

Drive Out Waste

Welocalize Workflow Reduces 23-Step Process to 5 Steps

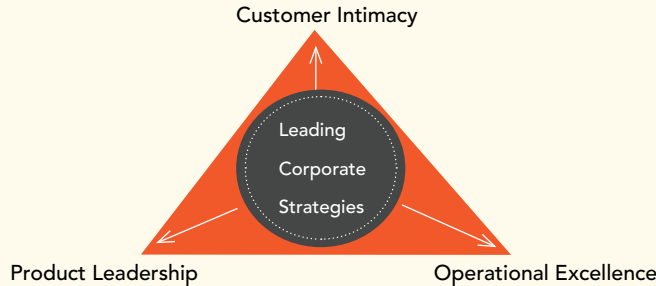
1. Take a busy client



World's Largest Travel Site

- 50MM unique monthly visitors
- 60MM reviews and opinions
- 40 contributors per minute
- 30 markets and 21 languages

2. Combine with the Welocalize approach of Operational Excellence



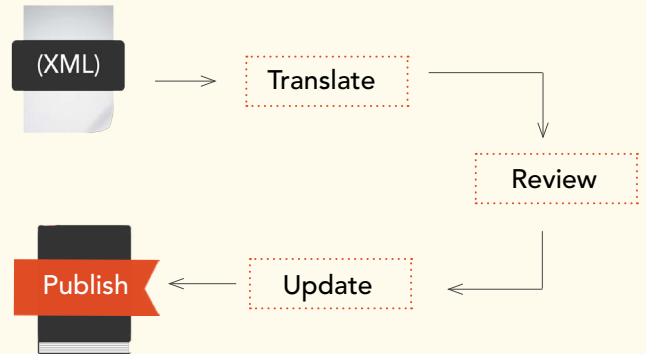
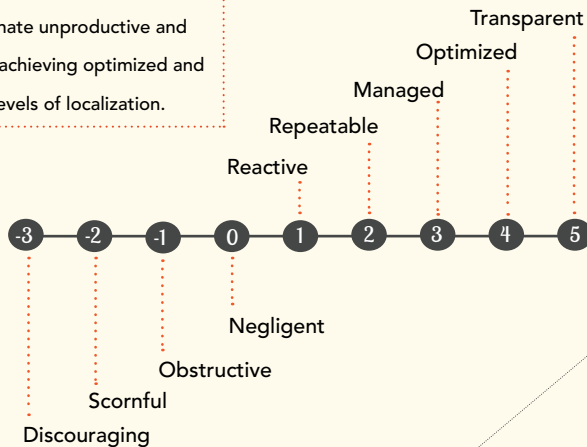
Remove *waste, create convenience, and value added tasks.
*tasks that cost money but have no value and can/should be automated

4. Use the Right Tools



3. and the Localization Maturity Model (developed by research firm Common Sense Advisory)

Welocalize works with clients to move them through the stages of the LMM, helping eliminate unproductive and costly steps, achieving optimized and transparent levels of localization.



5. Bring on the Benefits

Client: TripAdvisor

Welocalize

Translators

