

CAPITA

Our approach to your translation needs

The 3 main considerations when looking for a translation service are:



Quality



Cost



Time

This can vary from project to project depending on what you need at the time. By gathering the key information, we then use our expertise to ensure the correct solution is deployed by us, to meet those objectives in the delivery.

GIST

Suitable for:
Non-published content.
Impact level: Low.



Outcome & quality required:
An overall understanding of the message is conveyed in order to help the reader make an informed decision. An exact and precise translation is not required as the gist of the content only needs to be generally understood.

Turnaround time:
Almost instant, as a machine could be used, and the workflow can be fully automated. Alternatively, a short summary can be provided.

Suitable for:
Online reviews, emails, legal (eDiscovery), internal communication.

Linguistic assets:
None.



LITERAL

Suitable for:
Non-published content.
Impact level: Medium.



Outcome & quality required:
Accurate translation of the source text however with no consideration on style or final usage.

Turnaround time:
Relatively quick, as a machine or a professional linguist could be deployed, and workflows can be partly automated.

Suitable for:
Knowledge base, FAQs, Wikis, low risk technical content, software, internal documents.

Linguistic assets:
Basic translation memory.



LOCALISED

Suitable for:
Professional / Marketing content.
Impact level: High.



Outcome & quality required:
The translated content will appear as though it has been created specifically for the target country/market.

The translation quality will be high as the content will have been adapted to appeal to the emotive side of the reader. For marketing there will be a strong emphasis on brand and all messages will be fully adapted to local markets. The output will always be suitable for professional use.

Turnaround time:
Timescales will be extended to allow for careful adaptation and proof-reading of content.

Suitable for:
Brand messages, marketing material, advertising campaigns, PR, software, legal, financial, manufacturing, medical.

Linguistic assets:
Translation memories, glossaries and style guides, customised machine translation engines.



CREATIVE

Suitable for:
Marketing content.
Impact level: High.



Outcome & quality required:
Style is most important and therefore most suitable for creative content.

The message is fully adapted in the target locale, keeping the same intent, style and tone of the source language.

Turnaround time:
Speed will always be slower as the message has to be carefully adapted by the linguist.

Suitable for:
Press releases, slogans, SEO, blogs.

Linguistic assets:
Brand guidelines/instructions required, no translation memory or machine translation. Style guides and brand guidelines provided by client.



Capita Translation and Interpreting provides a F.A.S.T range of language and localisation services:

FAST

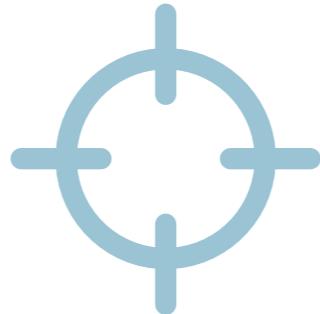
We understand that in a fast-moving, international industry where dynamic content is becoming the norm, the turnaround times for many projects can be very tight. Customers cannot often predict the volume of work required in advance.

Our worldwide network of linguists, combined with our innovative technologies and agile workflows, ensures we are ideally placed to respond to the need for additional capacity in short time-frames.



ACCURATE

We use linguists that are experienced in specific sectors and in translating certain types of content. This ensures your message is accurately conveyed in your target language, protecting your brand from any PR or legislative nightmares.



SECURE

We take privacy and confidentiality very seriously, and ensure that your Intellectual Property is protected at all times. All the documents we handle remain under strict privacy guidelines. Our clients trust us implicitly with their work and return to us time after time.



TWENTY-FOUR-SEVEN

As your staff are located worldwide, we understand that requirements may arrive at any time of the day, 365 days a year. Our 24 hour support team based in Manchester is supported by Project Managers in different regions.



Find out more about how partnering with Capita gives you the assurance of quality, global reach and trusted delivery on time, every time by visiting:

www.capitatranslationinterpreting.com

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