

# eLearning Localization

## 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

Multilingual eLearning initiatives present some of the most fundamentally challenging enterprise localization efforts, with complex linguistic, technical, and content development requirements. As the non-English speaking world becomes increasingly active in a classroom environment of new learning technologies — including sophisticated multimedia productions, software and web-based learning programs, online forums, virtual whiteboards, and online examinations — the eLearning industry is at the frontier of global information sharing.

Multilingual eLearning projects tap into the full expertise of an enterprise language service provider. Depending on the unique learning and technology needs of individual target audiences, an undertaking may include multiple learning modules made up of highly interdependent product assets including text, graphics, user interfaces, online help files, audio/video simulations, video subtitles, multilingual voiceovers, software and web-based platforms, corresponding course documentation, testing and assessment modules, and much more.

Differences in learning and thinking patterns influence the way people process information, as demonstrated in their innate responses to local pedagogies. Audiences differ in the way they perceive and value concepts of time, space, money, relationships, power, risk, and cultural gender protocols. ENLASO's trained linguistic experts capture the cultural subtleties required for accurate and appropriate localization of eLearning initiatives, which can never be reduced to a simple word-for-word conversion. ENLASO delivers congruent and culturally acceptable localization solutions that maintain the fundamental learning objectives of the original modules.

## 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.



## Contact ENLASO

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## ENLASO Offices

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Main Production Office  
in Boulder, CO with  
additional offices on East  
and West 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](mailto:marketing@enlaso.com).



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