



non solo parole



## Seven Good Reasons to Choose Logos

**1. Experience.** Logos has been a translation company since 1979. Since that time, the company has been extremely successful in continuously refining its processes, achieving operating efficiencies, and targeting its approach to attain the highest quality at the lowest possible price. We do that through a combination of careful management and appropriate resources, technology, and terminology for your target market.

Logos Group share your enthusiasm, commitment and vision to serve your global marketplace - to increase your competitive advantage by delivering a comprehensive multilingual language service that minimizes costs, enhances customer satisfaction and provides localized versions of your products and services which serve to promote your brand and market advantage internationally.

Our services are fully scalable and customizable, tailored to your unique requirements as our client, and feature:

- Translation & Language Services
- Project Management
- Software Localization, Engineering & Testing:
- Multilingual Content Management
- Web Localization Services
- On-Line Terminology Management
- DTP/Typesetting
- Terminology Management
- Development of software tools (Translation Memory and terminology management tools)
- Major on-line language resources at [www.logos.net](http://www.logos.net)

Logos has experience across a wide variety of industries, ranging from high tech to heavy machinery, from medical to consumer products. Contact us for a list of references in your industry and you'll recognize some of the top names in each industry as Logos clients.

**2. Professionalism.** The people you will work with at Logos are professionals who have been in this business for a good amount of time. We do not have the typical "revolving door" found at so many companies. The result is that our collective knowledge of the translation/localization business is greater than many of our competitors and, we are pleased to say, our clients enjoy long-term business relationships with their dedicated production team.

Let's see how our team members measure up:

**Project Management:** Our junior project managers have an average of five years of experience, while our senior project managers have over ten years. The same is true for our engineers and DTP specialists.

**Translators:** Our translators are individually chosen for their skills and areas of expertise. Many have advanced degrees in their industry and all keep up to date on the latest technologies and terminology. They are constantly graded on the feedback we receive, thereby assuring our clients that they are working with the most appropriate translation team for their product, company, and industry.

**DTP specialists:** Extensive lingua-aware DTP teams are based both in-country and at our European Headquarters operating most commonly available software formats on all platforms. To streamline the process, we use customized check-lists, which are implemented systematically to ensure cross-language uniformity of layout.

**Software/test engineers:** Since 1987, our team of career test engineers based at the Logos test labs has delivered the know-how required to execute complex localization and testing projects. Standard, client and our very own proprietary tools are utilized together with testing procedures to ensure that localized versions are linguistically consistent and functionally correct.

**3. Pricing.** Logos is committed to competitive pricing and delivering the highest quality. In addition, translation costs usually come down over time due to our use of WCGT (workflow, content, glossary, translation) management and vigilant monitoring of the market. This year, we announced an expansion of our operations in Asia Pacific, and an accompanying price reduction in Asian languages.

But pricing is more than low per-word rates—it's value. Logos simply delivers more for your money than the competition. WCGT management not only lowers your prices, it improves the consistency and accuracy of your translations. Furthermore, any glossary materials and Translation Memories that we develop for your projects are your property—we do not believe in holding clients to ransom! We like to retain our clients for the right reasons.

In order to judge prices on an equal basis, we urge you to send out a request for quotation. See how Logos measures up to the competition.



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**4. Technology.** Logos distinguishes itself from traditional translation agencies by its application of WCGT management technology to aid translation and localization. Our technology is developed in-house in order to respond instantly to the rapidly changing nature of our industry and clients can be confident that their projects are being processed using state-of-the-art tools.

We are proud to offer the following tools and technologies to take the headaches out of your translation projects:

- **Logosys™**, our proprietary content, resource, and project management tool that ensures faster turnaround times, selection of the most qualified and appropriate teams, and lower costs to the client—as well as online access to the real-time status of your project.
- **Mneme™** and **WordFast™**, our translation memory tools, ensure higher consistency & accuracy of translations and are fully compatible with any other industry-standard Translation Memory-based tool. Having said that, we fully appreciate the fact that asking some people to change their translation memory tool is like asking them to change their religion. If you have any reservations at all about using our proprietary tools, we will happily process your project with the tool of your choice.
- **Logos Webstream™**, our automated Web site localization system based on Logosys and Mneme.
- **E-Term™**, our online glossary tool that allows a client to outsource glossary creation/management and share it with selected 3rd parties.
- **Global-Ref™**, our latest solution, offers all the benefits of E-term plus online access to any reference the client chooses, **including Translation Memory**. Now you can have your company documentation stored and indexed for reference by any user anywhere. In addition to being able to verify the validity of the terminology they use, authors can now exploit the same benefits of Translation Memory that, heretofore, only translators enjoyed. You decide what you want, we put it on a toolbar, and everything you need is a mouse-click away.

**5. Commitment.** While all translation vendors promise more or less the same things, low prices, high quality, personalized service, etc., it is important to carry out your due diligence and find out how well a

company keeps those promises. To that end, we will furnish you with a list of clients who will vouch for Logos' quality, service, and prices. These people have a choice of vendors—Logos doesn't require exclusive contracts or strategic alliances and they choose us for a variety of reasons. But don't take our word for it—ask them.

**6. Financial Stability.** A key part of your due diligence should be ensuring that your vendor is financially strong. Logos has been growing steadily since 1979 through responsible acquisitions, operating efficiencies, and transparent business practices. Logos is now probably the largest privately owned language services company in Europe. We plan on being around for a long time to come and we want to help ensure that you are, too.

**7. Community.** Logos never forgets that its most valuable resource is still the translator and, accordingly, gives back to the language community in a way that is unprecedented in the industry. Logos offers the following services free of charge from our Web site:

- [The Logos Dictionary](#), online since 1995, containing millions of terms in more than 200 languages
- [Wordtheque](#), a virtual library with more than 34,000 texts, indexed for search & retrieval, in 117 languages
- [Verba](#), a universal verb conjugator
- [Verba Volant](#), a daily multilingual “quote of the day” service
- [Logos Toolbars](#), browser-based or MS-Word-based, these toolbars give you instant access to all of the above.
- [Wordfast](#), our translation memory tool for Microsoft Word
- [The Children's Dictionary](#), with over 140 languages, definitions, illustrations, and pronunciations
- [Online translation courses](#) by Bruno Osimo