



# BUSINESS TEAM TRANSLATIONS



LEGAL

TECHNICAL

MARKETING

FINANCIAL

WEBSITES

## Introduction

We provide a wide range of translation and localisation services, including legal, technical, financial, marketing, website translation & software localisation. We cover the entire process from entering a new market in a foreign country to introducing new product lines / service to daily communication with foreign partners.

## Our Competitive Edge: Human Expertise & Cutting-Edge Translation Technology

Our competitive edge is the winning combination of human linguistic expertise and the use of the most advanced CAT (Computer Aided Translation) technology. You can literally save hundreds of thousands of pounds by using our services. Our translation server already saved the life of the company who needed the translation of large volumes of technical texts on short notice. Without our technology and expertise, our Client would have lost millions of pounds, not to mention their damaged reputation. They desperately turned to us asking if we could help them. A delayed product launch could have caused disaster for them. A TV Ad campaign had to be cancelled etc. **With our help the translation was completed on time and they could launch their entire product line on time.** The value of our service paid off in a big way.

Another company wanted us to translate/localise their sophisticated enterprise-level management software in 8 languages. They were bidding in an international software tender and were looking for a Language Service Provider with the technology and the speed to deliver high quality translation on time. We had to face three challenges: a tight deadline, complex localisation requirements and a pricing structure that is competitive enough for our Client to win the bid. **They won and closed a multi-million dollar deal with our help. Again, our service contributed to the bottom-line of our Client significantly.**



Please read on to learn more about our services.

# Software Localisation & Technical Translations

We have delivered thousands of technical translation projects over the years. Software localisation, user manuals, technical descriptions, tenders and product specifications are only examples of the hundreds of thousands of technical translation and localisation projects we successfully completed over the years.

Technical translations account for more than 40% of our total turnover and most of them are produced within the framework of long-term translation contracts with our Clients.

Our technical translation expertise covers numerous fields and can bring your business to the next level in foreign markets by our unmatched experience and distinctive service.





# Legal Translations

We know that you need the best possible legal translation service. That's why our project coordinators may contact you and have some questions about the source language document and the nature of the text before starting your legal translation project.

Our legal translators are all in-country language experts who are not only aware of their nation's legal system but have years of experience.

Their shared know-how and accumulated knowledge all contribute to the best quality of translating legal documents.

# Financial Translation

Since 1999, we have translated annual reports, balance sheets, executive summaries, financial articles and academic studies and several other financial documents.

Clarity is the key to producing easy-to-understand financial translations. That's why we work only with fully-qualified, expert, in-country and native financial translators with years of experience in translating financial documents.

We have the expertise and tools you need to produce the best financial translations. We carefully analyse all financial texts and collect terminology into a database, which can be re-used in future translation projects.

However, re-usable terminology is only a part of what we offer to save money for you: we also give discounts for repetitive phrases and previously translated sentences. This method is not only cost-saving, it guarantees faster turnaround times.



# Website Translation

You can make or break your future in foreign countries with your website. That's why it's crucially important to use professional website translators to get the job done. Websites are public and will be judged accordingly: a weird expression or a strange word can keep potential customers away from your services or products.

Choosing the wrong expression can cause misunderstanding and confusion, which, in turn, reduces the number of hits and can lead to loss of money and prestige. Before starting the website translation process, we take all factors into consideration and adapt the translated text to the local culture, religion, customs, etc.

The direct translation of a popular US website into Arabic probably would not be a resounding success in the United Arab Emirates. There are symbols and colors that have different meaning on the other side of the world (in some countries white and violet are the colours of mourning) and ignoring them can confuse and hurt your Customers. People from different cultural backgrounds have different tastes, therefore not only the content but the layout of the text must also be adjusted to the expectations of your target audience. When we translate websites, we care about all these factors to make your website perfect in other languages.



# Medical Translation

Business Team Translations has been a provider of medical translation services since 1999. When it comes to Medical and Pharmaceutical translations, special and extraordinary requirements must be met on the part of the translators. Just because translators are good at translating documents into their native languages, it doesn't mean that they can cope with the translation of special medical or pharmaceutical documents. They must be as rigorous about the details of the translation and terminology as possible.

It is also essential to fully understand the medical text, before starting the translation process. Our translators are among those exceptional individuals who understand and know the meaning behind the words in medical documents. We work only with professional medical translators who are not only native speakers but have unique experience in the particular medical field.

As we are moving ahead with our translation projects, we extract medical terms and accumulate them in translation memories and terminology databases that increase the efficiency and quality of our work. Large projects requiring teams of translators are managed by our Key Account Project Managers who are especially skilled in project planning and organizing. We hope that our distinctive medical translation service and unique experience will contribute to your long-term success.



# Marketing Translation

With the help of Business Team Translations, your company can bridge the gap between foreign cultures and make sure that you won't hurt or confuse your potential customers with the wrong slogan or commercial.

Marketing translation is cultural translation because understanding and speaking the target language is not enough: you must live there and be aware of the latest trends of the target language and culture. Our translators are all native, in-country marketing experts who not only meet but exceed these requirements because they know the local markets and can manage intercultural differences.

Poor translation causes problems in all areas of life, but if you have a badly translated marketing text, it is more than a problem. One single mistranslated sentence or slogan can ruin years of hard brand image building and causes irreparable financial loss. If you want to avoid such failures and need quality marketing translation, choose us and our professional services.



# FIVE REASONS TO CHOOSE US AND STAY WITH OUR COMPANY

## 1. We have been providing high-quality translation & localisation services for more than 16 years

We have worked closely together with businesses from many different industries since 1999. Our proprietary project management control system, more than 12,000 translation projects and 1,000 linguists are the keys to our success. We are the 'go-to' professional translation vendors for a number of multinational corporations that account for more than 70% of our turnover, but we also provide translations for small businesses and individuals whose business we value just as highly.

## 2. We have the international experience you need when entering a foreign market

When you need a Language Service Provider with extensive international experience, do not hesitate to contact us. We can help you create and build your online and offline presence in foreign markets, translating and localising all your mission-critical content. Technical and legal documents, product descriptions, marketing materials, brochures and commercials are just a few examples of the thousands of documents we have translated for multinational businesses.

## 3. You won't need to send every single translation to different translation providers

When we start working with you, we learn and understand how you operate: this means all of your processes, from beginning to end. We then provide integrated translation services at every level of your supply chain. If you need us to scratch the surface, we will send you translations on a one-on-one basis. But if you need a translation vendor covering all your areas of operation, we are ready for that, too. And don't forget our wealth of experience!

## 4. We deliver comprehensive translation and localisation solutions

Translations come with responsibility and complexity. Translations can make or break your foreign market campaigns and your credibility. And we are more than willing to bear that responsibility and cope with the complexity of your future translations. You can also think of us as your solution provider for all your localisation and translation needs.

## 5. Our technology pays off in a big way that could mean up to 85% discount for you in the long run

When we start doing business with you, with your permission we open your "translation bank account", in which we store a record of all sentences and words we translate. As time goes on, those words and sentences start repeating, helping to make the translation process a lot quicker, and as a result you need to pay less and less for the same type of documents. Some of our clients have achieved up to 85% discount because of the "translation accounts" they hold with us.

If you need our services now, please click here and visit our website at [www.bttranslations.com](http://www.bttranslations.com)