

DTP CASE STUDY



JONCKERS' MULTILINGUAL DESKTOP PUBLISHING SERVICES OFFER MASTERFUL LOCALIZATION WORKFLOWS



WORKFLOWS ENHANCED
OVER TIME

OUTSOURCING SOLUTIONS

PROCESSES ADAPTED
TO NEW NEEDS

OVER 20 YEARS OF
PARTNERSHIP

OUTSOURCED DTP SOLUTIONS THAT MASTER THE USAGE OF VERY UNIQUE TOOLS

Jonckers has more than 25 years of experience in providing desktop publishing services (also known as DTP). DTP refers to the usage of page layout software to design documents that display not only text but illustrations and graphics too, all with a clear and professional layout.

Offering desktop publishing services is particularly important for translation and localization agencies as different clients will work with various document types such as websites, user manuals, brochures, and leaflets. These documents were professionally designed in the original source language; an expert team made conscious decisions about the colors and fonts to use, how to position elements in the most reader-friendly way, and which specific graphs or illustrations to include. A professional translation company must ensure this beautifully-designed layout is maintained through all languages when translating the document.

Post-translation DTP services are crucial for our clients, as different languages and different linguistic rules could negatively impact the final design. For example, once the text has been translated, it might end up much longer or much shorter in comparison to the source language, so the translated text may not fit correctly into the original layout. An expert DTP team will adjust the spacing, resize the images, or fix the design to fit the translation into the original layout of the document. Certain languages will also need to have the font adjusted as some fonts do not support all the characters used in different languages.

At Jonckers, we have established our own DTP Center of Excellence, allowing us to provide low-cost, competitive, outsourcing solutions that adapt to the needs of our clients. What really sets us apart from other translation agencies is that we can adapt to the DTP software and systems used by our clients to offer a 360° service.



DESKTOP PUBLISHING CHALLENGES

Jonckers has been taking care of the DTP needs of one of our customers – a global electronics brand – for over 20 years. This privilege comes with great responsibility, as we constantly need to evolve and adapt our processes to the new technologies and requirements emerging on the market.

As the digital design world changes, so does the need for DTP services. Technology is constantly evolving. Thanks to social networks and the ubiquity of imagery in all media, there are more multimedia formats emerging and therefore more platforms that support the use of multimedia content. On top of that, the quality of different multimedia elements is increasing at a dizzying pace.

At the same time, file sizes are increasing, file formats are multiplying, and a professional DTP team must be able to handle all these changes without decreasing the quality of the final delivered document. That's why Jonckers' DTP team is constantly up to date with the latest technologies available to ensure we can offer cost-effective and top-quality services to all our clients.



WIDE RANGE OF SOFTWARE PROGRAMS



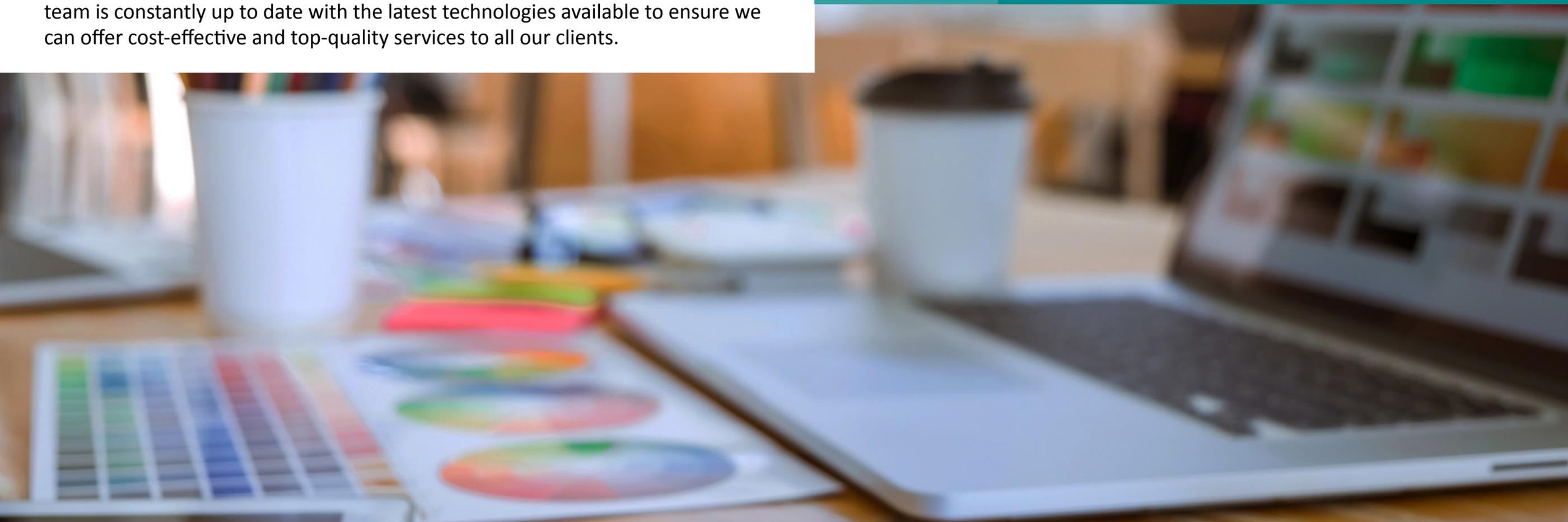
EVOLVING TECHNOLOGIES



SHORT TURNAROUND TIMES



MULTILINGUAL DTP SERVICES



ONLINE DTP SERVICES



SPECIALIZED PLATFORMS



CUSTOMIZED DTP SOLUTIONS



DYNAMIC WORKFLOWS



DTP CENTER OF EXCELLENCE

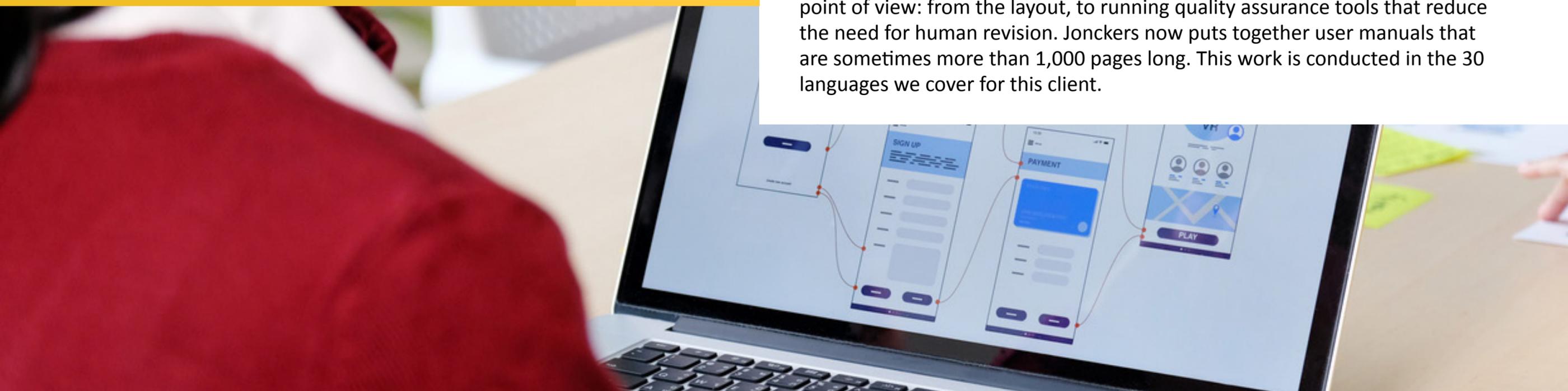


HOW JONCKERS HELPED

Our customer has witnessed a technological evolution in recent years, so they have had to grow and adapt to the new technologies available to them. Years ago, printed manuals and small paper pamphlets in PDF were predominant. One small layout change at the beginning of the document could potentially increase the total number of pages of that document. Every time a change was needed, the document required another manual effort to adjust the whole layout. It was crucial to be concise and maintain the overall length of the original document across all languages to avoid increasing the printing costs.

As their users became familiar with new technologies such as digital user manuals, webpages, and online know-how databases, digital information became key for our client's business. Nowadays, a huge percentage of the content offered by this customer is online, bringing new, more exciting localization challenges. This change also eased the manual workload of adjusting huge instruction manuals to fit the limit on the number of pages.

Jonckers helped guide this change in our client's use of technology by fully supporting all their DTP needs. As part of this digital transformation, Jonckers started to work on our customer's DTP projects directly within their own platform. We not only specialized in our customer's proprietary platform but also dedicated hundreds of hours to preparing everything from a technical point of view: from the layout, to running quality assurance tools that reduce the need for human revision. Jonckers now puts together user manuals that are sometimes more than 1,000 pages long. This work is conducted in the 30 languages we cover for this client.



THE RESULTS

By having full access to our client's system and full control of the operation from processing to post-processing, we have reduced our translation turnaround times, so our customer can enter new markets faster. By adopting cutting-edge and semi-automatic processes, Jonckers has also cut down on added costs from the more manual and repetitive tasks.

Over this 20-year partnership, Jonckers has grown and evolved together with the DTP needs of our client. Jonckers' dedication goes beyond all expectations as few people can work on this specific platform – it takes 1 year to train an experienced engineer in how to use this platform. Jonckers' workflows have proven to be effective and allow us the flexibility needed to adapt to every client's needs.

“The full control of the process granted to Jonckers by this client is proof of the confidence this customer has in Jonckers. We are the first and last ones working on all their online material directly on their platform, which highly speaks for the outstanding quality of Jonckers translation, localization, and DTP services.”

Martin Vesely, VP of Technical Services at Jonckers

Discover



WORDSONLINE
Jonckers

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time?

With over 25 years of experience in language services, Jonckers has developed reliable translation & localization services that are comprehensive and cost-effective, with incredibly fast turnaround times. Combining our pool of expertly-trained linguists, an extensive QA process, and our dedicated program management teams, Jonckers offers complete control, transparency, and scalability. Go global faster and on budget.

- In 2015 Jonckers developed a cloud-based AI platform called WordsOnline, created to reduce cost and translate big volumes, within a small timeframe.
- WordsOnline is a powerful AI translation platform, which enables translation at scale through a global network of linguists.
- Jonckers has a curated, trained, and managed multilingual community that can scale in size, domain knowledge, and skills. It deploys these resources to support companies that are going global or require multilingual expertise in developing AI solutions or data processing/analytics.
- Visit www.wordsonline.com to order a translation directly, with online payment. If you translate regularly, set up a monthly translation subscription to save time and administration.
- Visit www.jonckers.com for company information and news.

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