

Rochester Works Newsletter Submission
Advanced Language Translation Inc.

3/14/04

Advanced Language Translation Inc. Awarded ISO 9001:2000 Certification

RochesterWorks facilitated a New York State grant for Advanced Language Translation Inc. to be awarded ISO 9001:2000 certification in January. The New York State grant is made available by the Department of Labor's "*Building Skills in New York State*" program, and marketed locally through RochesterWorks. Numerous months of preparation and training were required for Advanced Language Translation Inc. to meet the rigorous standards.

After initially passing the registration audit January 12th and 13th, 2004. The company demonstrated a proficiency in management and quality standards that less than 25 other localization/globalization firms* have demonstrated globally. These standards of process, management and training are recognized worldwide. Although improving quality can be a challenge for both large and small firms, the benefits outweigh the expenditures to reach these goals. Fortune 500 companies definitively recognize ISO 9000 certification and frequently use it as a qualifier of potential suppliers. The growth of small and medium sized companies can often be catalyzed by ISO 9001:2000 acquisition by opening the door to multinational firms.

In general, the ISO standards make the development, manufacturing and supply of products safer, cleaner, and more efficient. A highlight of the standards Advanced Language Translation Inc. was required to meet include: *management involvement, defined and documented quality systems, and a training program* among many others. The benefits implied by the certification include: *increased productivity and efficiency, and improved communications.*

Service companies do not typically seek certification; they are typically sought by manufacturing firms for the purpose of meeting both international process and environmental standards. For Advanced Language Translation Inc. their management, quality, and training processes are more forward thinking. Scott Bass, President of Advanced Language Translation Inc. notes, "*ISO 9001:2000 certification has also enabled us to improve. Even though we were always a process focused company, implementing a robust quality management system according to the standard provides a disciplined framework to manage quality continually—not just when it is convenient or when problems with quality arise.*"

Rochester deserves to have a company of this caliber. The long-term growth of world trade and a rise in US imports facilitates a need for businesses of all sizes to participate in international markets. Given Rochester's role in international commerce, having

resources such as Advanced Language Translation Inc. allows firms to achieve their localization goals with a home firm. *“We sell 30 –50% off the Internet,”* Bass explains, *“ISO 9001:2000 certification helps those who don’t know us recognize that we are a quality process oriented company.”*

World trade has seen a downward trend in the last few years, but that’s normal considering the economic downturn worldwide. Charles Goodwin, who is Executive Director of the International Business Council of the Rochester Business Alliance, cited *“95% of the world’s population live outside the US.”* Business owners will want to continue to participate in alternative markets. Goodwin also commented that there were 600 first-time exporters who were developed in the Rochester area in the last 11 years. Rochester has always been an export town with a long history of reaching out to other markets. The availability of translation/localization services in Rochester that meets international standards of quality is noteworthy.

The industry as a whole is often called GILT (Globalization, Internationalization, Localization, Translation). GILT industry specializations are becoming more and more necessary for businesses with their eye on the global market place. Advanced Language Translation Inc. works has developed a worldwide network of over 800 professional linguists. In-country translators are going to bring personal knowledge of their own market to the table, something that machine translation simply cannot do. The perception that you are saving money using machine translation is false when you consider the ramifications of poorly translated materials.

For more information on Advanced Language Translation Inc. visit their website at www.advancedlanguage.com.

* Based on Advanced Language Translation research, 2004

Advanced Language Translation Inc. was founded in 1994 as a corporate translation and localization company. Scott Bass, president and founder, remains focused on innovating the industry by researching new software and multimedia applications to expedite the translation process across a variety of print and online media. The company has developed a worldwide network of over 800 professional linguists and a client base on four continents. For more information on Advanced Language Translation Inc. visit their website at www.advancedlanguage.com or call (585) 697-0462.

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