# COMPANY PROFILE.

**About**
30+ years of localization & translation expertise (founded in 1990)
#1 Korean-language service provider
70+ language combinations
Multiple time-zone coverage
Complete tech stack

Hansemgl.com

**Full Portfolio**
T10n; L10n; Asian-language SEM/SEO; MTPE;
TM/Term Mgmt; Subtitling; VoiceOver; Interpretation; DTP;
Content Dev; Customized Solutions; General Consulting;
Bi-lingual Recruit;

V 0.1 October 2020

**Certifications**
ISO 17100  Translation Services Management System
ISO 18587  Translation Services Machine Translation Post-editing
ISO 27001  Information Security Management
ISO 9001   Quality Management

ACCUMULATED
EXPERTISE

30+

FTES

152+

LOCATION

4

Putting our team at your back gives you a turnkey translation/marketing/X-border enablement ecosystem that serves as your own personal localization department. Whether you are a start-up, a small business looking to tap into Asian communities, or an enterprise-scale operation looking for a localization partner that works as an extension of your in-house teams, Hansem global has the capabilities you need with the price points to keep you on budget and the quick response to accelerate your growth.

| Brand | Hansem global |
|---|---|
| CEO | Yangsook Kim |
| Location | South Korea l  USA  l South-East Asia l  Central Asia |
| Accumulated Expertise | 30+ Years (founded in July 1990) |
| FTEs | 152+ |
| Core Services | Translation & Transcreation in 70+ Languages l Multilingual Desk-Top Publishing |
| | Localization (Website, Landing Pages, Multimedia Content, Software, etc) |
| | Machine Translation Post-Editing l TM & Term Mgmt l Style Guide Development |
| | Digital MKT Assists l Asian-Language Keyword List Compliation for SEO/SME Optimization |
| | Content Development & Customization (MKT Collateral, Multimedia, Print & Digital) |
| | Subtitling & Captioning l Voiceover & Dubbing l Multilingual Audio & Video Production |
| | Technology Stack Consultation l Pipeline Setup l Solution Dev |
| | X-Border Enablement l General Consulting l Recruitment of Bilingual Personnel |

# 152

## employees

(As of Oct 1, 2020)

### Technical writers and editors — 38

Technical Writers / Reviewers
Native editors

### Project managers — 35

Project managers
Account managers
Vendor managers

### DTP technicians — 18

Multilingual DTP technicians
HTML developer

### QA technicians — 20

Language QA(53 languages)
Linguists (Chinese, German, Japanese, Vietnamese, Taiwanese, Arabic)
Function QA (53 languages)
Pre-delivery inspector

### Engineers — 13

Conversion solution developers
Production support solution developers
Server managers
Document engineers

### Illustrators and graphic designers — 10

Graphic designers / Illustrators
Motion graphic designers
UI/UX designers

### Others — 18

General Management

Hansem global is the only company in Korea certified in ISO9001 Quality Management System for manual development. In 2014, we became the first company in Asia to receive the ISO17100 certification in translation services quality management and establish a quality management process that meets the international standard.



International standard for Quality Management System for Manual Development ISO 9001 Certified

International Standard for Translation Service ISO 17100 Certified

International Standard for Post-editing of Machine Translation Output ISO 18587 Certified

International Standard for Information Security Management ISO 27001 Certified

Writing for Localization,
STC, America



Localization Project Management,
California State University, Chico
Research Foundation, USA



Localization, California State
University, Chico Research
Foundation, USA



Simplifild Technical English by
Dr.Frans Wijima, The Netherlands



Usability and Accessibility,
STC, USA



Content Management,
STC, USA



Professional Technical Writing,
Carleton University, Canada



Technical Communication 1st
Level, tekom, Germany



Post-editing for Project Manager,
TAUS, USA



Post-editing, TAUS, USA

**Hansem global.**

TAUS, USA

TCTrainNet Official Partner, Germany

European Association for Technical Communication, Germany

China Association of Standards

Translators Association of China

Japan Technical Communicators Association

Globalization and Localization Association, USA

Society for Technical Communication, USA

Korea Technical Communication Association

# We use our expertise to produce messaging that resonates with target personas

- Translation & Transcreation in 70+ Languages | Multilingual DTP

- Localization (Website, Landing Pages, Multimedia Content, Software, Gaming)

- MTPE | TM & Term Mgmt | Style Guide Development | Project Management

- Digital MKT Assists | Asian-Language Keyword List Compilation for SEO/SEM Optimization

- User Manual Development | Content Development & Customization (MKT Collateral, Multi media, Print & Digital)

- Subtitling & Captioning | Voiceover & Dubbing | Multilingual Audio & Video Production

- Technology Stack Consultation | Pipeline Setup | Solution Dev | T10n/L10n Tech Stack Consult

- X-Border Enablement | General Consulting | Recruitment of Bilingual Personnel

## Hansem Landing Page Service

Create a landing page with a welcome message and a basic summary of your products, services, and mission all on one page. Greatly improve the chances of your website appearing in web searches originating in foreign languages.
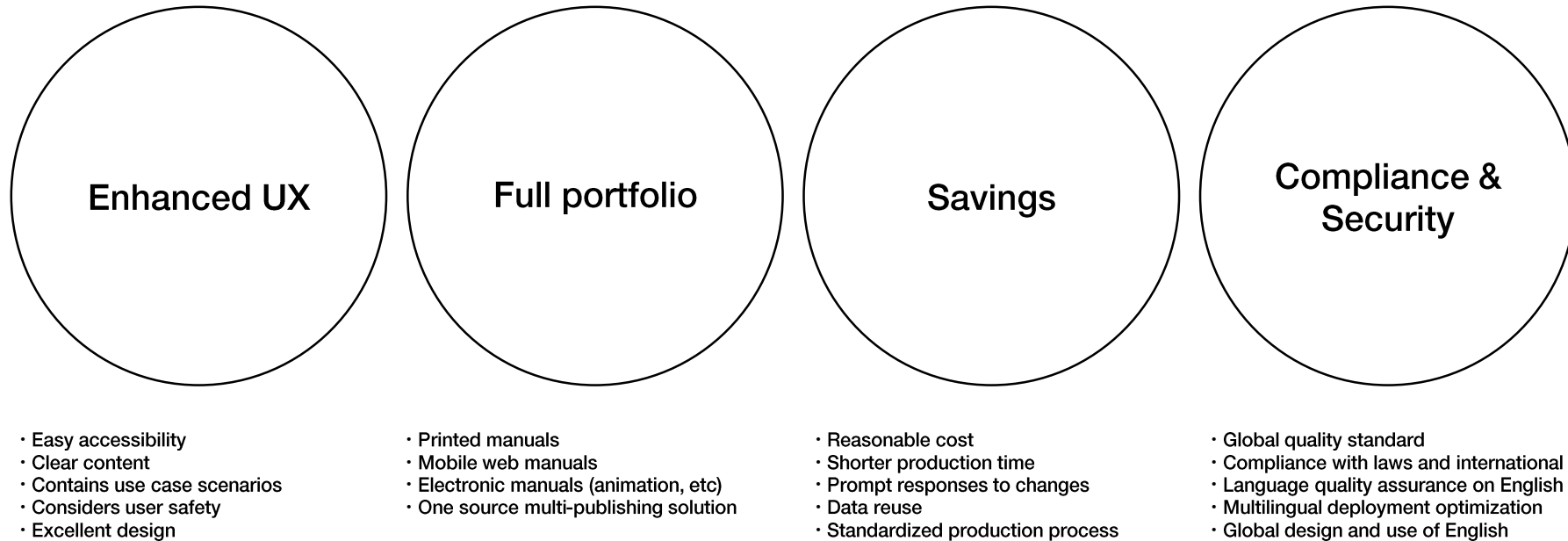
## Hansem DigMKT Service

As an extension of the Landing Page and Web Localization services, we help create organic SEO keywords for specific products/services in the Asian languages of your choosing.  It's supercharged multilingual digital marketing with minimal upfront investment.

# User Manual Development

30+years of expertise

We analyse target user expectation to develop multilingual manuals. Each step in our production process complies with international standards. We can create content directly in Korea , English and a long list of other languages. Putting our high-octane teams to work for you helps improve user perception and your brand image. Find out how we can help you achive greater success!

## Enhanced UX

- Easy accessibility
- Clear content
- Contains use case scenarios
- Considers user safety
- Excellent design

## Full portfolio

- Printed manuals
- Mobile web manuals
- Electronic manuals (animation, etc)
- One source multi-publishing solution

## Savings

- Reasonable cost
- Shorter production time
- Prompt responses to changes
- Data reuse
- Standardized production process

## Compliance & Security

- Global quality standard
- Compliance with laws and international standards
- Language quality assurance on English technical writing
- Multilingual deployment optimization
- Global design and use of English

# CAT Tools

- Trados Studio
- MemoQ
- Passolo (S/W localization)

# Translation Management System

- SmartCAT
- Smartling
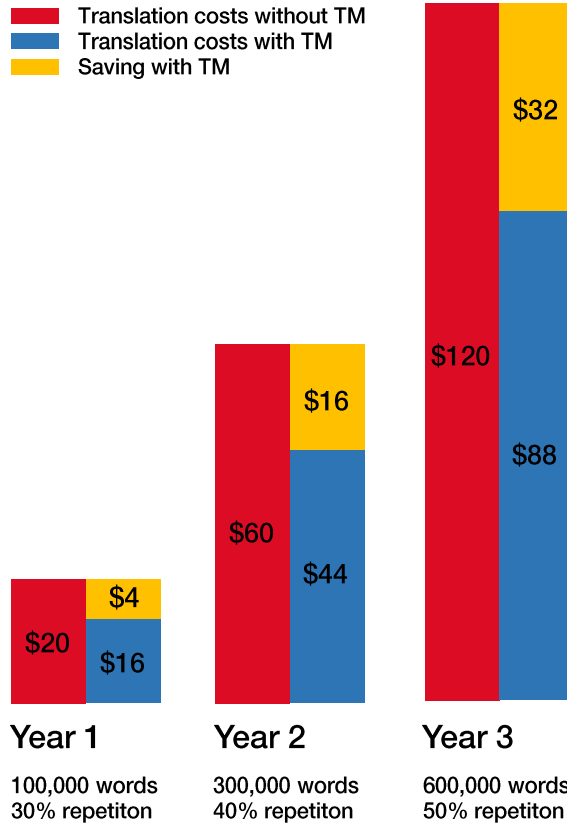- WordBee
- Memsource

# QA Tools

- QA Distiller
- xBench

# MT Engines

- Linguist Management System
- Project Management System

## Comparison of Translation costs with and without TM
(thousands of dollars)



■ Translation costs without TM
■ Translation costs with TM
■ Saving with TM

**Year 1**
100,000 words
30% repetiton

**Year 2**
300,000 words
40% repetiton

**Year 3**
600,000 words
50% repetiton

*Assumes a translation rate of $0.20 per word and repetition rates that are 1/3 of that

# Hansem global uses a vast array of <u>translation memories (TMs)</u> to improve consistency across documents, accelerate project schedules, and produce TM matches to save our clients money over time. You benefit from:

- Data reuse | calculation memory*

- Tech-enabled productivity

- Drastically improved consistency

- Fast response to changes

- Standardized processes = savings

*Never pay for the same content twice. Hansem global uses self-developed calculation algorithms (memories) that reduce your costs. When content is reused or applied to updates/changes, the match rate of the content determines the cost. Transparent collaboration and billing - another Hansem global exclusive.

## Terminology Management

Another feature of many TM systems is a terminology manager. This feature helps translators be consistent in their word choice for all documents. Using terms consistently within a given project is critical to a high-quality translation. The glossary can be for a subject, project, or client so that the translator will roperly translate words for the given context. Glossaries are especially useful when working on complex projects that require more than one translator.

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# Production Support Solutions

Complete tech stack & tooling combined with 3+ decades of knowledge enables us to provide you with the precise mix of functions you need for your profile.

**Trans E**

### Automatic HTML conversion solution

Conversion of print type user guides into responsive HTML5 website data

**Sentco**

### Standardized sentence management solution

Content reuse and standardized sentence management for secondary manual production

**MUI**

### UI string management solution

Effective management of multilingual UI strings, such as register, edit, and search

**WEAVER**

### Standardized sentence management solution

Automatic matching of UI strings, automatic insertion of alternate texts, term comparison, and more

### Terminology management solution

Effective management of technical terms with registration, editing, and search features

### Business manager system

Registration and management of project and resources
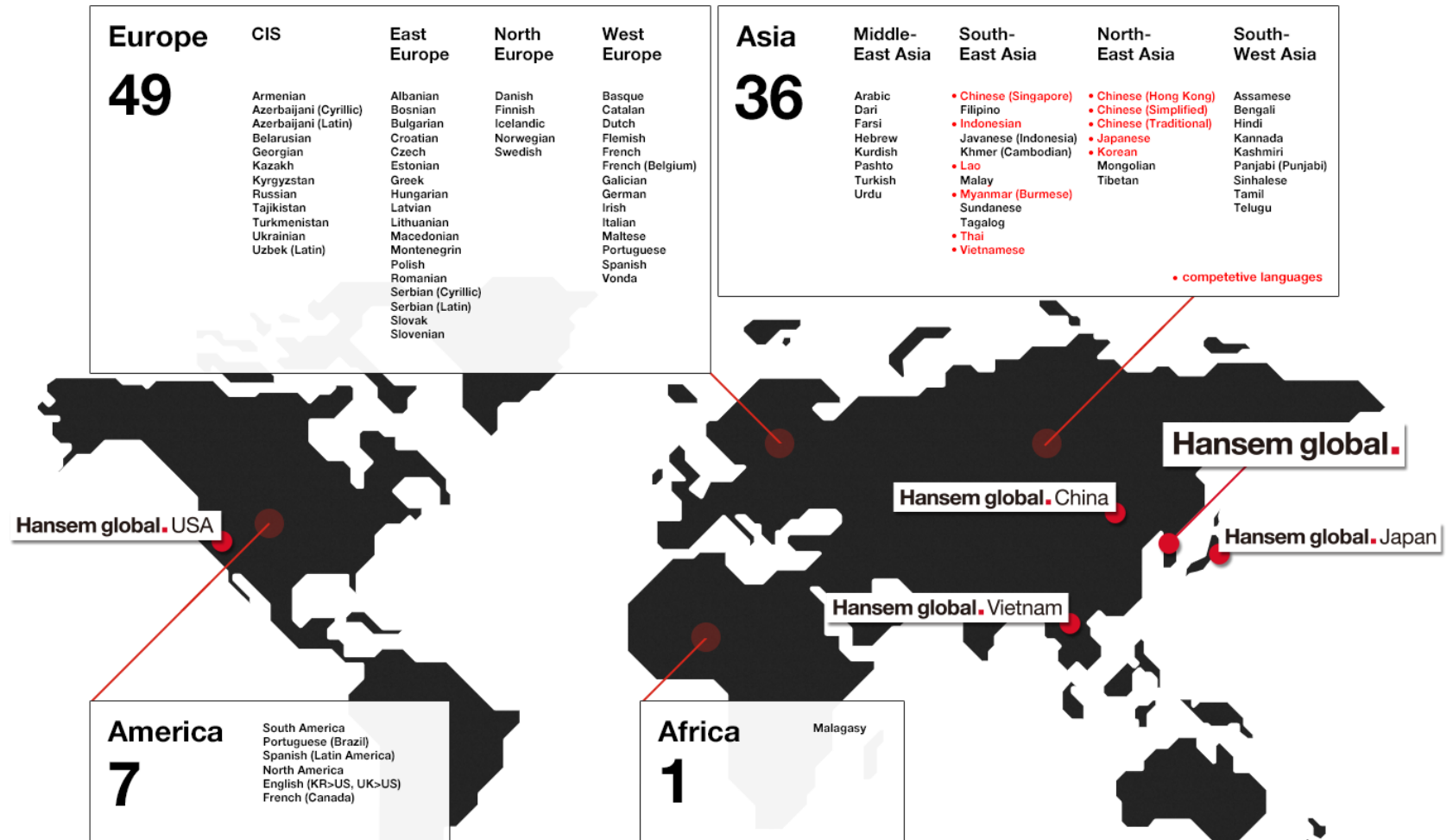
**Hansem global.**

# Localization

No. 1 LSP in Korea!

We work with linguists from 93 regions who are fluent in European, Asian, African, and North/South American languages. Together, we provide localization services for electronics, gaming, software, machinery, automotive, and medical industries

A total of 93 language services – based on 2016. 01

| **Europe** **49** | CIS | East Europe | North Europe | West Europe |
|---|---|---|---|---|
| | Armenian | Albanian | Danish | Basque |
| | Azerbaijani (Cyrillic) | Bosnian | Finnish | Catalan |
| | Azerbaijani (Latin) | Bulgarian | Icelandic | Dutch |
| | Belarusian | Croatian | Norwegian | Flemish |
| | Georgian | Czech | Swedish | French |
| | Kazakh | Estonian | | French (Belgium) |
| | Kyrgyzstan | Greek | | Galician |
| | Russian | Hungarian | | German |
| | Tajikistan | Latvian | | Irish |
| | Turkmenistan | Lithuanian | | Italian |
| | Ukrainian | Macedonian | | Maltese |
| | Uzbek (Latin) | Montenegrin | | Portuguese |
| | | Polish | | Spanish |
| | | Romanian | | Vonda |
| | | Serbian (Cyrillic) | | |
| | | Serbian (Latin) | | |
| | | Slovak | | |
| | | Slovenian | | |

| **Asia** **36** | Middle-East Asia | South-East Asia | North-East Asia | South-West Asia |
|---|---|---|---|---|
| | Arabic | • Chinese (Singapore) | • Chinese (Hong Kong) | Assamese |
| | Dari | Filipino | • Chinese (Simplified) | Bengali |
| | Farsi | • Indonesian | • Chinese (Traditional) | Hindi |
| | Hebrew | Javanese (Indonesia) | • Japanese | Kannada |
| | Kurdish | Khmer (Cambodian) | • Korean | Kashmiri |
| | Pashto | • Lao | Mongolian | Panjabi (Punjabi) |
| | Turkish | Malay | Tibetan | Sinhalese |
| | Urdu | • Myanmar (Burmese) | | Tamil |
| | | Sundanese | | Telugu |
| | | Tagalog | | |
| | | • Thai | | |
| | | • Vietnamese | | |

• competetive languages

Hansem global. USA

Hansem global. China

Hansem global. Vietnam

Hansem global.

Hansem global. Japan

| **America** **7** | South America |
|---|---|
| | Portuguese (Brazil) |
| | Spanish (Latin America) |
| | North America |
| | English (KR>US, UK>US) |
| | French (Canada) |

| **Africa** **1** | Malagasy |
|---|---|

CSA Research
TOP 100
Global
LANGUAGE SERVICE PROVIDERS
2018 ★ 2019 ★ 2020

# Contacts

Serving You in Multiple Time Zones and Bringing Local Expertise!

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