

## The future of localization

*Sascha Leib, Software Localization Manager*

### Software localization

All those in the profession agree that localization—especially that of software—increases the value of professional know-how and constitutes, at the same time, a more profitable activity than traditional translation.

To this evidence, the drawback of prospecting costs must be added (positioning) and the difficulties of project management for this very complex activity riddled with traps.

But what exactly is the “software localization” market?

Our experience, including that of our latest CeBIT-Hanover operation in March, still in progress, indicates that it involves a very closed sector and in relative decline. In fact, to succeed in standing out among the major localizers on the international markets (made up by software-producing companies) is no easy feat. What’s more, given that the lifespan of software is generally very short, and given the stagnation experienced even in this advanced sector, localization in the various languages of the target markets tends to be given up. It is done so reluctantly, forced by market conditions.

Major economic recovery is required for these factors to be overcome: a lot more new software, speed of execution (and delivery) and lastly, very low prices.

### Eurologos’ assets: tenacity, know-how and competitive prices

Tenacity is essential to all Eurologos offices, not only to credit its localization capabilities and to introduce itself soundly into the group of major localizers. Tenacity, as we know, is a true capital business virtue that requires the time factor in order to blossom.

As to know-how, ours is starting to be of good quality and sufficient. Not only in Brussels but also in Bucharest, in Milan and in some other offices that have been able to dedicate themselves to localizations. Relative to competitive prices, Eurologos’ only problem is to make it known to future clients: we even have localization companies that use our offices as sub-contractors for their clients!

The crucial localization problems that we have to solve at Eurologos are:

- Equipment
- Software
- Project Management
- Specific direction and prospecting