



Keylingo is a Multilingual Information Management (MIM) company helping businesses of all sizes increase global revenue. Founded in 2004 and based in Atlanta, GA, Keylingo has contractual, single source and long lasting relationships with some of the world's largest and most respected companies. Each year, Keylingo manages thousands of projects encompassing millions of words in every major business language, subject matter, and industry.

MIM should be an integral part of any firm's international strategy. It involves three steps: Create, Capture and Control.

Create. This involves translating a firm's source information into one or more target languages. Doing so effectively requires talented individuals to capture linguistic, contextual, and cultural nuances as well as company/industry specific terminology. In addition, a highly organized project management staff is needed to efficiently handle countless administrative tasks and ensure deliverables are on time and on budget.

A partnership with Keylingo offers the following features and benefits for this important step.

- ✓ Keylingo has devoted years to recruiting and retaining gifted linguists and subject area experts from around the world.
- ✓ Our project management staff is comprised of business professionals that understand the need to exceed expectations.
- ✓ Global communication, collaboration, and accountability between all relevant actors are facilitated through the use of Keylingo's on-line workflow tool.

Note: Because it requires little up front costs or planning, many firms stop here. However, in doing so those firms create for themselves even greater long-term expenditures such as:

- ✓ *Inability to leverage previously translated information costing the company time, money, and reducing overall quality and consistency.*
- ✓ *Loss of control over the company's intellectual property*
- ✓ *Hidden costs related to avoidable communications and administration*
- ✓ *Slower turnaround times resulting in costly delays in international markets*

Capture. This is done in parallel with step one and is essentially the computerized gathering of multilingual assets into one centralized, secure repository.

This requires an expensive IT infrastructure and trained users. In rare cases, firms will make the unnecessary investment to bring these capabilities in-house. With the technology and personnel already in place, Keylingo represents a cost effective solution to the challenges associated with growing worldwide returns and avoiding the pitfalls of stopping at step one.

Control. Information does not sit still - it grows and changes over time. Multilingual Information must therefore do the same. With steps one and two in place, it is now possible to leverage what is already created and captured.

This is the end game of Multilingual Information Management and when realized can generate important benefits such as:

- ✓ Lower translation costs => more information in more languages for less money
- ✓ Faster turnaround times => reduced time to market, more selling days, more revenue
- ✓ Increased accuracy and consistency => improved customer satisfaction and overall experience

A partnership with Keylingo is an important part of making the most of your firm's global potential.