

Software Localization

Internationalization

Website Localization

E-Learning Materials

Manuals, Documentation

TECHNOLOGY

Meeting Global Technology

The old adage, “time is money,” takes on new meaning in today’s global technology market. Technology developers and providers who can reach more buyers in more regions of the world quicker are the winners. Simultaneous distribution of software, consumer electronics, and other technologies is no longer the exception; it is expected. McElroy Translation has set up its services for technology and software companies to reduce time to market in target regions while also ensuring code and message are written for the local audience. We offer competitive pricing and fast turnaround. All translation work is assigned to in-country engineers and editors, and software testing is outsourced to the leading international vendors.

The McElroy Difference

McElroy is not just another translation company: we understand and believe in the need for top level technology to support our clients. In fact, McElroy integrates language and localization technologies to streamline content retrieval; collaboration among translators, editors, and testers; and delivery of completed work back to the customer. McElroy also functions within internal content management systems as required by the customer.

Quicker Turnaround

Turnaround is a key concern for many technology and software providers. McElroy collaborates with Kilgray Translation Technologies in the use of its MemoQ computer-aided translation application to ensure fast, accurate turnaround regardless of project size. MemoQ automates extraction of text to be translated from formatted source files, stores translation memory from previous projects in segments for future use, creates glossaries, and allows for a cooperative translation environment. MemoQ’s crowdsourcing approach reduces the time needed on high volume projects by involving more translators, yet maintains quality by facilitating the role of lead translators as real-time consultants and adjudicators of terminology.