

YOUR LOCALIZATION HOTKEY

06:28:42

01:28:42

MANUFACTURING

Because the manufacturing industry is surrounded by complicated design regulations, safety requirements, liability issues and timelines, if the technical documentation does not comply with the same high standards as the machinery itself, problems can arise. Common scenarios include:

- The machine had to be designed and built before accurate documentation could be developed.
- A distributor sold the machine to a new country, suddenly requiring translation into a new language and compliance with different laws.
- The machine could not enter the country of delivery without the accompanying documentation.
- The sales contract specified penalties for late delivery.
- Lengthy documentation for a complex, customized product had to be compiled on short notice.

If your company has faced one or more of the scenarios above, Jonckers has the depth, breadth and longevity of experience in the manufacturing industry to help you. When localizing technical documentation for installation, set-up, operation, trouble-shooting and maintenance, Jonckers delivers high-quality outputs with agility and responsiveness.

Benefits

Jonckers helps its clients to launch products in new markets and deliver products directly to purchasers as efficiently and quickly as possible. While there's a common misperception that translations will be rough copies, inferior to the original source, Jonckers draws on its linguistic and technical expertise to deliver localized versions that are improvements over the first language version.

Specifically, Jonckers helps clients:

- Improve product sales, adoption and use.
- Enhance user experience, product understanding and perceived value.
- Avoid user misunderstandings and accidents that could have legal ramifications.
- Reduce demands on customer service and earn user loyalty encouraging repeat business.
- Increase the extent to which users recommend the product and brand to others.
- Achieve efficiencies by reusing content across formats.

2007 Microsoft
Service Vendor
of the Year (LCJ)

CONTACT

contact-info@jonckers.com

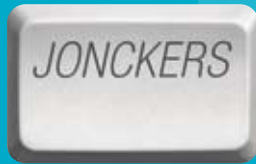
REGIONALLY

Asia Pacific
16B5-16B8, Tower 3,
Xihuan Plaza
No.1 Xizhimenwai Street,
Xicheng District
Beijing, China P.R.C. (100044)
Phone: +86 10 5830 1608
ap-sales@jonckers.com

Europe
Av. Hermann-Debroux 15a,
B -1160 Brussels, Belgium
Phone: +32 2 663 50 22
eu-sales@jonckers.com

USA
4640 SW Macadam Avenue
First Floor, Suite 50
Portland, OR 97239
Phone: +1 877 590 1927
us-sales@jonckers.com





Process

- Analyze project requirements, including cultural, technical and linguistic considerations. This includes assessing the source content to make sure it is translatable.
- Assess the language aspects, cultural variants, publication type and market destination that will need to be addressed.
- Identify the type and scale of human and technical resources needed.
- Understand client budgets and expectations.
- Provide an itemized quote so the client is clear on what services and deliverables will be provided.
- Consider external factors that may impact each project, such as laws and regulations in the target locale. Provide recommendations on how to handle these factors, such as hiring an in-country lawyer.
- Assemble teams with capabilities matched to project needs, including industry-specific experience.
- Identify linguists who specialize in manufacturing, and more specifically in appropriate discipline and technology niches.
- Test and monitor resources regularly to ensure quality.
- Develop customized glossaries, libraries and style guides. Give special attention to new or highly technical terms that may be difficult to translate into certain languages.
- Include illustrations and/or photos that enhance attractiveness and user understanding.
- Document project details related to best practices as well as customer needs and expectations that enable continuous improvement in the client's future projects.

Document Modularization

Because some machines – like robots – are customized with different components based on the purchaser's needs, accompanying documentation must be customized to match. And because there can be so many machine components, documentation can be lengthy. Jonckers provides counsel on the best ways to modularize the content so documentation can be efficiently compiled, but still easily understood.

Software

Because many machines are controlled by software, customers benefit from Jonckers long-standing experience localizing software and technical documentation for global leaders like Microsoft, Cisco and Adobe.

