brand recognition; localized sales and distribution; supply change management and logistics recommendations; legal referrals (such as for intellectual property rights) and facilitation; international staffing, training, and management; and international customer support strategies.

XML Consulting

XML is becoming increasingly visible in the localization arena due to its ability to simplify content creation and to constrain the amount of new content that requires translation. Content or document analysis is recommended before you refine or create an XML solution. Stay on top of the latest XML standards, from TBX to XLIFF.

Desktop Publishing Consulting

There is much more to localization than just translating text. Desktop publishing can account for as much 25% to 50% of your project budget (depending on tools and practices in use.) Our consultants can train you to ensure that all files are created and prepared properly before they are submitted for localization.



Contact ENLASO

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Main Production Office
in Boulder, CO with
additional offices on East
and West Coasts.

Determine the best way to streamline your source documents through document analysis. Redundant elements and formatting are eliminated to reduce publishing and proofing time. Publishing consulting services include:

- Document conversion
- Template design and optimization
- Content creation best practices

FrameMaker Optimization

ENLASO develops customer-specific FrameMaker plug-ins to enhance product features and automate repetitious tasks. If you are using basic FrameMaker, ENLASO can modify your templates to reduce localization publishing time. Let us help you construct your structured FrameMaker application to approach XML publishing with the most benefits to localization.

Training Services

ENLASO delivers localization-relevant courses in desktop publishing, including customized training based on your content, templates, and current best practices. Learn how to prepare legacy data for conversion to FrameMaker or XML. Master best practices for localization project coordination and more. ENLASO is extremely expert at FrameMaker training due to the large proportion of our customers who use that product in challenging ways. Courses are delivered on-line and on-site. Training services are also available for localization engineering and localization project management.

Localization Engineering Consulting

Engineering processes must often be tailored to make localization more efficient. ENLASO can ensure that internationalization best practices are part of your product development strategy. Let our consultants show you how to plan engineering development with every step of localization in mind to avoid problems before they occur.

ISO 9001 Certified Language Service Provider

ENLASO is an ISO 9001 certified language service provider with robust quality and customer service processes. With stringent processes at every organizational level and project milestone, ISO 9001 certification recognizes ENLASO's rigorous linguistic selection process, employee training, customer-focused account and project management, and customer service practices. In the eyes of international regulatory bodies, ENLASO's ISO 9001 certified processes are equivalent to having an in-house translation and localization department.

For more information or to request a quote, please contact us by phone at (866) 415-6820 or by e-mail: marketing@enlaso.com.



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