

Logoscript^{LS}
Company Profile

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Company History, Vision and Philosophy

Logoscript was founded in Barcelona in 1996, focusing mainly on software translation and localization services. Our first client was SAP AG, with whom we are still working closely today. In less than a year, we doubled our staff and moved into a new, more spacious office, better equipped for the nature of our work.

Given the growing market demand for technical solutions and our awareness that we had a solid foundation to work on, we decided to hone our technical abilities. A determining factor in our evolution has been our constant emphasis on the importance of new technologies, which has resulted in continuous investments in infrastructure, specialized human resources and training.

Our company philosophy is based on close collaboration with our clients, providing them with personalized service and impeccable quality. Our multilingual services are tailored to the client's needs and working style; so much so that we operate like another business unit within the client's organization.

Evolution and Growth

- 1996-** Karin Riboldi founds Logoscript after working for eight years
- 1999** coordinating the localization of SAP products into Spanish. During this period Logoscript achieved strong annual growth in revenue and staffing.
- 2000** Logoscript now has 25 employees and joins the LCJ consortium to service Microsoft.
- 2001** Logoscript consolidates relationship with current customers through on-going projects, and broadens its expertise with new projects in the machine tools and pharmaceutical sector.
- 2002** Logoscript completes localization of Windows XP into Catalan and continues work on latest release of SAP R/3.
- 2003** Logoscript adds 4 multinational corporations as clients, and wins project to localize SAP R/3 into Catalan. Additionally, Logoscript moves to a new office in the heart of Barcelona.
- 2004** Logoscript completed the localization of a E-learning material for MS Business Solutions into Spanish and MS Office into Swedish. We also began localization of a supply chain solution from a major US-based corporation.
- 2005** Logoscript begins working with SAS Institute, opens office in Brazil, and further develops support for Asian languages. We also completed the localization of Microsoft's CRM solution into Spanish, Russian and Portuguese.
- 2006** Logoscript celebrated its 10 year anniversary by moving to a new larger office in Barcelona, as well as opening an office in Portugal. We also localized a complex supply chain application into Japanese, and delivered the Spanish, Iberian Portuguese and Brazilian Portuguese translation for Microsoft's VISTA.

What makes us Different...

The following sections describe the factors that give us our special competitive edge:

Management commitment

We are big enough to process large volumes (one million words a month), but small enough to meet the requirements of our clients with flexibility and enthusiasm.

Technical competence

Our team of project managers, linguists and IT specialists works hand in hand to complete the most technically demanding projects successfully and punctually.

Quality-oriented approach

Quality is our primary goal. For this reason, quality assurance at Logoscript is not merely a question of checking the final product. Instead, we monitor every single stage of the production process. To do this properly, we follow the ETP methodology, working with checklists and QA standards, ensuring that no stage of the production process is left to chance. Using standardized processes in this way guarantees a high level of quality.

International expertise

Our customers are large, international companies based in Europe and the USA. In order to deliver up-to-date and culturally sensitive translations, we have built up a comprehensive network of native translators who live in the relevant countries and with whom we work on a regular basis.

Experience

We have proven our proactivity and technical expertise within the framework of many large-scale multilingual projects with customers such as SAP and Microsoft.

Clients

Alstom Power	We translated documentation for the operation and maintenance of thermal power plants. www.power.alstom.com
Ariba	We localized software strings into French and German, and translate on-line help into, Italian, and German. www.ariba.com
Microsoft	We localize various software products and documentation into Spanish and Portuguese (e.g. MS SQL Server 2005, MS CRM, MS VISTA). We also manage localization projects in Swedish, Russian, Danish, Greek, and Polish. www.microsoft.com
MicroStrategy	We localize software strings , on-line help & documentation into Spanish, French, German, Brazilian Portuguese and Swedish. www.microstrategy.com
SAP AG	We localize user interfaces, on-line help, manuals, the ASAP implementation program, training materials and advertising documents from German and English into Spanish and Catalan www.sap.com
Trados	We localized the TRADOS Translation Solution into Spanish and French (user interface and on-line help). www.trados.com

Our Resources

We use both internal and external resources, depending on the specific requirements of each project. As a general rule, we perform all technical and project management tasks internally, and use independent professionals for outsourcing certain linguistic tasks.

Internal resources

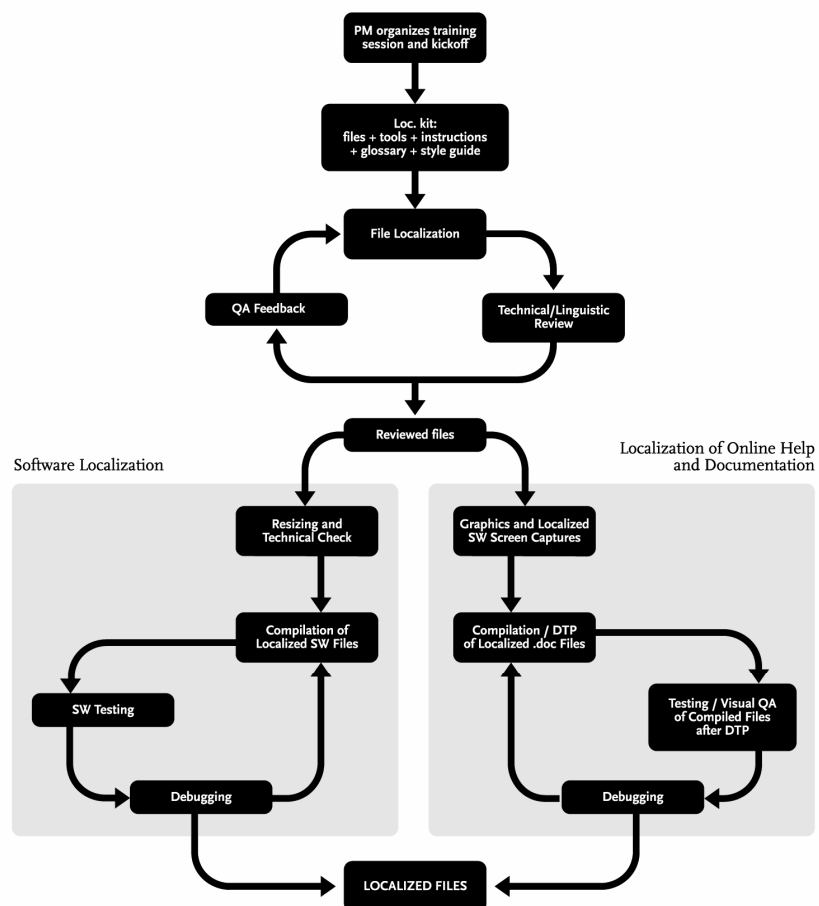
Our team of 32 highly qualified professionals, composed of project managers, software engineers, linguists and DTP specialists, works hand-in-hand to successfully complete the projects assigned, ensuring compliance with deadlines, budgets and each client's quality requirements.

External resources

We work with over 350 previously certified independent professionals, who participate regularly in our projects. We maintain close relationships with our external collaborators. Among others, we provide translations into French, Italian, German, Spanish, Portuguese, Russian, Swedish, Japanese, Korean, and Chinese.

Production Processes

The following diagram describes the different stages in a localization project. This should not be interpreted as a rigid process, as we adapt and/or supplement these steps jointly with our clients, depending on the particular requirements of each project.



QA Quality Assurance
 PM Project Manager
 DTP Desktop Publishing
 SW Software

Project Management

The project manager is the link between the production team and the client. He or she performs the following tasks:

- Analysis of concrete project requests
- Creation and preparation of style guides, glossaries, project planning, data administration documentation, checklists, etc.
- Organization of kickoff meetings
- Selection of the appropriate resources along with the Vendor Manager
- Preparation and observation of a detailed project plan
- Organization of quality control processes
- Preparation of status reports
- Monitoring of the degree of project completion and costs
- Observation of completion deadline and of the project budget
- Approval of all invoices
- Preparation of post mortem

In short, the project manager is the central figure in any project, as he or she receives and distributes information, assigns resources and tasks, and always ensures compliance with the three goals that Logoscript and our clients have in common: timely delivery, the project budget and quality requirements.

Quality Assurance

We believe that to ensure the quality of our services, a single quality assurance check at the end of a project is not enough. At Logoscript, quality assurance is part of each and every production process. That's why we distinguish between two types of quality assurance processes, which are:

Quality Assurance as Process Review

Process control using checklists and spot checks. Because quality is our primary goal, we check every single step of the production process.

For this reason, certain criteria must already be fully satisfied at the project planning stage:

- Selection of resources and tools
- Preparation of the localization kit
- Draft for communication flow
- Creation of a contingency plan

Regular feedback sessions and final reports for our projects allow us to constantly improve our quality criteria (post mortem and best practices).

All QA processes are documented and available to every single employee via our Intranet.

Quality Assurance

Quality Assurance as Review of Final Product (final QA)

Final linguistic and content review (linguistic QA):

- Final presentation (spelling, grammar, punctuation)
- Style (linguistic appropriateness, observance of specific style guidelines for the project)
- Accuracy (in the reproduction of contents, consistent use of specific terminology, detection of omissions)
- Content correct & understandable
- Application of the client's specific terminology
- User-friendliness and consistency

Final technical review (technical QA):

- Technical correctness and suitability from the experts point of view!

Testimonials



“Logoscript has been an SAP translation and localization partner since 1996. Founded by Karin Riboldi, who formerly worked for 8 years at SAP’s Information Development Department, the company had, from the very beginning, the ideal qualifications to meet the requirements of SAP.

Thanks to systematic, well-organized transfer of SAP know-how and an early adoption of strict QA measures, Logoscript has always been able to deliver high quality localized versions of various SAP R/3 applications such as Accounting and Basis. In addition to the standard applications we also entrust Logoscript with the localization of different industry solutions such as Treasury Management, Real Estate and Public Sector.

Localizing modern ERP software like SAP makes stringent demands, not only on linguistic and business skills, it also requires excellent technological know-how. Logoscript has proved that it possesses this know-how and that it is capable of handling large volumes of work within very short time frames, not least because of the strongly proactive attitude of each member of the Logoscript team. Being familiar with state of the art translation tools and having a modern infrastructure, Logoscript also manages big offline projects such as R/3 System documentation or ASAP. The communication between SAP’s own localization team and Logoscript is excellent and one of the reasons why we consider Logoscript as a real partner rather than a vendor.

I would therefore like to thank Logoscript for their highly customer-focused approach, commitment to quality, on-time delivery and ongoing efforts in enhancing processes and infrastructure. For these reasons, we are looking forward to further cooperation with Logoscript in future projects”.

Karsten Egeberg,

Localization manager, SAP Language Support

Testimonials



“Quotation. Right from the start, Logoscript was in the lead compared to competing bidders. The quote they sent was extremely detailed, taking into account all aspects of a professionally managed localization project. So we did not have to think twice to accept Logoscript's offer.

Reliability. After winning the quote, Logoscript's performance did not decrease. It was clear from the outset that Logoscript has defined very tight processes, allowing them to monitor each project very closely at each stage. They were very proactive in getting back to us with any questions coming up in the translation. The communication structure was also very efficient. Logoscript nominated a designated contact at a project management and technical level. This proved to be a very good approach to resolving any issues as fast as possible.

At the end of the project, Logoscript provided us with an excellent result, delivered at a very competitive price. TRADOS provided Logoscript with this demanding project, and the company met the challenge. What we needed was a good quality localization, on time at a good price. That's exactly what we have been getting from Logoscript in this project”.

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