



 **MotionPoint**

Insourcing vs. Outsourcing Website Translation: What's Best for Your Business?

Where to Start with a New Translation Initiative

Introduction

At the start of a website translation initiative, you must choose whether to insource or outsource the project. Understanding the best option requires you to account for multiple variables and costs. Your project's available resources, time considerations, quality requirements, and complexity should all factor into the evaluation of insourcing vs outsourcing translation. Read on to learn more about how to choose the right option.

Outsourcing website translation is when companies get outside help from translation partners to meet the project requirements that can't be solved internally. Companies may choose to outsource translation because their existing staff don't have the necessary time, experience, resources or technology to do it. Or they may choose an outside vendor who offers value beyond just translation, such as, scalable cost-efficiencies, automatic language preference detection, translation memory, and localization.

Insourcing translation is when companies purchase technology and hire employees – or task existing staff – to complete their project internally. Companies that insource website translation tend to be highly experienced with translation and have immense, numerous and complex translation

jobs in multiple languages. They need to maintain complete sovereignty because of the size and frequency of their translation needs.

Regardless of which approach a company chooses, translation is no small feat, particularly for localized websites. In addition to translating, which requires certified linguists who know your industry and match your company's brand voice, website localization demands continuous upkeep, translation technology, project management, web engineering, hosting, and quality assurance.

Your decision to outsource or insource should closely link to how you want to manage the ongoing translation of your site as opposed to the initial lump-sum of translating your site for the first time. After translating your site once, you will still need to charge a partner or an employee with creating a scalable and repeatable translation workflow to maintain your multilingual sites on par with your flagship websites.

Discover the key differences between insourcing and outsourcing, how to insource translation, and the different degrees to outsourcing translation in the next section.

Key Differences Between Insourcing and Outsourcing Translation

Insourcing	Outsourcing
<ul style="list-style-type: none"> • Best used in mature stages of the translation lifecycle. • Includes hidden costs related to employing a full staff to handle translations. • Drains the time of existing staff as responsibilities related to translation are added to their plate. 	<ul style="list-style-type: none"> • Best used in the initial stage of the translation lifecycle . • Provides fixed costs that are often less, particularly over time or for ongoing projects. • Empowers staff to focus on main website language
<ul style="list-style-type: none"> • Provides complete sovereignty over timelines and translation quality. 	<ul style="list-style-type: none"> • Offers robust levels of transparency and control in the translation process. • Is accountable for tight timelines and translation quality standards. • In most cases provides more control than insourcing without the headache of doing the work and teething problems.
<ul style="list-style-type: none"> • Leaves projects open to time creep. • Averages 18 months to complete. 	<ul style="list-style-type: none"> • Guarantees firm delivery dates, which often come much sooner than in-house projects can be completed
<ul style="list-style-type: none"> • Incurs the opportunity cost of latency in go time-to-market indefinitely. 	<ul style="list-style-type: none"> • Reduces the pain of missed opportunities because translations weren't ready.
<ul style="list-style-type: none"> • Requires additional resources in-house to ensure accuracy. 	<ul style="list-style-type: none"> • Delivers a final product with high-quality translations in context that carry brand look and feel across materials.

Cost Considerations Between Insourcing and Outsourcing Translation

It's hard to estimate the total cost of insourcing website localization, especially if it's the first time your company translates its website or web applications. Most in-house translation projects are tied to cumbersome manual processes and require significant overhead. So how can you calculate the time and costs of those cumbersome processes to decide between insourcing and outsourcing?

The costs and risks associated with insourcing website translation are related to time, staff and technology. You need to estimate how much a localization project would cost your business based on these three conditions.

Time

Doing translation in house takes on average 12-18 months longer than outsourcing the project. The incremental profit from reducing time to market by 18 months can have a significant risk-adjusted benefit. Companies that decide to insource translation initiatives have to purchase technology, such as translation management systems or a translation connector, then must recruit, hire and onboard the staff before developing a successful translation workflow.

Unfortunately, by the time the project is completed a year and a half or more may have passed.



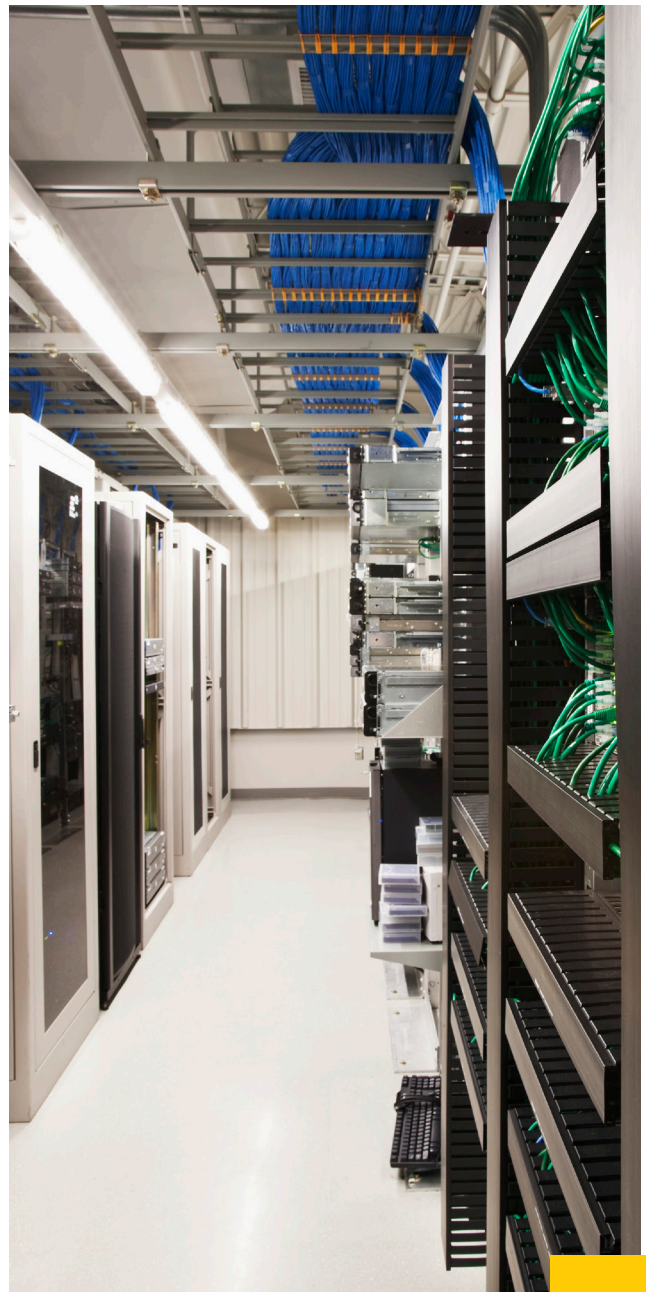
Staff and Resource Considerations:

Evaluate insourcing by comparing the complexity of your translation project to the resources you have and will need to deploy and maintain it. Translating digital content will require you to hire translators or localization managers (\$93K salary) but what's lesser known is how it instantly burdens your IT staff. Also, its complexity gets multiplied by the number of languages you're translating into.

Companies that insource well rely on a full-time staff of certified linguists, web engineers, graphic designers, project managers, and localization professionals, while those who do it poorly pile translation projects onto existing employees' responsibilities, increasing their workload and taking time away from other projects. If you choose to insource, make translation and localization the main focus of the staff tasked with the project. If you instead task existing employees with translation work, keep in mind that delivery time for the project will likely creep farther and farther into the future due to competing demands on employee's time.

Technology

Modern digital experiences are translated with powerful technologies. Common examples of technology costs for insourcing translation are translation management systems, translation connectors, content delivery networks, and server/hosting costs. And they are all contingent on your company properly staffing someone to manage their upkeep and routine maintenance.



Translation Lifecycle

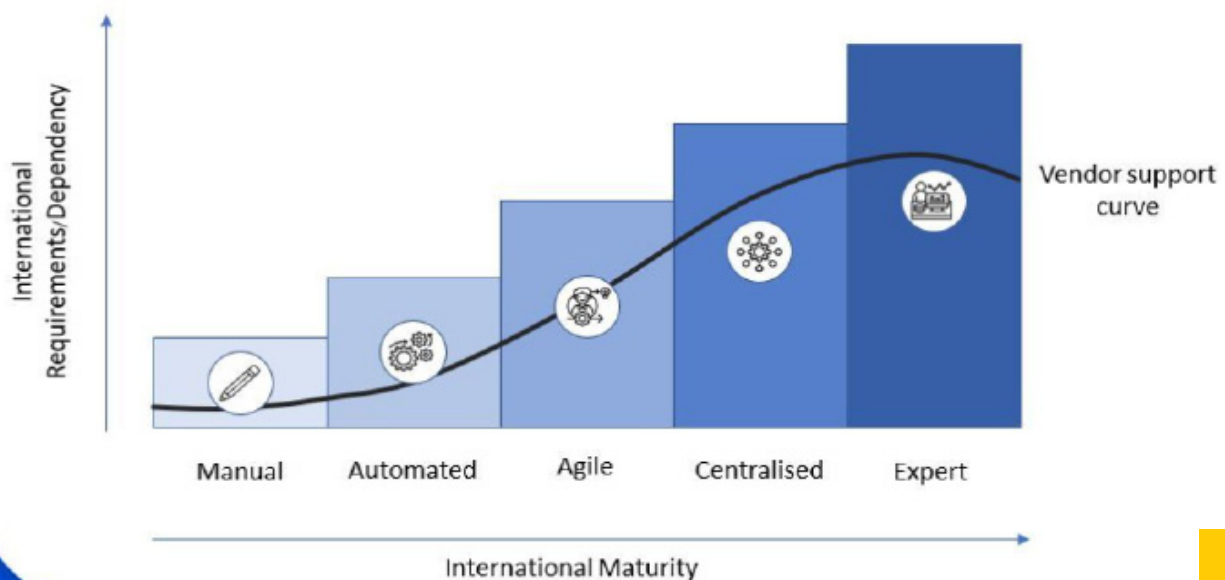
Most companies don't have translation as a core competency. To truly capture the attention of another market, translations also need to be localized, meaning that they need to incorporate the idioms, turns of phrase, and references matching the local market.

If this is the first time your company translates its website, it's likely that you're in the manual phase and may need a little help from outside vendors. Similarly, if you have been struggling to translate content because you were not able to hire the professionals needed and it is thus not the primary focus of the employees tasked with it, it may be best to onboard some outsourced help.

If you are going-to-market in a new language for the first time, you need to focus on marketing and strategy, which makes translation and localization a distraction. Those feats are best left to professional linguists with specific training in those skills.

After you complete the initial translation, the continuous need for linguists, quality assurance, web development, and IT support can quickly inflate your overhead costs. While insourcing can look like a good investment up front, you may face diminishing returns over time as translation maintenance requires less than full-time work from the staff you needed to hire for the initial push.

Localisation Maturity Curve



How to Outsource Translation

In the case of translations, like many other services, a company can opt into a level of outsourcing that works best for their business model. This might include contracting a freelance translator for specific projects, buying technology, using a language service provider, or opting for a full concierge-managed translation service.

There are two degrees to outsourcing website translation:

- Partially Outsourced Translation
- Fully Outsourced Translation

Partially Outsourced Translation

Website translation involves time, staff, and technology. In some cases, you might want to outsource only parts of the website translation process and distribute the remaining work internally.

For example, with google translate, you can use technology to completely translate your website instantly for free. However, its translation quality will cause a lot of internal maintenance work, both to check for accuracy and to properly web engineer the result.

Freelance translators are another example of partially outsourcing translation; they can accomplish the translation quality necessary but since they don't integrate to your CMS they also cause web development and quality assurance work.

Freelance Translation

When companies choose to use freelance providers, they only outsource the smallest piece of the puzzle: the translation itself. To ensure accurate management of freelancers and match the efficiency of more robust outsourcing options, the company must also:

- Create structure and workflows;
- Provide extremely detailed requirements to the freelancer;
- Create internal and external timelines and protocols; and
- Employ or hire separate web development professionals and localization experts.

And even so, freelancers leave work on the table. Most operate with little assistive technology, meaning that someone within the company must prepare a file to send to the freelancer, email it over, receive the translation back, and then copy/paste it into the appropriate application. Freelance translators also often lack context for the project; while they deliver an accurate

translation, they likely don't know to account for word growth or loss and how it affects the look of the designed page. As a result, internal employees must shoulder the burdens of file prep and export, quality assurance, and web engineering to reach a polished final product.

Language Service Providers

The next level of outsourcing includes companies that provide services beyond mere translation. Language service providers (LSP) blend the expertise of certified linguists with technology. In some cases, LSPs may focus on a specific industry for translation such as the law, medicine, or engineering, each of which have very nuanced and specific terms that must be translated to an exact counterpart word for their meaning to carry over.

LSPs typically provide a more complete outsourcing experience that includes:

- Professional translation
- SEO management
- Website localization

Companies that opt for an LSP no longer need budget for in-house expertise to manage translations or localized content.

Translation Integrations

When you choose to partially outsource your translation, your company is still responsible for much of the work.

With freelancers, this often means lots of manual back and forth during which your employees export content from your systems only to import the translated version back in. LSPs move beyond emailing content back and forth, often using technology integrations with your CMS to send translated work directly to your CRM.

However, your in-house team still has to do the manual work of assigning translations through the connector and then finalizing their appearance on the web on the back end. This can lead to time delays that your team didn't anticipate as the translated content goes through quality assurance checks, designers account for word growth or loss and their subsequent impact on alignment, and web engineers ensure a final polished product.

In addition to this back-end work, translation connection technology continues to evolve, meaning you will also need staff capable of managing updates and ensuring that integrations continue to function as intended. On the other hand, if you choose to fully outsource translation, you receive a final, polished product without needing any internal management or workflows.

Fully Outsourced Translation

Concierge-Managed Translation

A concierge-managed translation service like MotionPoint provides added-value to companies fully outsourcing their translation needs. The service extends beyond the translation and technology solutions from LSPs, ensuring a company needs no additional resources or manpower to realize their translation goals.

For example, MotionPoint staff handle all aspects of the process from translation to final product:

- Automatic collection, translation, and publication of multilingual content
- Full control and visibility through translation dashboards
- Direct editing capability
- Automatic language preference detection technology
- International SEO; and
- Quality assurance and web engineering to ensure a polished final product.

Translation Integrations

Motionpoint takes less than 60 days to take new websites live and translated. Delivering your brand to market with that kind of speed significantly reduces lost opportunity costs, particularly compared to the lengthy timeline for insourcing. Beyond that, MotionPoint offers two free additional services that add value for customers:

- A style guide for each customer that provides the tone and voice for their brand in translation.
- Translation memory, which means the same text always translates in the same way and customers never have to pay for that translation more than once.

For many companies, translation falls not only outside their realm of expertise, but far outside their comfort zone. For those businesses, the focus lies on branding, marketing, and strategy. Opting for an outsourcing option means reducing – or even eliminating – distractions from these core competencies. Utilizing the concierge-level translation service that MotionPoint offers returns bandwidth back to your company and allows for greater operational efficiency.

Advantages of Outsourcing Translation with a Concierge-Managed Translation Service

Utilizing a concierge-managed translation service provides a wealth of benefits. The concierge experience is centered around intuitive and human-lead translation services that are tailored to meet each of a client's specific requirements. Specifically, MotionPoint provides Translation Beyond Words by focusing on:

- **Outcomes:** Solving clients' pain points, demonstrating value, and achieving success.
- **Predictability:** Setting hassle-free recurring platform pricing with scalable and consistent variability.
- **Smart Engineering:** Leveraging technology to solve the hard problems associated with translation.
- **Right-Sized Solutions:** Crafting service packages that fits each customer's

All of these advantages negate the need to hire and then train staff in-house to complete translations and the laborious back-end pieces like website management and engineering.

Drawbacks of Outsourcing Translation

By its very nature, outsourcing translation requires giving up the hands-on approach of production, delivery, and timeline.

Depending on the level of outsourcing a company chooses, this may mean they have little to no insight into the daily processes taking place outside of their purview.

Depending on the company's location in the world relative to their translator, this may also mean juggling time zones for needed communication between the two parties. However, services dedicated to concierge-managed translation often prioritize strong communication and transparency to help ease the fears of companies nervous about giving up complete control.

How to Insource Translation

Insourcing translation requires that a company invest in specific staff as well as technology. First, depending on the number of languages for which translations are needed, the company will need to hire one or more linguists whose primary responsibilities include translation. Ideally, those individuals are also well-versed in marketing and branding principles so they can ensure translated material matches the company's brand voice from the original language.

Next comes the need to tackle the technology side: the company will also need to hire web developers and localization professionals to ensure the translated pages have the right look and feel. These staff must account for things like word growth or loss, which can be so significant that they throw off the alignment of content across the site. Depending on the complexity of translation projects, the company may also need project managers and other personnel to ensure that timelines and deliverables are created and then adhered to.

Advantages of Insourcing Translation

Insourcing translation provides a company with hands-on control over its translated materials and the process used to create them. Rather than relying on someone else's timetable, companies that choose to insource set their own priorities and implement on their own schedule, all while managing the workflow and team themselves. For companies that deal in sensitive data and highly coveted assets, or even those with the bandwidth to take on this challenging task, insourcing may be a good option as it eliminates the risk associated with handing those materials off to a third party.

Drawbacks of Insourcing Translation

The largest drawback to insourcing translation comes from the costs associated with in-house staff. Companies that insource need to:

- Pay for salary and benefits for translators, web engineers, localization professionals, project managers, and others associated with translation projects;
- Provide infrastructure and equipment to those employees; and
- Budget additional human resources costs to manage all of their contracts, complete performance evaluations, and diffuse inter-personal conflicts.
- Takes about one year longer to do in-house.

Moreover, in-house translation cannot scale easily; a broader scope of translations means hiring even more personnel. And finally, if the need for translation is not ongoing, what happens to those personnel at the end of the project?

Conclusion

Working with a concierge-managed translation service like MotionPoint helps to ensure that brands looking to expand to new markets do not overcommit themselves to translation projects in-house. Much like a first-time home-owner weighing the DIY approach versus hiring a professional for needed repairs, companies have to consider how much time they have available to spend on projects outside their realm of expertise. For some, it may feel worthwhile to invest fully in a new venture by hiring additional staff with the needed expertise, while others find they do not have the time or resources available to do so. Regardless, during the critical go-to-market phase of a company's lifecycle, translation needs to be nimble, accurate, and efficient to reduce lost-opportunity costs. A company with no experience managing translation projects will have much more difficulty achieving that goal on their own.

With a full-time staff of professionals dedicated to every aspect of the translation and localization process, MotionPoint provides scalable services, meaning a company can start with a small scope at first that they later expand. Companies that utilize MotionPoint's services have no need to reassign staff responsibilities or hire additional personnel; they can rely on MotionPoint to deliver a complete and polished project – in less than 60 days for initial website translation and localization. And MotionPoint keeps translated websites and localized software up to date by utilizing a marriage of human translators and technology. The return on an investment in MotionPoint means companies can continue to focus on their core marketing and business strategy to reach the widest available audience without having to worry about the intimate details of translation.

If you are ready to start outsourcing your translation projects at the highest level of quality and service, check out MotionPoint.



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