

How to Take Your Company Global on a Shoestring

A low risk path to increasing your international revenues

Global Vision
INTERNATIONAL, INC.

Enabling Globalization



Our Mutual Agreement with You

HEAVY-DUTY SALES PITCH! (We're actually just kidding)

*We intend to share our expertise with you.
This is all we ask of you in return...*

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*What a "No" means
What a "Yes" means*



Global Trends



- 40% of internet users are from Asia
- 26% are from Europe
- Within less than 5 years, roughly 75% of internet users will have a non-English native language
- Asian content account for less than 15% of the total web content

Opportunities or a threats?



International Market Tiers

Divide and Conquer





Going global on a shoestring

Identification

- Strategic Markets
- Strategic Relationships
- GDP or Known Demand

Evaluation

- PPC Campaign
- Window to the World
- Fulfillment Collateral

Validation

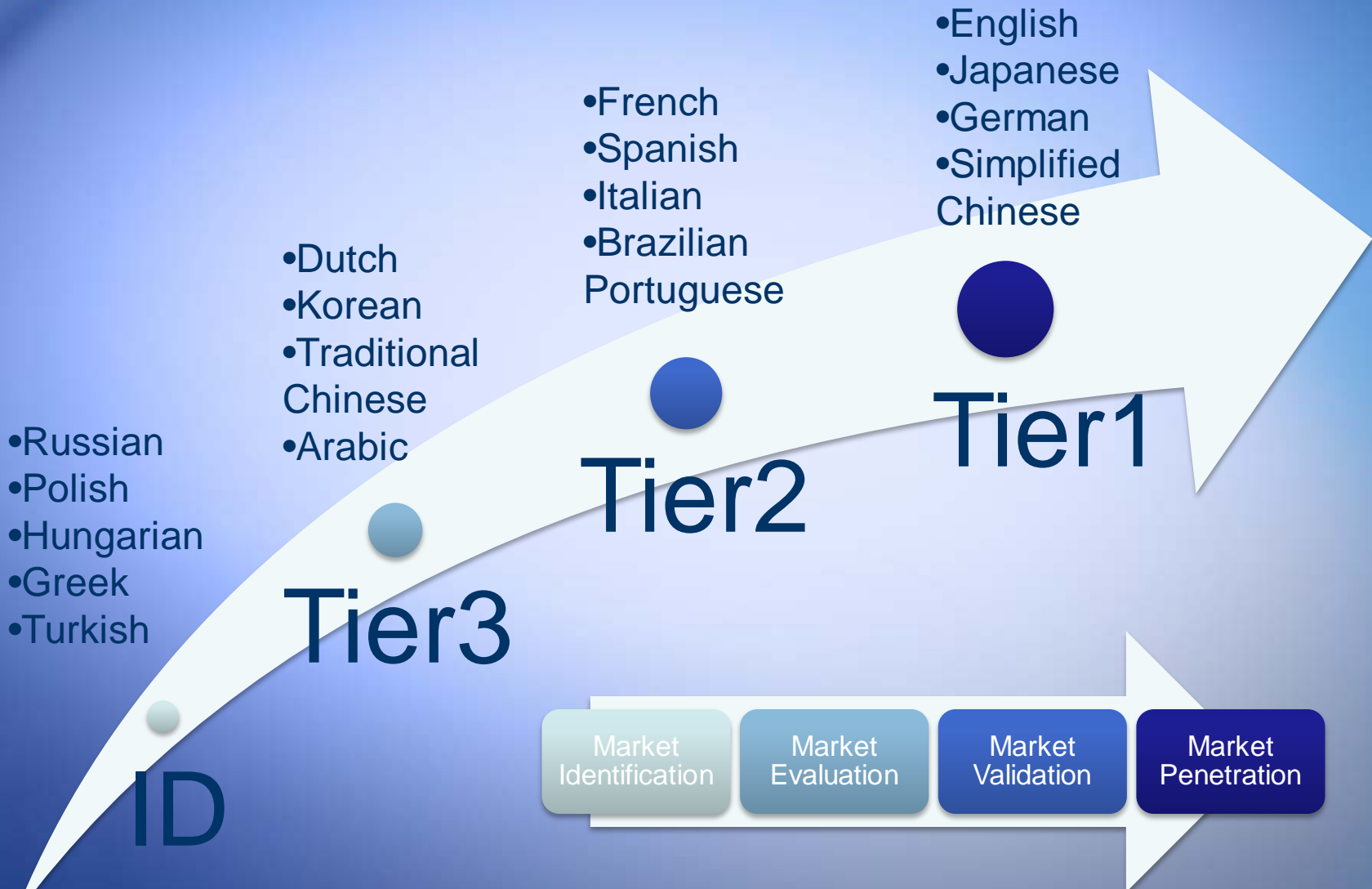
- Increase PPC Budget
- Full Web site
- Basic Product

Penetration

- Full Product
- Local Support
- Simultaneous Ship



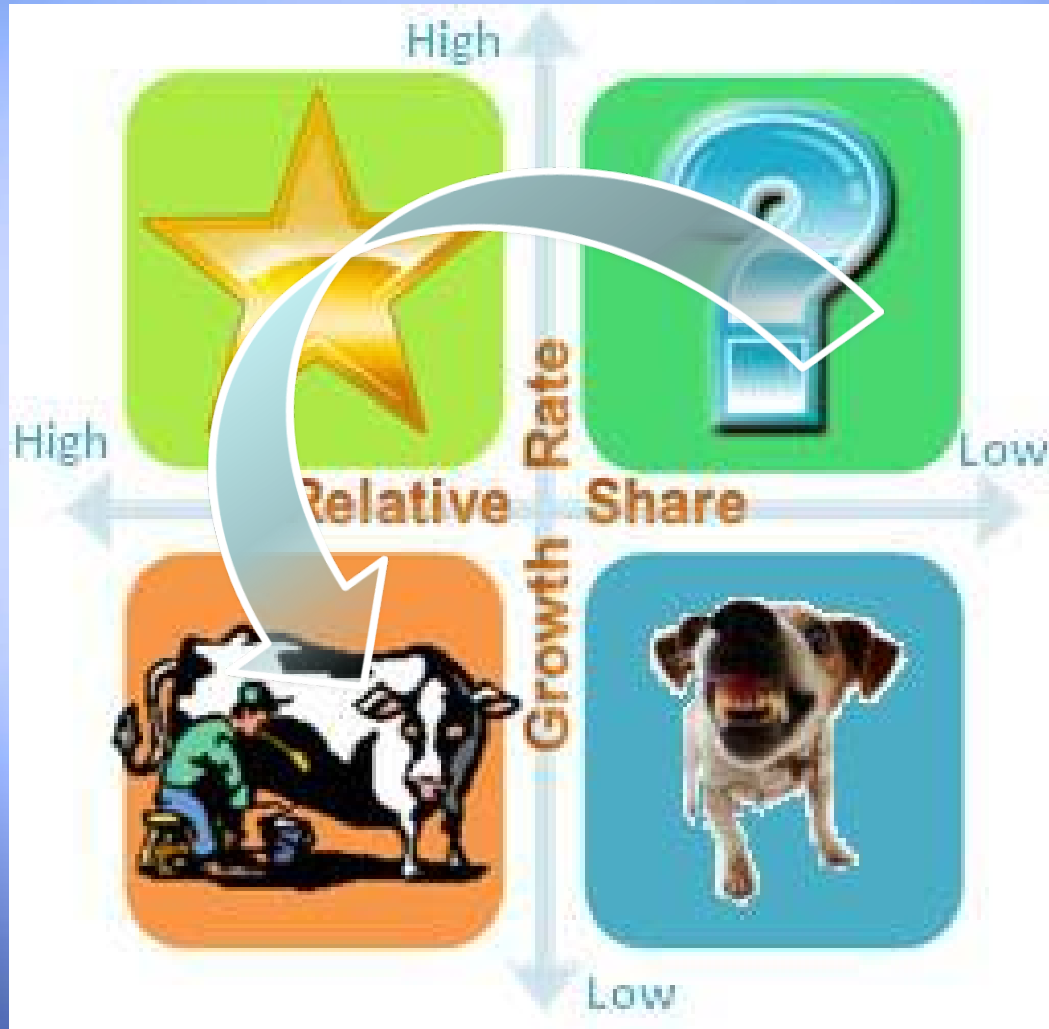
Language tiered approach



Country Tiered Approach

- China
- Latin America
- Russia
- Brazil
- India

- US/Canada/UK
- Japan
- Germany
- France
- Italy
- Korea



- Middle-East
- Poland
- Hungary
- Czech Rep.
- Greece
- Turkey



Are Global Websites Important?

- Project company brand and image
- Enable communication worldwide
- Global e-Commerce
- Locale specific
- Can generate worldwide leads
- Lower cost than other international media



Challenges with Int'l Websites

- Common brand, image and theme worldwide
- Leveraging local content
- Synchronization between all languages
- Search Engine Optimization for all languages
- Pay-Per-Click integration and Analytics
- Integration with CMS



Website Structure Best Practices

- Separate the website into 3 sections
 - Pages to eliminate
 - Old press releases
 - Obsolete content
 - Pages to leverage locally
 - Local jobs, blogs, events, promotions and success stories
 - Pages to leverage internationally
 - Top level pages creating the corporate image
 - Keyword rich pages generating traffic (PRs)
 - Thought-leadership pages
 - Solutions and product information
- Website file structure aligned with goals



Language Synchronization

- Websites are very organic in nature
- You should not be restricted to make changes when and where needed
- You should not be limited to use specific file formats or platforms
- Control over frequency of Synchronization



SEO

- SEO is costly!
- Correct implementation should leverage initial SEO investment
- Geo-Optimization of keywords (Intact DNA!)
- Correct handling of Meta tags and file naming



PPC Campaign Best Practices

- PPC will boost your traffic and leads online
- Correct implementation for international keywords will increase your international traffic and reduce your PPC campaign costs
- Ads should be optimized based on your international keywords



CMS

- CMS should allow multilingual support
- Clean interface to the CMS database and the file server will simplify file handoff
- Clean interface with CMS will enable synchronized international sites

LOCALIZING WEBSITES





International Markets Penetration

- Selection of a strong CMS solution
- Restructure & SEO English website (including generation of English keywords)
- Alignment of previous translation
- Geo-Optimization *and sharing* of Keywords
- Localization of key pages into all languages
- Test and Publish
- Integration of CMS with Localization process



gvAccess.com

gvProject

- Online access to your project info and assets 24/7
- Plugs into all TM tools and localization processes
- Easy to use, all you need is a web browser!

Name	Status	Approval	Due	PM	AM	Amount	PO#
Online Help	Started	05 Sep 07	21 Sep 07	JL	BK	\$10,000.00	PO800345S
Training Manual	In Translation	06 Sep 07	28 Sep 07	JL	BK	\$5,333.33	PO800343S
User Guide	In Review	05 Sep 07	01 Oct 07	JL	BK	\$5,000.00	PO800345S
Software GUI	Delivered	06 Sep 07	17 Sep 07	JL	BK	\$1,200.00	PO800345S

Status	Date Started
Delivered	9/13/2007 2:56:46 PM
To Be Delivered	9/13/2007 2:56:34 PM
Client Proof	9/12/2007 1:06:12 PM
In DTP	9/11/2007 9:17:51 AM
In Review	9/10/2007 9:01:47 AM
In Translation	9/6/2007 11:45:15 AM
Started	9/6/2007 11:45:06 AM

File	Plk	Dec 28 06	
File	Skrá	Dec 29 06	
File	Arxus	Apr 11 07	
File	檔案	Sep 19 06	
File	Arquivo	Dec 28 06	
File	ファイル	Sep 12 06	
File	Дося	Apr 11 07	

gvTerm

- Securely share terminology online with the crowds
- Eliminate inconsistencies and finger pointing
- Improve quality and accuracy

gvCollab

- Never answer the same query twice!
- Automatically delegate and route queries/tickets
- Automatically build localization Knowledge base

Language	Query Type	Chapter/Page	Query	Explanation	Search Result
French (FRA)	Translation	Essentials, Using...	Size Dimension	No 'Size Dimension' in the TM, only 'Size Dimensions' in the plural. Use 'Cote de mesure' for now?	
French (FRA)	Translation	Weldments, misc	Mirror Profile	Not translated in the SW reference material. Can we use 'Profil de symétrie' for now?	
English (ENU)	Clarificator	Appendix, pg 156	select 'Allow for Full Control.'	Not in TM or GV/Term. Is this the correct English term?	NEW



International Market Validation

Open a Window to the World

www.WebsiteTranslationExperts.com

1. For under \$5K you can have 90% of web users access your site by searching in their native language
2. Once they land on your website, they can use Google Translate to get the gist of the meaning
3. They will have your contact information and will be invited to complete a form
4. You can complement this program with a localized PPC campaign that lands them to the Window to the World localized pages.



Why partner with GlobalVision?

- ✓ gvAccess.com portal 24/7 access to your project status and assets
- ✓ Full service translation vendor. Support for all commercial languages
- ✓ Focused on the customer and the *end-user*
- ✓ Translation database is *your* intellectual property
- ✓ Lower long-term localization costs due to advanced process
- ✓ Local with global presence, flexible and scalable to meet your growing needs
- ✓ Hand-picked professional staff: Language/Subject expertise, Local/International
- ✓ Process and results driven. You get the best people, process and technology
- ✓ A strategic partner that *always* delivers on time on budget and according to set expectations!

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Questions?

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