



Technology



Standardised Workflow



Intelligence



Language Expertise



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General

**Company:**

Velior

Description:

Solid language service provider (LSP) with vast industry-specific experience, deep linguistic knowledge and high technology commitment

Location:

Russia, Ivanovo

Services:

Translation: From a short fax message to large-scale, long-term multilingual projects

Review: Thorough QA of content delivered by another vendor such as translation or monolingual materials

Proofreading: Basic QA of content delivered by another vendor, including spelling, grammar and punctuation mistakes

DTP: Typesetting of proofread text using advanced design software

Communication languages:

English, Russian, German

Cumulative industry experience:

8 years

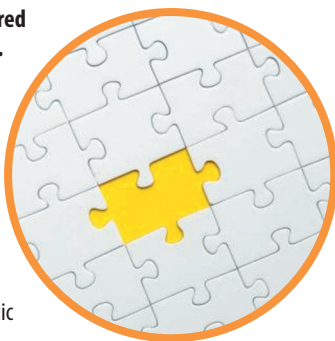
Words translated in 2007:

4,000,000

About Velior

Started in December of 2005, Velior is now a strong team of highly disciplined, competent language, technology and management professionals. Combining tuned workflow and precise distribution of roles, Velior delivers solutions that benefit from the shared contribution of highly specialised employees.

Headquartered in a local Russian city, Ivanovo, our company benefits from many advantages of a growing economy such as lower administration and wage costs. Still, Velior is available to our customers anywhere in the world, as we increasingly use Internet for sales and communications. The local advantage and global availability combine to deliver a unique strategic position in the language outsourcing industry.



Since establishment, Velior has been guided by these values:

sharing our positive vision between new workforce means reaching more customers with better services,

additional profit is largely reinvested in further employee skill and technology development, and

we seek to provide better workplaces, ensure company-wide engagement and retain workforce.

Technology and process optimisation is a special focus at Velior, as the company strives to reduce human error, eliminate costly manual operations and make our operations as easy and transparent for the customers as possible. Combined with rich industry experience, these improvements ensure stable quality, value-added services, shorter time to market. At all times, Velior remains your solid content outsourcing partner who you can trust and rely on.

Standardised Workflow

When seeking to retain a positive brand image or launch across new markets, you need content consistent in every aspect such as quality, design, or message. As your company grows, you need this consistency maintained throughout years, in spite of burning deadlines, frequent updates or additions.



Velior's response to global content management need is a standardised workflow that keeps your translated content consistent under any circumstances.

Based on the vast industry experience, our company established a precise workflow where every role is carefully defined and instruction-based. At Velior, each employee delivers higher performance due to mastering their specific subject matter domain.

Velior uses at least four employees on each translation project: Project Manager, Translator, Reviewer and Proofreader. More complex projects also involve Engineer. Project Manager provides a one-stop service and knowledge centre for the customer. Engineer prepares the content such as text to be translated for further workflow. Translator completes translation and editing. Reviewer and Proofreader provide overall quality assurance.

By working one after another, the team creates consistent translation and double-checks any issues. When the quality is insufficient, they can send any project back to the previous step(s) for rework, therefore providing a three-level quality assurance as standard.

Our proven standards, policies and instructions provide a seamless workflow platform delivering consistent, on-budget and customer-focused results.

Intelligence

Behind Velior's optimisation capability, growth, and strong industry skill is our intelligence. With rapidly emerging and increasing competition across the industry, an innovation-oriented thinking combined with deep knowledge is not an advantage anymore, but a must.

Velior is uniquely positioned to turn our language and technology intelligence into logical, fact-based and smart solutions.

To stand out from competition in intelligence domain, we offer:

- **customer-focused approach** – *Velior is committed to exceed your expectations by one-step-ahead thinking,*
- **quick learning capabilities** – *Velior strives to gain deep understanding of our customers' business needs so that our solutions are always tailored and timely,*
- **analytic thinking** – *Velior sees a wider picture of your business needs.*

Velior knows what our customers expect for their global content. Our million-word translation experience helps us live up to these expectations, so that you do not even need to voice them.

Every comment and requirement from the customer adds to our understanding of their needs. By quick learning, Velior ensures easy adaptation to the customer's communications and business requirements.

From understanding any specific project instructions to comprehension of complex concepts and terminology research, Velior provides end-to-end analytic thinking to help you further increase efficiency and flexibility.



Language Expertise

As a Language Service Provider, Velior offers sophisticated language expertise enabling local and global content solutions.

Our company shares a unique linguistic atmosphere, which builds upon the components below:



Linguistic education: Each employee involved in translation workflow has a language-related university degree, therefore bringing a part of his/her unique language passion into the company-wide atmosphere.

General language knowledge: At Velior, we use every chance to improve our language knowledge – through everyday communications, literature, training, mastering corporate style – and convey your message in a natural and clear manner.

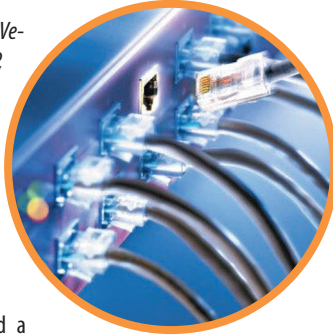
Specific terminology knowledge: By working in a team, each of Velior's translators enjoys an ability to specialise in their preferred field. Careful management of specialisations and advice from a colleague create a unique linguistic strength.

This foundation for the company-wide linguistic atmosphere makes each content project a unique experience, as we offer a solid, consistent and high-quality result expected from a company, while providing a special touch of individuality based on our professionals' proficiencies.

Technology

Our passion for computer-aided technology is the foundation for a highly technical vision at Velior.

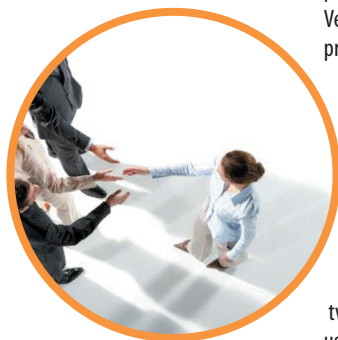
- *To enable efficient and secure workflow, Velior employs the latest technology, such as VoIP, wireless, multi-monitor, and virtualisation.*
- *Velior extensively uses content and translation management software enabling higher performance, better consistency and top quality.*



Velior's extensive thousand-hour experience and a problem-solving toolbox mean that we can handle any task completely at our end.

Through our participation in multilingual projects, the engineering and development team at Velior has created a number of industry-specific software and workflow solutions. By applying this set of proprietary tools to each new project, we offer smarter quality management and shorter deadlines.

Representative Customers



Agency partners:

Aspena

Amidas

Evermore

Translation Service

Presto

RP Translate

Skřivánek

Technidok

Translation Management

Argos

Yamagata Europe

Total Documentation Services

KEID International

TransPerfect

Zelenka

IBM

IT giant delivering intelligent software/hardware products and services to millions of offices and homes. Velior has been a regular translation partner for IBM, providing translation into Russian in areas such as user manuals, product presentations, corporate policy content and marketing.

GE

The world's leading corporation, General Electric is active in various industries such as Medical, Finance, Precision Equipment and many others.

Velior has been successfully serving GE needs for two years, delivering translations from short memo to user manuals for tomography and X-ray equipment.

UEFA

Global football association providing standardisation, management and monitoring services to European football. Since 2006, Velior has been helping UEFA to promote licensing and accounting standards in Russia by providing correct and timely translation of instructions and explanatory content.



Case Study 1

Translation and DTP
for Medical Devices Manufacturer

Timeframe:

April, 2007 till present

Volume:

several thousand pages

Services:

text translation, review,
proofreading, desktop
publishing (DTP)

One of our long-term customers (we service them through an agency*) is a large German manufacturer of the dental equipment, including Restoration, Endodontics, Oral Surgery and Sterilization. Their proven track record is achieved through the product quality and precision, as well as professionally written multilingual manuals, which help efficiently communicate the product features and operation.

While offering the Russian **language expertise** to this customer, Velior also provides the full-cycle DTP workflow for other Eastern-European languages. Based upon QuarkXPress, the workflow includes conversion of the original typeset file into a tagged document, back-conversion of the local versions after translation, typesetting, and implementing the proofreaders' cor-

*Note: The customer's name is not mentioned due to the abovementioned agency's request.

rections in over ten languages. The collaboration and **technology** skills ensure that our team of Project Manager, DTP Specialist, Translator, Editor and Proofreader delivers the final product that always meets the customer's expectations.



When the customer launched newer versions of their previous products, they preferred to insert new translations into the existing manuals, rather than order a complete workflow. Velior stood ready to support them in this saving initiative.

Yet, a great saving opportunity for our customer meant more manual work and management effort at our end. Backed up by Velior's understanding of this customer's needs and **streamlined workflow that was standardised** throughout the previous projects, we redesigned the process. The changes included extracting the new text only, applying translation memory technology, and careful, manual insertion of the new translation into the old localised files. This project became a unique intersection of DTP, linguistics and management services. The efficient collaboration within our in-house team, with DTP Specialist getting advice from Editor, or DTP Specialist explaining the tags to Translator, helps successfully deliver on time and budget.

For every new order, we provide multilingual, yet unified, truly global content. Velior's DTP and internal QA services ensure that the manuals have a unified look across the versions, therefore maintaining a consistent company's image throughout Eastern Europe. The careful master pages and templates replacement, font selection, and quality-driven typesetting are just what our customer expects for their global market products. On top of that, Velior offers a unique service based upon our language expertise and analytic thinking:

by comparing translations into different languages, we ensure that the corporate content items such as trademarks, product names and critical messages are translated in the same manner.

Importantly, Velior helps significantly reduce time and effort. Instead of turning to several vendors, the customer has a one-stop option. Enjoying this managed service, our customer does not have to face management, training, recruiting, and software costs, and can focus on their core business. With all operations completed in-house, this is also top confidential.

As we see this customer return again and again, we feel that they are confident in our **intelligence**. With each new order, Velior needs less instructions and explanations, which drives our customer's satisfaction.

"Notwithstanding the project complexity and broad range of services requested, each time Velior ensures positive customer experience, as we now have a good understanding of our customer's expectations."

*Ekaterina Ilyushina,
Project Manager, Velior*

Customer advantages in this project:

- beneficial outsourcing – Velior is able to complete any task at our end and does not need any instructions/explanations
- by meeting a very specific customer's requirement, Velior ensures budget compliance
- great savings due to no charge for processing the existing text
- terminology and style consistency, notwithstanding the non-standard format
- complete solution for translation and DTP instead of several vendors
- high translation and DTP quality due to various professionals collaborating on the project

Case Study 2 Localisation for Machinery Manufacturer

Timeframe:

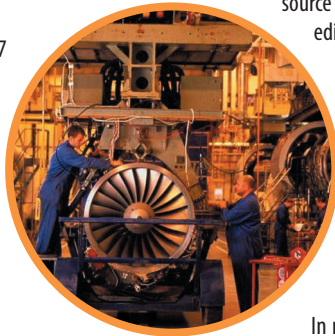
November, 2006 to February, 2007

Volume:

100,000 words

Services:

text translation, engineering consulting



When preparing to launch at the Russian market, one of our customers, a large German producer of the CNC grinding machines (we service them through an agency*), needed to localise software and user manuals for a range of the supplied machines.

The localisation started with GUI translation, which required serious effort and **intelligence** at Velior's side. The GUI included many abbreviations and complex technical concepts related to a very technical subject matter, including professional German terminology. Prior to translation, our Translator and Editor, using advice from a Project Manager, thoroughly researched this topic. They obtained and read a few user manuals, researched the customer's and their competitors' websites to improve understanding of the terminology. Fi-

nally, they went through the Russian resources to find adequate terminology translation.

Our customer provided the GUI to be translated in their proprietary tool designed to limit character number and enable import of the translation into the resource files. It was devoid of any usual word editing functions, and, most importantly, did not support the translation memory workflow.

Due to the highly technical text and impossibility of the industry-standard process, the quality and consistency of the project could be at risk.

In response to this situation, Velior developed a VBA script to export and import the translatable text, paying special attention to German special characters. This enabled a **standardised workflow** in a translation environment tool. To improve consistency even further, Velior compiled a glossary of the frequent terms.

While translating and editing the GUI strings, we have noticed that the customer's tool had a critical bug, which prevented from reading the character number correctly. Velior's engineer worked with the customer's team to explain that the Russian characters were incorrectly processed as two-byte instead of one-byte. Using our local **language expertise** and **technology** skill, the customer was able to quickly solve the problem, and this part of the project was a success.

Finally, our customer ordered the user manual translation. While we were supposed to use the already translated GUI, customer could not advise how to access the translations in a quick manner, since their tool did not offer any search capability. However, Velior's team was able to use the translations saved in our in-house

*Note: The customer's name is not mentioned due to the abovementioned agency's request.



translation memory – edited and proofread. Besides the consistency, the TM also helped meet a tough deadline.

Ultimately, by researching the topic, exporting and importing the text, maintaining the TM and offering engineering advice, we provided a solid and high-quality translation service to this demanding customer. While keeping focused on their core business, our customer received what was exactly needed.

"By leveraging our previous experience with such tasks in a variety of formats, we were able to successfully complete both export and import of the text in this complex project."

Vitaliy Kubarev, Engineer, Velior

Customer advantages in this project:

- Velior's language team specifically prepared for the project before it started
- higher translation quality due to exporting the text from the customer's tool
- Velior found a critical tool bug and worked with the customer to fix it
- translation memory enabled terminology consistency across the software and manual translations
- increased customer's satisfaction due to lower costs and error-free delivery

Prices and Further Details



Prices

Service	Unit	Price per unit in EUR
Translation	word	from 0.05 (En-Ru)
Review	word	from 0.02
Minimum fee	n/a	18
Hourly rate	hour	22
DTP	hour	15

Translation discounts

Words	%
20,000	5
50,000	6
100,000	7
200,000	8
500,000	9
500,000+	10

Further details

For further information on this profile and Velior's services, please contact:

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THANK YOU!

VALIORS



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