

Technical Writing and Editing

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

Clearly written technical content that is concise, consistent, and styled to reach globally diverse audiences creates the most cost-effective, high-quality localized content. Simple word use and easy-to-read sentences positively impact translation quality and word counts. Coherent structure and consistent styles enhance user understanding, make searching for information easier, and maximize the potential for content reuse.

ENLASO helps you optimize technical content for clarity, simplicity, and ease of translation. Our team of writers and editors solve problems by developing technical content suitable for the localization process.

We offer the following services:

- Content development for a variety of industries
- Technical editing
- Controlled language strategies
- Cost-effective layout and design
- Single-sourcing solutions

Writing and Editing Technical Documentation with a L10N Mindset

ENLASO helps build quality documentation. When resources are not available within your organization to complete writing projects, ENLASO can help you develop your user documentation, online help, marketing collateral, e-learning, or other materials.

Our writers and editors create global-ready content with these best practices in mind:

- A simplified and standardized approach to language
- A unified style strategy for optimal reuse
- Effective publishing strategies for document structure and organization

Using ENLASO for technical writing and editing includes these advantages:

- Minimizes source document preparation time for localization projects.
- Eliminates the need for additional source content review.
- Maximizes translation accuracy by ensuring quality source content.



Contact ENLASO

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

Creating Simple Content

ENLASO simplifies technical content for a global audience by using basic language. Consistency and control of vocabulary, terminology, and styles are fundamental to good quality.

Improve quality and lower costs in these ways with simplified content:

- Increase understanding and usability of content.
- Mitigate risks of mistranslation.
- Create controlled and consistent terminology and vocabulary.
- Improve reusability by creating similar sentence structure.
- Reduce word count costs by eliminating unnecessary words.

Improving Layout and Design

ENLASO understands the document structures and designs that create cost benefits.

Use these and other document features for low-cost localization:

- Accessible rather than embedded text in images
- Frames that allow for text expansion and contraction
- Formats that work well with Translation Memories

Single-Sourcing Solutions

Many companies are moving toward single-source content solutions (single sourcing) as they expand into the global market. The fundamental principle of single sourcing is to “write once, publish in many outputs.” Single sourcing allows an economy of scale, both with rapidly changing technologies for multi-channel publishing and the additional requirements of multi-language product localization. Companies that successfully internationalize source content and transition to a single-source solution, such as structured authoring and a component-based content management system (CMS), enjoy strategic advantages over their competitors in the global market.

ENLASO’s experienced writers and editors know many types of authoring tools and environments and can help you create well-developed internationalized content in a single sourcing system.

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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