

Internationalization

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 are thinking about expanding into overseas markets—have you developed your software, website, or web application with international customers in mind?

Successful international software, website, or web application launches usually require internationalization (i18n) first before effective localization (l10n) can occur.

Defined as the process of planning and implementing products and services so that they can easily be adapted to specific local languages and cultures, internationalization is primarily language independent, however it can have a serious impact on the localization activities that take place afterwards. For instance:

- If the application has not been enabled to handle double-byte character sets, the software will not display Japanese or Chinese characters correctly.
- If the application is not designed with text expansion in mind (User Interface (UI) design and text buffer), localized strings which expand 25%-50% look awkward or cropped in the UI.
- Application and help systems containing address/telephone information will cause errors if it has not been designed to handle international address formats.
- The application code must be designed to handle multiple date, time, currency, measurement, and number formats.
- The application does not account for locale-specific sorting.
- The application does not allow for locale-specific string validation/parsing.

These are just some of the many internationalization issues that can potentially delay your multilingual product release, thus causing you to miss out on potential revenue and Return on Investment. Internationalization of your product ensures:

- Faster time to market
- Top and bottom line impacts
- Reduced project risk
- Higher quality
- Simpler subsequent localization

Consider engaging ENLASO's team of internationalization and localization experts. We can assist you from the very early product development stages and help you avoid making costly mistakes.



Contact ENLASO

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

Enterprise Language Partner

ENLASO is committed to exceeding customer expectations as your enterprise language partner. Long-term global success requires a dynamic language partner that establishes technical, organizational, and process standards early. Led by a flexible team of language professionals and localization consultants, ENLASO optimizes your localization capabilities and empowers you to develop your global markets.

Established and Experienced Language Service Provider

Established in 1968, ENLASO has been the premier language partner to global companies for over four decades. Scalable to your enterprise language needs, ENLASO has offices in Boulder, CO, and Boise, ID, as well as sales and production staff in the Midwest, and on the West and East Coasts.

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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