

**YOUR LOCALIZATION HOTKEY**

## TECHNICAL DOCUMENTATION LOCALIZATION

Today's customers expect to feel that the products they use were made especially for them, and are customized to their needs. Conversely, when product usage and documentation are unclear or don't match up, customers can become confused and frustrated – potentially requiring extensive customer support or giving up and choosing a different product. In addition, they may feel compelled to voice their frustration, which – in the days of blogging and tweeting – can have far-reaching impact on brand.

### BENEFITS

Jonckers understands that technical documentation accompanying a product is critical to customer experience and brand value. 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 improve upon the source language version.

Specifically, Jonckers helps clients to:

- Improve product sales, adoption and use.
- Enhance user experience, product understanding, knowledge transfer and brand value.
- Avoid user misunderstanding and frustrations.
- Reduce demands on customer service.
- Earn user loyalty that encourages upgrades to future versions.
- Achieve efficiencies by reusing content across all knowledge functions, including support.

This philosophy is applied to every aspect of Jonckers' technical documentation work, including project management; linguistic and cultural adaptation; and desktop publishing. It is also applied to all final outputs, including installation, quick-start, user and administrator manuals; software-embedded and web-based help; release notes, product packaging materials, learning materials, knowledge-base articles and marketing collateral

2007 Microsoft  
Service Vendor  
of the Year (LCJ)

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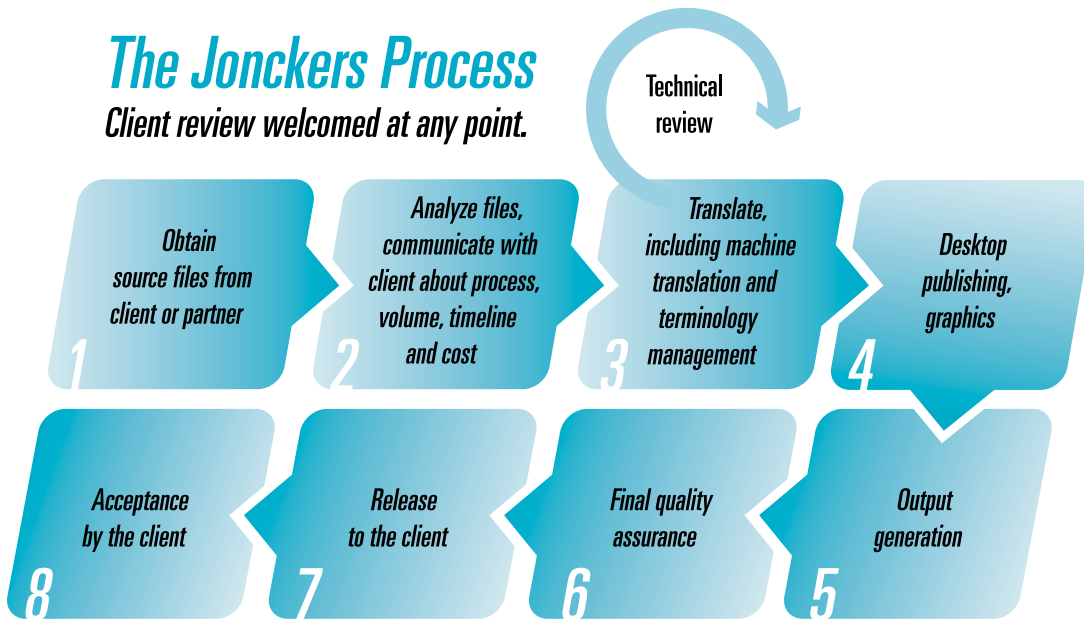


JONCKERS

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## The Jonckers Process

Client review welcomed at any point.



### Attention to Detail

Jonckers delivers rare attention to detail. Case in point: once software and documentation are localized, a team member who has a powerful combination of native language, engineering and related product experience follows the documentation step-by-step, to make sure that everything matches. This includes referring to the glossary of terms chosen for the project to ensure consistency and checking functionality against instruction.

### Single-source Efficiency

Jonckers is committed to providing clients with the most efficient processes available, utilizing the latest tools and technology. For instance, from a single source we generate multiple outputs and formats, including printed manuals in the product box, online manuals, online help and software-embedded help. This single-source process also enables faster and more frequent release of product updates and patches with accompanying help documentation.

