



Technology



Standardized workflow



Intelligence



Language expertise



- 1** General
- 2** Technology
- 3** Standardized workflow
- 4** Intelligence
- 5** Language expertise
- 6** About Velior
- 7** Largest customers
- 8** Case study 1
- 9** Case study 2
- 10** Prices and further details

VELIOR



Company:

Velior

Description:

Solid Language Service Provider 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

Proofreading: Thorough QA of translation delivered by another vendor

DTP: Typesetting of proofread text using advanced design software

Testing: In-depth examination of your global content solutions

Native languages:

Russian, Ukrainian

Employees:

8

Words translated in 2006:

3,000,000

About Velior

Started in December of 2005, Velior is now a team of 8 highly disciplined, competent language and technology professionals. By precise division of roles, we ensure that each part of any language solution is covered by the shared contribution of the highly specialized employees.

Due to the fast advent of Internet that increasingly bridges borders, Velior is uniquely positioned to serve our worldwide customers. We are headquartered in a local Russian city, Ivanovo, and therefore benefit from many advantages of a growing economy, while still being only one second or one e-mail away.

Backed up by the unstoppable growth commitment, Velior offers more intelligent ways for global content management.

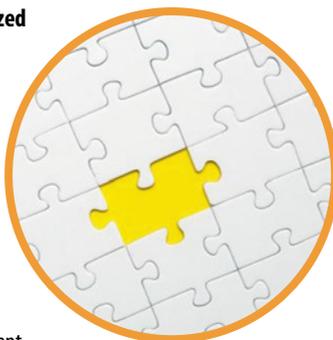
We work and grow mainly for three reasons:

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.

Velior is all about technology and process automation, so that we reduce human error and costly manual operations. Our industry experience helps provide value-added services, saving time, improving efficiency and increasing your confidence in your LSP.



Standardized workflow

When seeking to launch across new markets, you need global content consistency – maintained throughout years, in spite of the burning deadlines, and frequent updates or additions.

Our response to the global content management need is a standardized workflow that keeps your content consistent under any circumstances.

Based on the vast industry experience, we established a precise workflow, where each step has a well defined, instruction-based role.

We use at least three different linguists on each project. Translator, Editor and Proofreader enable consistent content that your company needs. If the quality is insufficient, they can send any project back to the previous step(s), therefore providing a three-level quality assurance.

With Engineer preparing the underlying files and working on the ready content, and Project Manager monitoring the smooth workflow, you enjoy a contribution of at least five employees to any task.

Most of our operations are completed in-house, so that confidentiality is strict and no time is lost on forwarding e-mails and waiting for reply.

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



Intelligence

Behind our optimization capabilities, growth, and strong industry-specific skill is our intelligence. With emerging technologies and increasing competition across the industry, innovation-oriented thinking combined with deep knowledge is not an advantage anymore, but a must.

To stand out from competition, we offer:

- *customer-focused approach;*
- *quick learning capabilities; and*
- *analytic thinking.*

We know what our customers expect for their global content. Our million-word localization 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, we ensure easy adaptation to the customer's communications and business needs.

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



Language expertise

As a Language Service Provider, we offer sophisticated language expertise enabling global content solutions.

Our company shares a unique linguistic atmosphere, which is a solid foundation for our language-oriented services, including the components below:



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

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

Specific terminology knowledge: By working in a team, each of us enjoys an ability to specialize in his/her preferred field. The careful management of specializations and the possibility of using advice from a colleague create a unique linguistic strength.

This foundation for the company-wide linguistic atmosphere makes each 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

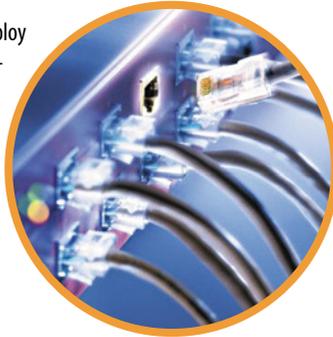
Our passion for computer-aided technology experience is the foundation for a highly technical vision at Velior.

To enable efficient and secure workflow, we employ the latest technology, such as VoIP, wireless, multi-monitor, and remote access to the translation memory servers.

To combine technology and language expertise, we use the most current industry-standard software. Our extensive thousand-hour experience and problem-solving toolbox mean that we can handle any task completely at our end.

Through our participation in multilingual projects, the engineering 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 wiser quality management and shorter deadlines.

Moreover, with an established path for developing any solution, ranging from a simple macro to a testing automation tool, we welcome any technical challenge.



Largest customers



AdAstrA

Russian software giant specializing in SCADA software for process control automation at power plants and other large-scale industrial applications. AdAstrA localizes their content into a range of languages, including English, Italian, and Chinese for distribution in over 30 countries worldwide.

Ivenergo

Local energy-producing company that delivers power to over 70,000 homes and businesses. Ivenergo is a subsidiary of RAO "UES of Russia", which is the largest national energy producer with over \$1 billion revenue.

Agency partners:

Aspena

Amidas d.o.o.

Evermore Translation Service

Presto - prekladatelske centrum

RP Translate

Skřivánek

Technidok

Translation Management

Argos

Total Documentation Services

Aspena

Yamagata Europe

KEID International s.r.o.



Case study 1 Translation and DTP for Medical Devices Manufacturer

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, we also provide 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' corrections for over ten languages. The collaboration and technology skills ensure that a team of our Project Manager, DTP Specialist, Translator, Editor and Proofreader delivers the final product that always meets the customer's expectations.

Gradually, the customer launched newer versions of their previous products and preferred to insert new translations into the existing manuals, rather than order a complete workflow. We 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 our understanding of this customer's needs and streamlined workflow that was standardized 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 localized files. This project became a unique intersection of DTP, linguistics and management. 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. Our 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, we offer 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, we help 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. "Here is a new order... and you know what to do," this is what they say now.

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

The localization started with GUI translation, which required serious effort and intelligence at our side. The GUI included many abbreviations and complex technical concepts related to a very technical field, 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. Finally, they went through the Russian resources to find adequate terminology translation.

Moreover, the 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.

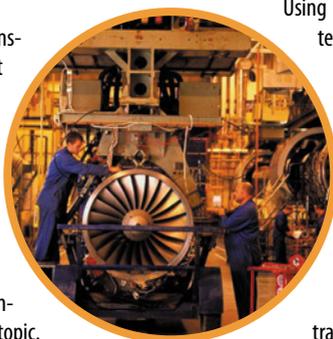
In response to this situation, we wrote a VBA program to export and import the translatable text, paying special attention to German special characters. This enabled a standardized workflow in a translation environment tool. To improve consistency even further, we compiled a glossary of the basic terms.

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. Our 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.

Then, the 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-related capability. However, we were able to use the translations saved in our in-house translation memory – edited and proofread. Besides the consistency, the TM also helped deliver before the 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. While keeping focused on their core business, our customer received what was exactly needed.



Prices and further details



Prices

Service	Unit	Price per word in EUR
Translation	word	0.04*
Proofreading	word	0.016*
Hourly rate	hour	9.6*
DTP	hour	9.6*

**The price includes a 20% discount. The offer is provided to the recipients of the e-mail with this profile, and will remain valid until July 1, 2007.*

Translation discounts

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

Futher details

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