

# COMPANY PROFILE



**Localize**  
*quality is our style*

**Localization Company**

[www.4localize.com](http://www.4localize.com)

# COMPANY PROFILE



## ■ Introduction

### - **Company History**

**4LØcalize** is a localization company incorporated in Egypt. A creation of seasoned professionals' colleagues who helped pioneer modern translation and localization, transforming it from a niche business in its early days to a thriving and essential international industry. We have drawn together one of the most trusted localization line-ups in the industry.

### - **What the company does**

We are offering a wide array of localization, global marketing and language solutions. Our translation services include multilingual desktop publishing, document translation, transcription, project management, website localization, software testing and engineering. Each of these translation and localization services is available in more than 50 languages.

## ■ Strategy

### - **Vision statement**

**4LØcalize**'s founders realized it was time to create a new kind of localization services firm — one that could manage complex projects and provide superb service to nurture lasting relationships and produce tangible results. **4LØcalize** is to fulfil this vision.

### - **Mission statement**

To enable our clients reach their global markets by providing them with high-quality localization service and fast turnaround. We strive to make ourselves available to our clients 24/ 7 making sure that they are well-informed of every step of the project progress from cost estimation to its completion.

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## - Values

Our client's satisfaction is a constant measure of achievement for our team. While there is no doubt that this satisfaction is due to our commitment to our clients, it is also directly related to the values through which **4LØcalize** manages its operation. These include:

- o Leadership
- o Innovation
- o Integrity
- o Honesty
- o Individual Contribution
- o Reliability
- o Strong Work Ethics
- o Individual Contribution

## - Business goals & objectives

We are always on standby and ready to help you achieve your goals and expectations giving you the most value for your localization needs. We are confident that you will be very satisfied with the service we offer.

## - Business strategy

**4LØcalize** service strategy is categorized into one and only aspect: client satisfaction. Our main focus is offering complete client satisfaction with our prompt and timely services. We are dedicated to service excellence and customer care, independent of the size of the project. Thus, we have been offering a comprehensive service, delivering high quality product that strictly adhere to your needs.

## ■ Business concept

To globalize, you need to localize! So Localization, as we understand it, is adjusting a product's functional properties and characteristics to accommodate the language, cultural, political and legal differences of a foreign market or country. Thus, we tend to make information relevant to its users by bridging the language gap.

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## - Services

- Translation
- Desktop Publishing
- Website Localization
- Localization Engineering
- Localization Testing & QA
- Transcription
- Project management

## - Supported languages

**4LØcalize** provides localization services in the following languages (from and into English). And, with a little notice, we can support just about any language on earth.

Middle East	African	Asian	European
Arabic	Afar	Bengali	Catalan
Dari	Afrikaans	Burmese	Danish
Farsi	Amharic	Chinese	Dutch
Hebrew	Hausa	Hindi	English
Kurdish	Igbo	Japanese	French
Pashto	Kinyarwanda	Khmer	German
Turkish	Lingala	Korean	Greek
Urdu	Setswana	Punjabi	Italian
	Somali	Tagalog	Macedonian
	Swahili	Thai	Norwegian
	Xhosa	Vietnamese	Portuguese
	Yoruba		Spanish
	Zulu		Swedish
	Sesotho		

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## - Fields of expertise

**Telecommunication:** We provide a full range of user resources translation including device and application interfaces, support websites, printed documentation, and customer call center materials. Ensuring both hardware and embedded software are fully compatible with existing infrastructures for each target market regardless of mobile platform.

**Banking and Finance:** we have a full command of financial terminology and regulatory requirements; providing translation of annual reports, corporate financial documentation, financial software, balance sheets and more.

**Information Technology:** Complete localization solutions for software, firmware, web applications, desktop applications, CRM & ERP systems and more.

**Technical:** Extensive glossaries and experienced technical editors - providing comprehensive translation services for the telecommunications industry, as well as the printing, automotive, aerospace, semiconductor industries and many more.

**Medical:** Partnering with leaders in applied knowledge for the pharmaceutical and biotechnological industries, we offer translations of medical articles, patient consent forms, clinical trials and more.

**Legal:** In-depth knowledge of worldwide legal systems -providing translation of contracts and agreements, official certificates, patent & trademark applications and virtually any other legal document.

**Marketing:** Creativity and local know-how - providing translations of advertisements, promotional material, marketing brochures, corporate video scripts and general copywriting.

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## - **Business competitiveness**

Localization has become one of the most increasing competitive and newborn businesses in the global market. And in today's competitive world, we are always looking for ways to provide customers with services that are faster and less expensive, but still quality driven. **4LØcalize** is committed to meet your deadline in a timely fashion exceeding your expectations.

## - **Quality policy & objectives**

Quality is of prime concern for us, that's why we recruit only experienced people who have profound knowledge and are capable enough to deliver the best quality to the customers. We ensure that your final product is identical to the original both in content and appearance.

## ■ **Company Structure**

**4LØcalize** employs a hands-on philosophy both on the job and in the office. By staffing every project with a project management professional, both our firm and our clients can be assured their Project is of the most importance. All of our projects have the support of the office staff which includes:

- Project management team
- Translation team
- Desktop Publishing team
- Localization Engineers team
- Designers team

## ■ **Current customers & Projects**

**SONY**

**NOKIA**  
Connecting People



Sony Ericsson

**Canon**



**Microsoft**





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## ■ Business & Contact Information


**Business name:**  **Localize**  
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**Thank you for taking the time to go through this business profile.  
If there are any questions or comments, please feel free to contact us.**