Translation Production Models

Matching Linguistic Resources and Processes to Client Needs

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How do translation agencies produce translations? In an industry with low barriers to entry, nearly anyone can set up shop as a translation supplier. While there is no industry-wide agreement on the required steps to produce a translation, many defer to the notion that “translate-edit-proof” (TEP) is the de facto standard when it comes to the linguistic steps carried out on translation projects. However, as our recent pricing study revealed, a variety of services can be included in the average price per word (see “Trends in Translation Pricing,” Sep12). These pricing differences point to disparities in the production models used to create those translations.

Language service providers (LSPs) often point to their production models as evidence that they stand out from their competitors. But how different are they, really? In this report, Common Sense Advisory pulls back the curtains to reveal the most common production models used by LSPs, along with the strengths and weaknesses of each.

How This Report Will Help You

This report is designed for language service provider business owners and founders, production managers, quality assurance managers, and marketing managers. In addition, anyone involved with production or operations in an LSP will find this report to be valuable. It will help you:

- **Situate your own model.** This report allows you to place your company’s production model within the typology of the four most common production models used throughout the industry.

- **Understand your competitors’ models.** If your competitors are constantly undercutting you on price, this report will help you understand the models they are using to do this.

- **Evaluate and improve upon your current model.** Knowing what your options are will enable you to create a stronger, more flexible model.

Most importantly, this report enables you to determine whether your model is truly the best fit for the unique needs of your company, your customers, and your sales strategy (see “How to Drive Translation Sales,” Mar11).