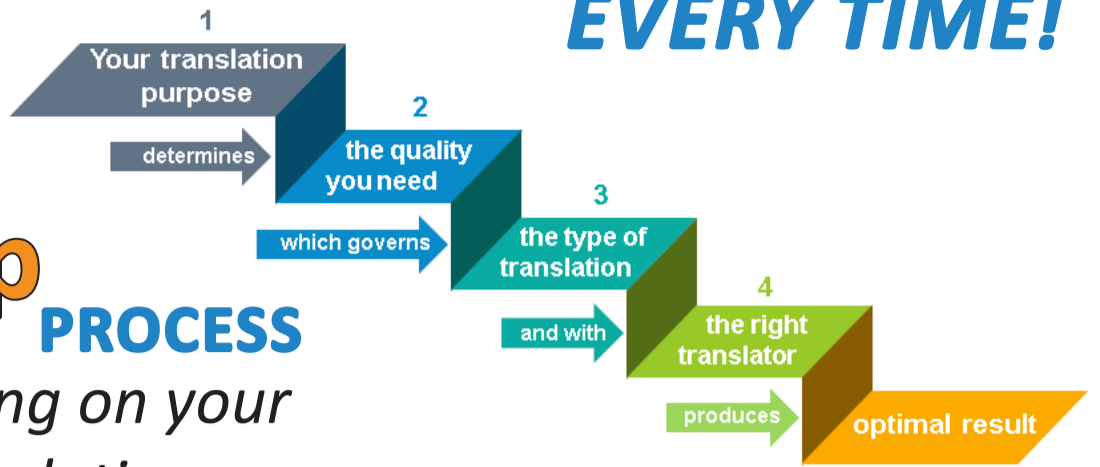


HOW TO GET YOUR IDEAL TRANSLATION, EVERY TIME!

A simple

4-step PROCESS

focusing on your translation purpose



1 Identify your translation purpose

1	Overview or Gist	You want to know broadly what the text is about, the detail doesn't matter
2	Background information	Often read once and archived, or used for reference
3	Internal use, low importance	Routine/non-critical documents used solely within your organisation
4	Internal use, key documents	Also for internal circulation but where an inaccurate translation would be a problem
5	Client-facing materials	These carry reputational and/or financial risk
6	Business-critical documents	Materials essential to your organisation operating successfully



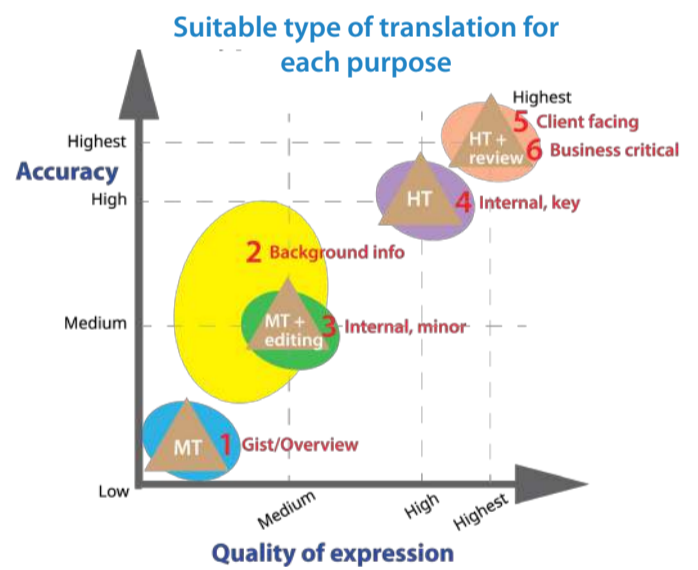
2 Understand the minimum translation quality your purpose needs



3 Match the required quality to the right type of translation

The 4 main types of translation in business:

- Machine Translation (MT)
- Machine Translation plus Editing
- Human Translation (HT)
- Human Translation plus Review



4 Choose the right provider

Machine translation	- use Google Translate BUT, understand the limitations of machine translation!
Machine Translation + editing	- find a company or translator experienced in PEMT
Human Translation	- use our budget professional translation service - or another quality-focused translation company - or source a translator yourself (but read these articles on the skills and process needed first)
Human Translation + review	- use our quality-assured translation service - or another quality-focused translation company.

Why do this?

You get:

- the minimum **quality level** you need
- at the **most economical price**
- in the **most favourable time frame.**

This pdf is a summary of our more in-depth [blog article](#). Check this out for further information, and our many other practical [translation-related articles and guides](#).