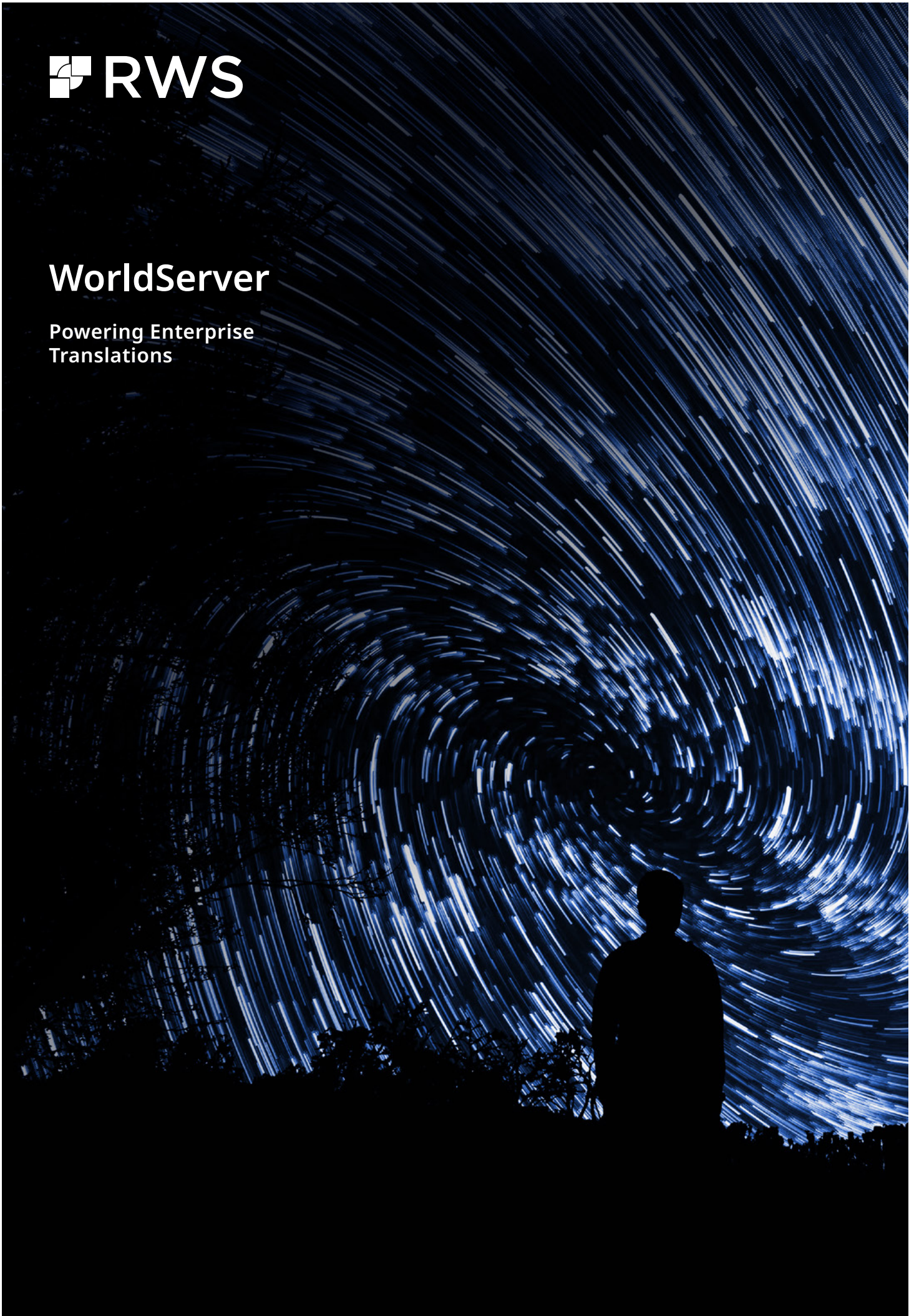




WorldServer

Powering Enterprise
Translations



“Core to WorldServer is a workflow-based process automation engine that drives all translation project activities. You can easily configure the workflow so that, for example, the process for translating marketing material is different from that for translating very technical documentation.”

“WorldServer ensures a highly optimized translation process that produces high quality translated content faster and for less cost and administrative burden than any home grown process.”

Benefits of WorldServer

Quality content for end users

Enterprises need to be viewed as an international company doing business globally, not a foreign company trying to extend their reach into remote markets. WorldServer ensures every form of content has the highest quality translation, and all translations are sent through predefined review cycles.

Greatly reduced cost

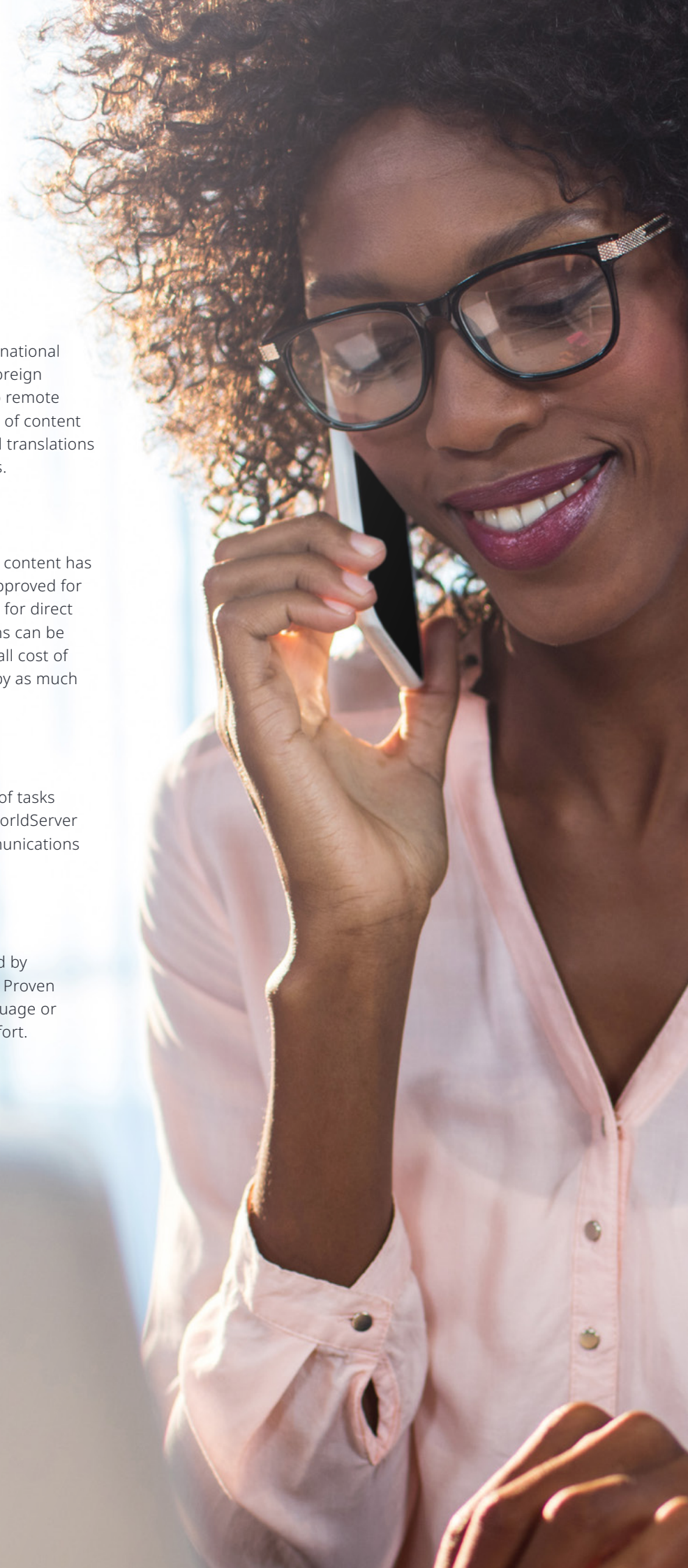
WorldServer automatically identifies what content has changed and what has previously been approved for translations. Only new content is sent out for direct human translation. The cost of translations can be reduced by as much as 40% and the overall cost of the translation program can be reduced by as much as 80%.

Decreased administrative burden

Processes that formerly required dozens of tasks are reduced to a few human steps with WorldServer managing the routing, storage and communications between program participants.

Ability to scale

Best practices and workflows are enforced by WorldServer's scalable workflow function. Proven processes can be extended to a new language or content type with modest, incremental effort.



Leading translation management system in the industry



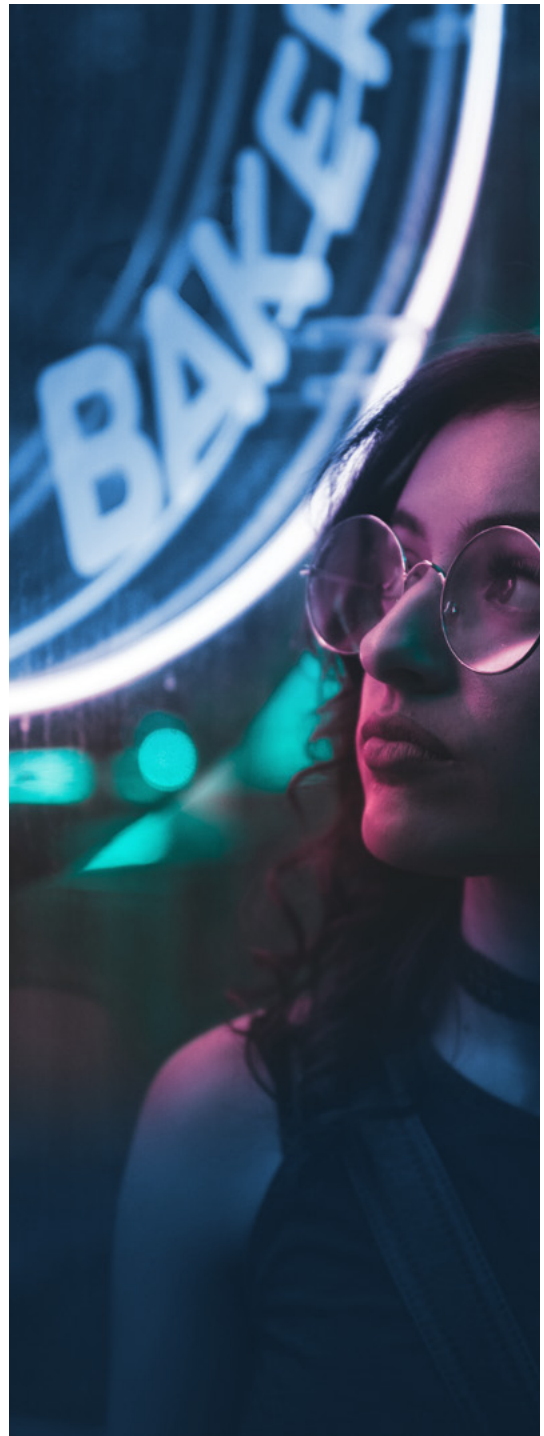
Organizations want engaged customers to become more committed and committed customers to become their product and service advocates.

In a global environment this is only possible if content is presented in local languages for target markets, across every customer touch point, throughout the customer journey.

WorldServer enables a multilingual market reach by shifting translation efforts from many varied manual steps to a fully automated centralized program.

WorldServer is the leading translation management system in the industry. Over one hundred of the top global companies depend on WorldServer to optimize their translation programs.

WorldServer simplifies and accelerates the localization process for any content – from websites to documents to software. WorldServer is designed to centrally manage, automate and control high volumes of translation projects across multiple language service providers to deliver quality translations on time and on budget.



WorldServer translation capabilities



Translation memory

WorldServer features Translation Memory (TM), a database of all previously translated content. Any new request for document translation is passed through the TM database to segment content and identify that which already has approved versions in the target language. For content where there is no exact translation, TM will offer similar or “fuzzy” local content to make the translator’s job faster and easier. This also ensures consistency of translations across markets and document versions while reducing the volume and price of translation services.



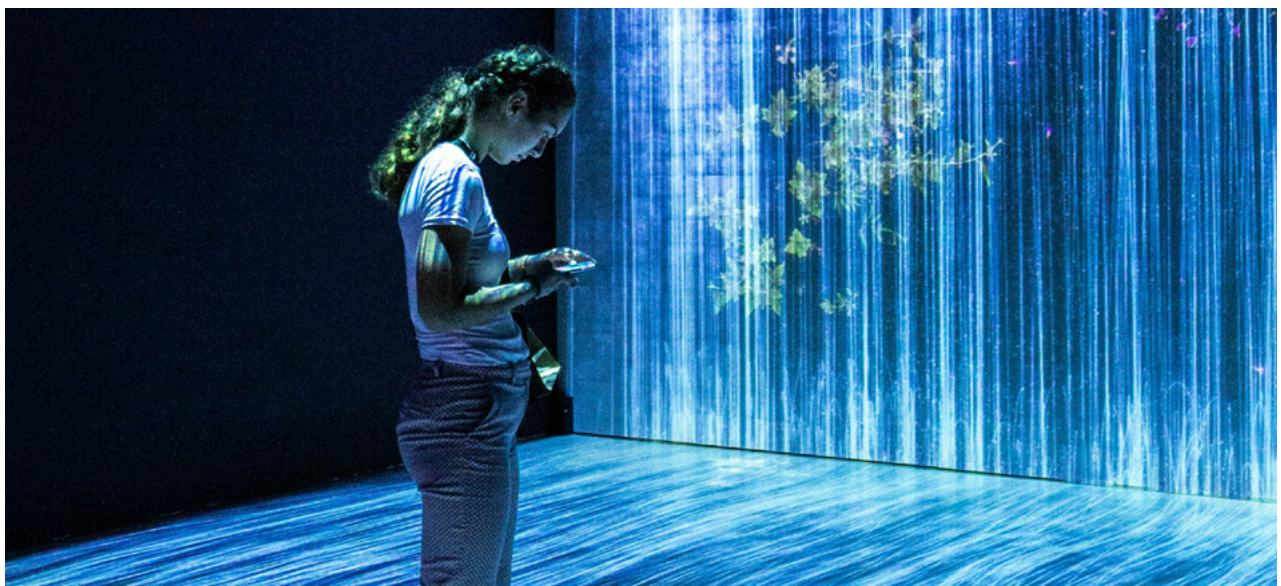
Terminology management

Terminology management is an organized record of controlled words and phrases combined with their standard or mandated translations. This database allows you to manage commonly used words as well as slogans or corporate phrases that must be translated in a particular way (for example, a company tag line, and product or feature name). This eliminates subtle translation changes from being introduced and maintains the quality and consistency of local language content with that of the source material.



Workflow customization

Work the way you want: Core to WorldServer is a workflow-based process automation engine that drives all translation project activities. You can easily configure the workflow so that, for example the process for translating marketing material is different from that for translating very technical documentation. Unique partners can be designated as the approved translators or reviewers to ensure that subject matter experts control the final quality of their content. In addition comments, question and notifications of project related issues can be attached to any content to improve the quality as it moves through the localization supply chain.



Implementation choices

The WorldServer architecture provides a robust and scalable translation management solution that can be deployed on premise, or in the cloud as Software-as-a-Service (SaaS) to suit the financial and business goals of any organization.

WorldServer deployments can begin with the low cost and speed of a SaaS version and then be converted to an on premise version if business requirements change over time.

WorldServer ensures a highly optimized translation process that produces high quality translated content faster and for less cost and administrative burden than any home grown process. Translation Memory, Terminology Management and workflow customization makes WorldServer the premiere translation management system in the industry.

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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