

YOUR WORDS TO THE WORLD





1 Global communications

Soget is your one-stop consultant for all your communication needs.

We contribute to the success of your business with quality services based on use of specialised resources and cutting-edge technological solutions.

We can manage your entire translation process, from editing to publishing, as well as all the main internationalisation services: localisation of software and websites, transcreation of marketing products, multilingual authoring, graphics and DTP, web design, the creation and updating of corporate terminology and documentation.

Our aim is to form a long-lasting partnership working with our customers on the basis of dialogue, helping you achieve your goals for communications with effective customised solutions.



*We are what we say: in every market, in every language, always and globally.
Slogans evoke an emotion through words.
Technical documents constitute a collection of highly specialised information.*

2 Multilingual workflows

In over thirty years in the business we have translated every form of documentation, from technical manuals for international projects to catalogues of consumer products and multilingual software.

This know-how has allowed us to develop **Soget Online**, our very own management programme, allowing customers to send us documents and estimate requests, track progress and provide feedback on any project with just a few mouse clicks.

Automated document analysis and wordcount functions allow our sales managers to prepare detailed estimates rapidly and identify the solution offering the best price to quality ratio. Soget Online also enables our Project Managers to select the best resources, track the progress of jobs, keep a record of controls and monitor outcomes.

Our sales and project managers are always willing to define customised workflows, whether for single activities or complex documentation processes involving translation, proofreading, editing, graphics, DTP and printing - from conception to the finished product.

For particularly complex workflows, Soget has adopted the technologies of its **partners** SDL and Across, two world leaders in the development of software for the management of global contents.

Our solutions enable us to create high quality multilingual documents while speeding up translation, localisation and DTP processes and cutting costs considerably.

We use the **SDL TM Server** to coordinate the work of our translators all over the world with our proofreaders and our in-house team, creating and managing projects on the basis of Trados translation memories.

The Across Language Server combines translation management functions and powerful CAT tools in a single workflow, so that customers can outsource all aspects of multilingual documentation to Soget. The entire process is integrated in a single IT system shared with our customer, who is relieved of all responsibility regarding the selection of translators, the management of suppliers, the allocation of budgets, quality controls, etc.

*Customised processes for cutting costs
and improving productivity.*



3 Quality

Soget has obtained **EN ISO 9001** and **EN 15038** certifications.

Soget was one of the first companies in Italy to adopt a Quality System certified in line with the EN ISO 9001 standard. It is now also one of the first European companies to be certified in line with the EN15038 standard, which determines the requirements of a translation service provider.

The adoption of a Quality System in line with the ISO 9001 standard allows us to guarantee efficient corporate processes and full customer satisfaction.

This brings a number of advantages, such as:

- Rationalised management of human and technological resources,
- Optimised organisational procedures and standardised operational processes,
- Improved corporate organisation,
- Qualitative uniformity of services,
- Reduced inefficiencies and, consequently, less exposure to errors.



ANCIS

ISO 9001

La certificazione si riferisce
alle attività ed alle sedi
di cui al certificato n. 157

The EN 15038 standard is specifically aimed at determining quality requirements for translation service providers, guaranteeing the customer:

- the joint efforts of at least two professionals: the actual translator and a reviser, with well-defined, proven skills,
- specialised reviews conducted by experts in the specific semantic field,
- a project manager with the skills and tools required to manage the entire process.



Soget: quality is our standard!





4 Confidentiality and security

Soget regards confidentiality and data protection as necessary elements supporting communication, production processes and corporate tradition.

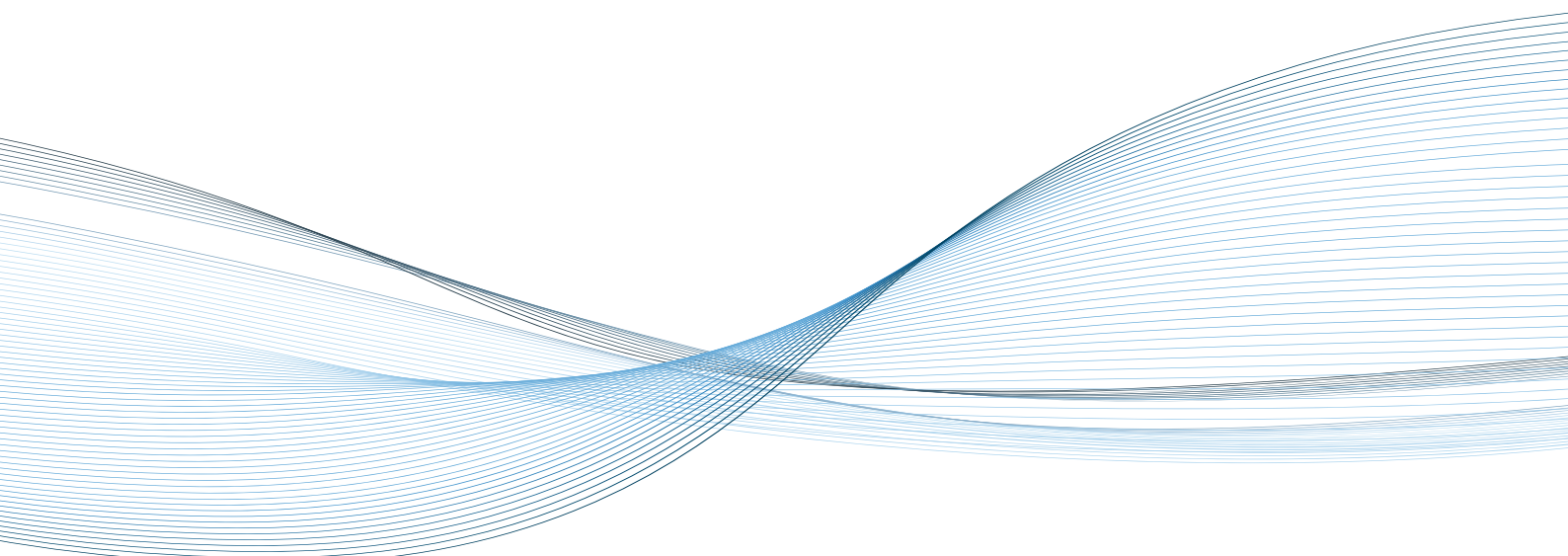
Our non-disclosure agreements are extended to our translators, who always work strictly in compliance with the professional secrecy act.

You may send us documents and data rapidly and manage online projects in real time through our Forefront Threat Management Gateway Server, which provides our customers with secure access to Soget Online.

Our company infrastructure is securely safeguarded against spamming and viruses, and automatically backs up all data.

We also adopt solutions for the management of translations in closed systems which, in addition to guaranteeing protected access, store the original and translated texts and the corresponding translation memories on the customer's server only. This enables credit institutes, law firms and other organisations handling documents subject to strict confidentiality and secrecy requirements to maintain direct control over all remote activities.

*By experience it may be believed,
that he who trusts not, is not deceived.
(Leonardo da Vinci)*





5 Professional translators

Soget offers translations in all the main languages, sectors and formats.

For Soget, translation is not just an intellectual process requiring excellent personal, language and terminology skills, but also a production process implementing solutions aimed at safeguarding the author's choices in terms of style and content while curbing production costs.

Employment of mother tongue professionals is a fundamental requisite in our field, and our extensive database of such professionals allows us to collaborate in real time with translators and revisers specialising in a variety of sectors in Italy and abroad.

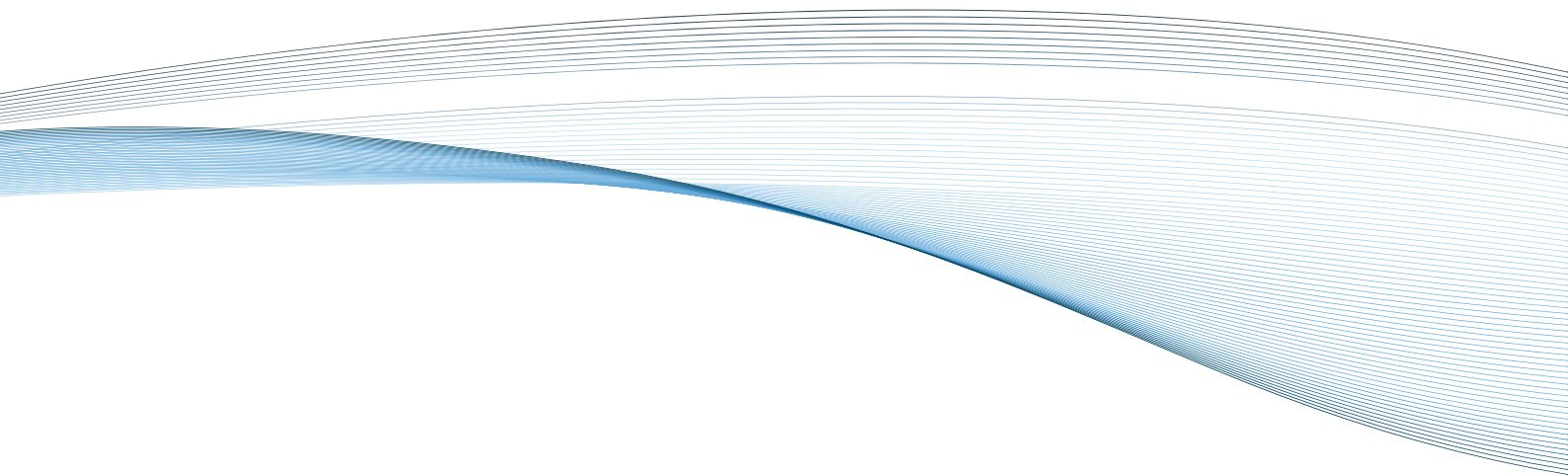
Each job is managed by a Project Manager.

All production phases are monitored by Soget Online, a dedicated management programme capable of selecting the best human resources, tracking the progress of jobs and documenting quality control activities.

The compilation and use of specialised glossaries, continuous terminology updates, use of CAT technologies and rigorous quality controls guarantee strict compliance with the severest requirements. Furthermore, the technologies we adopt allow us to define specific Quality Assurance procedures together with the customer, ensuring all translations are subjected to predefined controls before being submitted.



Understanding in order to communicate



6 Translation memories

CAT (Computer Aided Translation) technology, which we have been using for years and have contributed to developing, exploits the computer's potential to create memories of previously translated texts, organise them, and propose them again for new texts.

As a result, the time and costs generally required to translate documents are reduced, with clear advantages, particularly in the case of voluminous texts. The previous translation of a phrase or term is proposed to the translator, who may accept it, ensuring homogeneous style and terminology throughout the documentation, or substitute it with a new version that is either clearer or better suited to the context. This substitution will then be extended to the entire line of documents. In both cases the result will be greater translation quality!

Another advantage - a decisive one for the purposes of productivity - lies in the ability to translate texts directly in the original format, such as FrameMaker or InDesign, thus reducing to a minimum the times and costs involved in repaginating texts in different languages.

We are not the only international agency to use CAT technologies, but we were among the first to exploit the potential of CAT to the full, offering customers effective solutions that have been tested and perfected over the years.

As an **Across Certified Service Provider** we have the know-how to adopt the technology of the only software producer whose core activity focuses entirely on development of translation solutions.



Furthermore, we make extensive use of **SDL TRADOS** to manage projects, allowing our customers to enjoy the benefits offered by CCM methodology (Create, Cleanse and Maintain translation memories). Indeed, we have obtained the highest level of Trados certification.



Finally, we can also manage projects with DéjàVu, SDLX, Star Transit and other CAT tools.

Our solutions allow us to work with any Rtf, Word or Excel file and on all the main DTP formats (Adobe FrameMaker, InDesign, PageMaker, Interleaf / Quicksilver, Ms-Publisher and QuarkXPress).

As technical documents generally also include a large number of drawings, our solutions allow us to work directly on the original AutoCad files in DWG format, exporting the text, translating it with our CAT systems and re-importing the text into the drawings.

*Culture is what remains
after we have forgotten everything.*
(Erbert Herriot)



7 Graphics, DTP and printing

Soget's in-house DTP department became operational when the first desktop publishing programmes became available on the market.

Our skills have evolved with the software, from the first Aldus PageMaker and FrameTechnology FrameMaker to the current Adobe versions, and from the first QuarkX-Press for Macintosh to the current multiplatform versions.

Today we act as beta testers for the main DTP programme producers. This allows us to become acquainted with applications in advance, offering our customers the best solutions and accelerating the product's market penetration.

Arabic, Chinese, Japanese, Russian: technical resources enable texts to be translated directly in the original DTP format and subsequently adapted to any language and alphabet.

- Adobe Acrobat
- Adobe Creative Suite
- Adobe Flash
- Adobe FrameMaker
- Adobe InDesign
- Adobe PageMaker
- Broadvision QuickSilver - Interleaf
- Microsoft Office
- QuarkXPress

We use all desktop publishing products, offering our services as outsourcer for the planning, creation and printing of documentation and for DTP services in any language.

We are your single contact for management of all aspects of your communication products, from translation to printing, speeding up release and reducing exposure to the risk of errors.



*Publish news in large print and people will believe it unquestioningly.
(Jorge Luis Borges)*





8 Localisation

The versions of Word or other programmes that we work with in our own language have probably been produced elsewhere and localised for use in our country. This process is common to all software applications, their accompanying documentation, their packaging, and the DVDs explaining their main characteristics.

Our localisation solutions include all the technical and linguistic processes required to ensure a product may be used effectively in every corner of the world.

This aim can only be achieved through thorough analysis of cultural conventions (date and time formats, currencies, measurement units, addresses) and in-depth knowledge of different customs, cultures, regulations and forms of communication.

Soget's services include localisation and internationalisation of:

- software (applications, programmes, operating systems, ERP, etc.);
- websites (personal, corporate, e-commerce, etc.);
- multimedia products (Adobe Flash, AfterEffects, Captivate, Premiere and every other multimedia format for distribution on CD, DVD, etc.);
- marketing and advertising documentation (Transcreation)

Language conventions: codes, weights, measurements, currencies, etc.



9 Websites

Soget designs and produces Internet websites, handling issues such as graphics, planning, architecture, contents and multilingual versions and taking into account SEO and SEM issues.

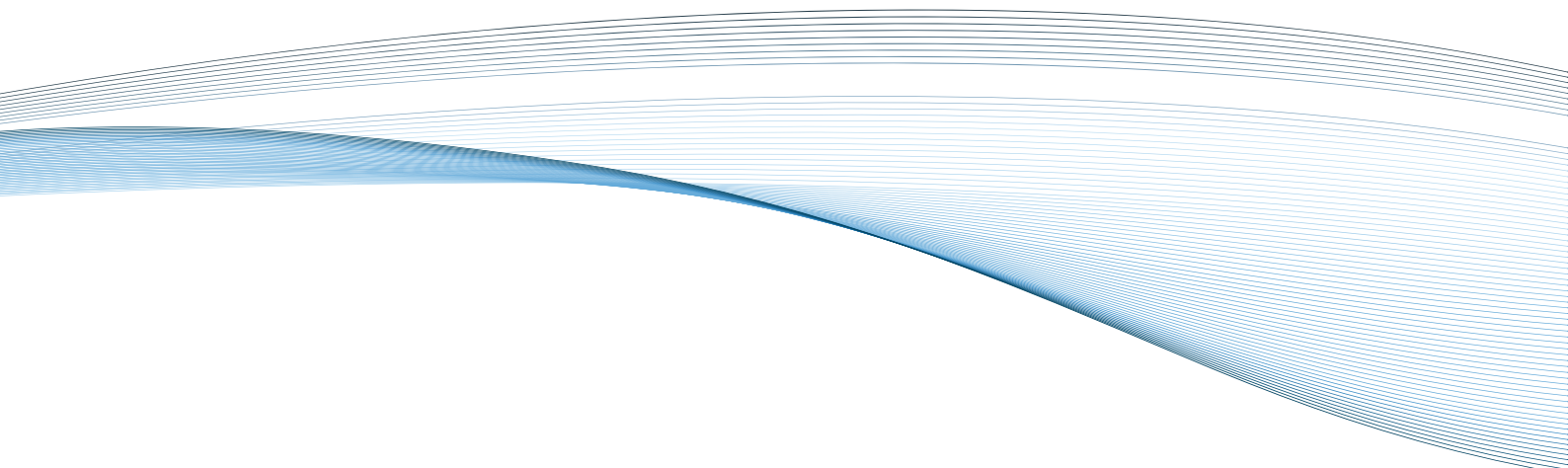
Our solutions include production of all current and future multimedia content for your websites and mobile devices: interactive applications, video, audio and Flash files, PDFs and digital documents.

We are able to localise web pages in non-Latin scripts (Arabic, Greek, Russian, etc.) and in non-alphabetic characters (Chinese, Japanese, Korean), whose contents may be viewed correctly through the local browsers of the countries of destination.

Furthermore, we offer international web marketing services, registering websites on search engines, arranging the exchange of sponsored and spontaneous links, updating pages with traditional and content management solutions, and coordinating sites with other corporate literature (printed matter, press releases, adverts, etc.).



Business growth in the Global Village.



10 reasons to choose Soget

Experience:

We've been translating since 1977.

Multilingual:

We manage projects in all the main languages using exclusively native translators and revisers.

Consultancy:

Every job is entrusted to a qualified Project Manager.

Full documentation cycle

We perform all the services underlying multilingual documentation, from editing to printing.

Compatibility:

Our comprehensive software resources include the latest release of all main WP and DTP programmes for Macintosh and Windows.

Technology:

We use a corporate management system, as well as CTM and CAT solutions.

Partnerships with world leaders

Our partnerships with Across Systems and SDL Trados enables us to become acquainted with the technologies of the future in advance.

Costs:

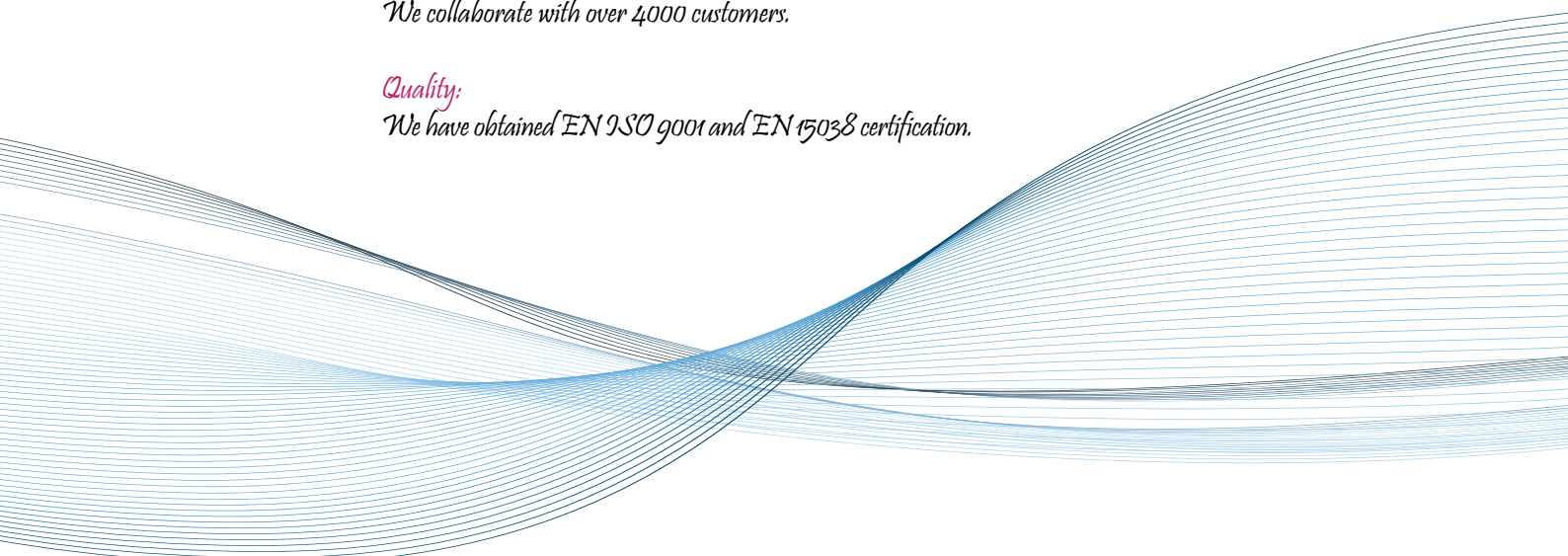
We keep costs down with our productivity-enhancing strategies.

References:

We collaborate with over 4000 customers.

Quality:

We have obtained EN ISO 9001 and EN 15038 certification.



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