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Gilbane Group Study Reveals Key to Corporate Success with Global Multilingual Communications: Language Service Providers

PORTLAND, Ore. – There's a "powerful need for higher value services to support Global Content Value Chain strategy...for delivering multilingual communications that align with global business goals." And, innovative "language service providers...are uniquely positioned to assist organizations with these services," according to a study released this week by Gilbane Group, Inc. and sponsored by Jonckers.

The new report, "Multilingual Communications as a Business Imperative," compiles the results of in-depth interviews with people who manage content and translation/localization within multinational organizations worldwide. Respondents provided perspective on organizational plans for global growth, perception and priority of multilingual communications in globalization strategies, and multilingual content production.

"Gilbane's research confirms that companies acknowledge multilingual communications as an important success factor in corporate business initiatives, yet most respondents believe that current efforts are falling short," said Karl Kadie, contributing analyst with Gilbane Group. "Many need value-added services to help transform the way they achieve their goals. Language Service Providers have significant expertise in delivering the needed services, especially change management. With its long history in localization, Jonckers is well positioned to address this emerging demand."

Respondents indicated that services of particular value and importance to their business include: workflow integration; change management consulting; specialized vertical or SME services; linguistic consulting; project management; product internationalization; content conversion /exchange management; and software localization. Jonckers actively provides all these services to its clients, and is third-party certified to deliver high quality by AS+Certification, a subsidiary of the Austrian Standards Institute.

"Jonckers sponsored the new Gilbane study – along with leaders from all sides of the Global Content Value Chain -- because our Global 1000 clients are clamoring for the best practices this study aimed to uncover," said Nicholas McMahon, vice president and general manager for Jonckers US. "These multinational businesses find they can no longer achieve global market success based on product excellence, but instead on brand strength and global customer experience which is grounded in multilingual and multicultural content and data."

About Jonckers

Jonckers Translation and Engineering -- 2007 Microsoft Service Vendor of the Year as part of localization group LCJ -- delivers software, eLearning and multimedia localization services to the world's leading companies. Jonckers achieves cost-competitive localization excellence through an ERP-controlled global network of wholly owned offices spanning Asia, Europe and North America. For more information, visit www.jonckers.com.

About Gilbane Group

Gilbane Group Inc. is an analyst and consulting firm focused on content technologies and their application to high-value business solutions. The Group's industry analysts and consultants aim to provide the most accurate and unbiased information available to IT strategists, managers, and investors from all types of organizations. Readers include vertical industries in 80+ countries, financial analysts, market analysts/researchers, VCs, consultants, integrators, vendors, academics, PR firms, and journalists.

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Editors' note

Interviews available with:

Karl Kadie, Contributing Analyst, Gilbane Group

Nicholas McMahon, VP and General Manager, Jonckers US