

Conjunction of Universes

Redefining the localization service in the connected age

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November 28th, 2019



Agenda

1. Are you talking to me?

2. Connect to the client's heart and head

3. What real innovation means

4. Putting it all together

Are you talking to me?

Impact of commas on global revenues



We have been around for years

Our services are inexpensive

We deliver what the customers need

We provide top quality

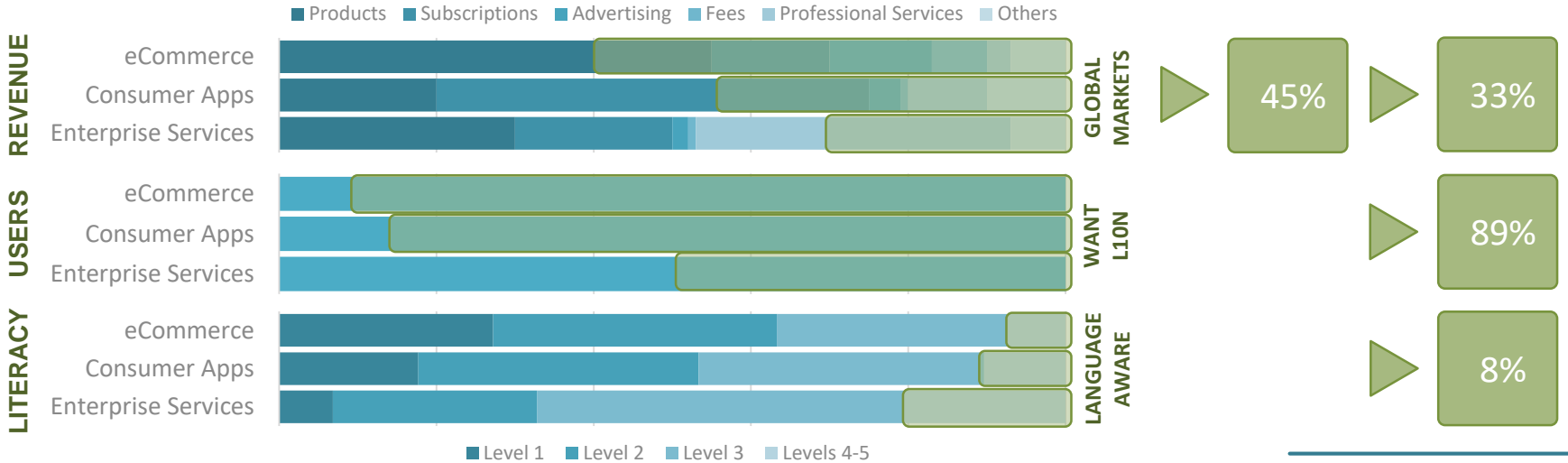
We are well organized

We know cutting edge L10n technology

We enable you to enter new markets

Are you talking to me?

Impact of commas on global revenues



All numbers based on analysis of aggregated, publicly available data sources

Potentially impacted revenues up to

2.3%
???

Connect to the client's heart and head

Visions, performance indicators and metrics

What business people hear:

We have been around for years, **AND...?**

WE THINK our services are inexpensive

We deliver what **SOME** customers need

We provide top **LINGUISTIC** quality

We are well organized, **AND...?**

We know **STANDARD** L10n technology

We **HELP** you enter new markets



What business people care about:

Keep all people secure in a connected world

Make a service easily available to a certain group

Earnings growth

New activations

NPS

User churn

Transaction value

Contact rates

Net new subscriptions

Conversion rates

Total go-to-market cost

Budget predictability

E2E on time delivery

Connect to the client's heart and head

Visions, performance indicators and metrics

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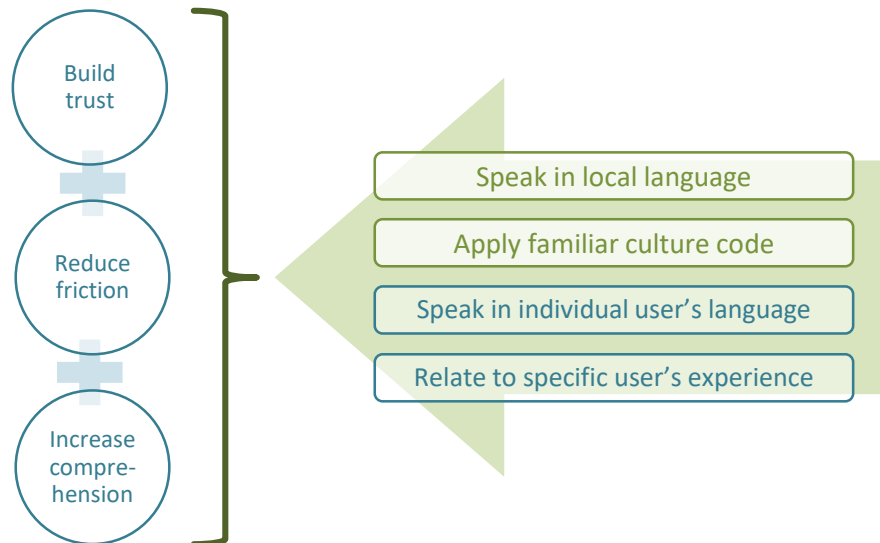
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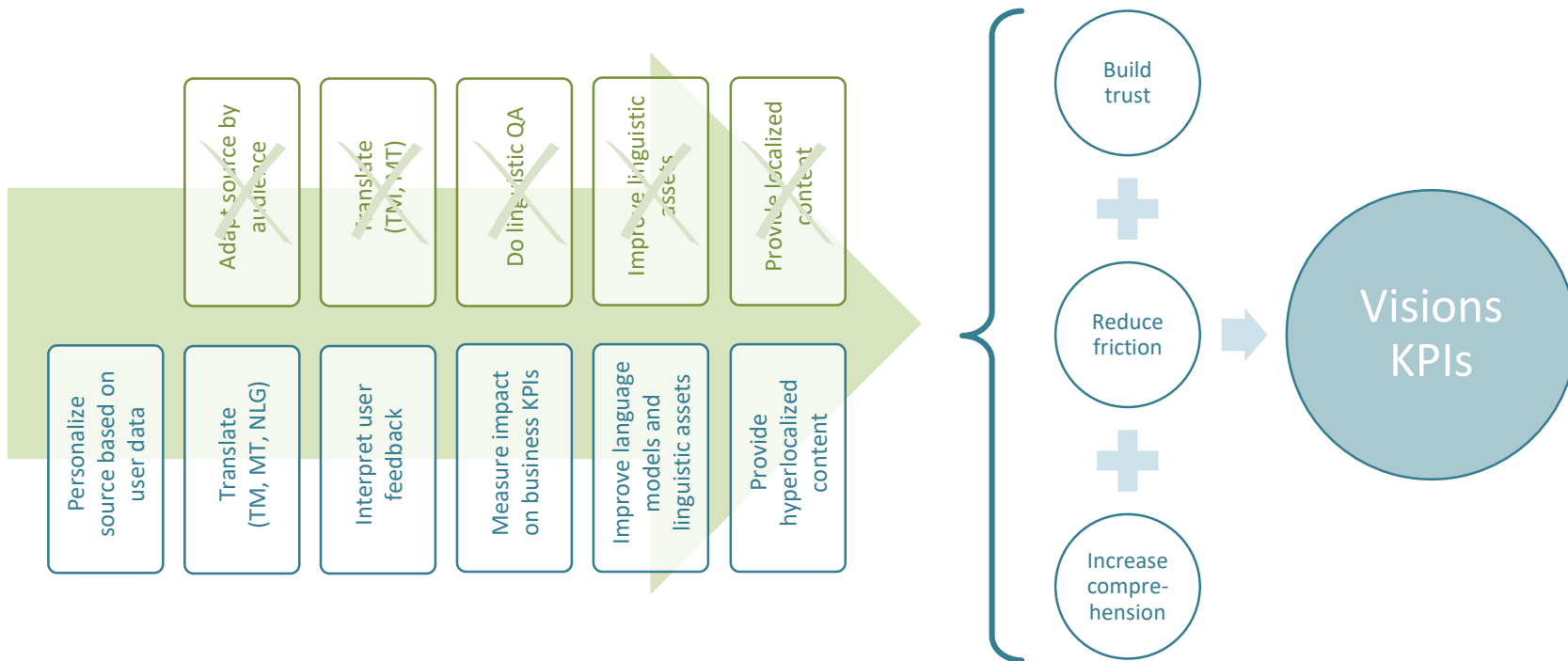
E2E on time delivery

How localization can contribute:



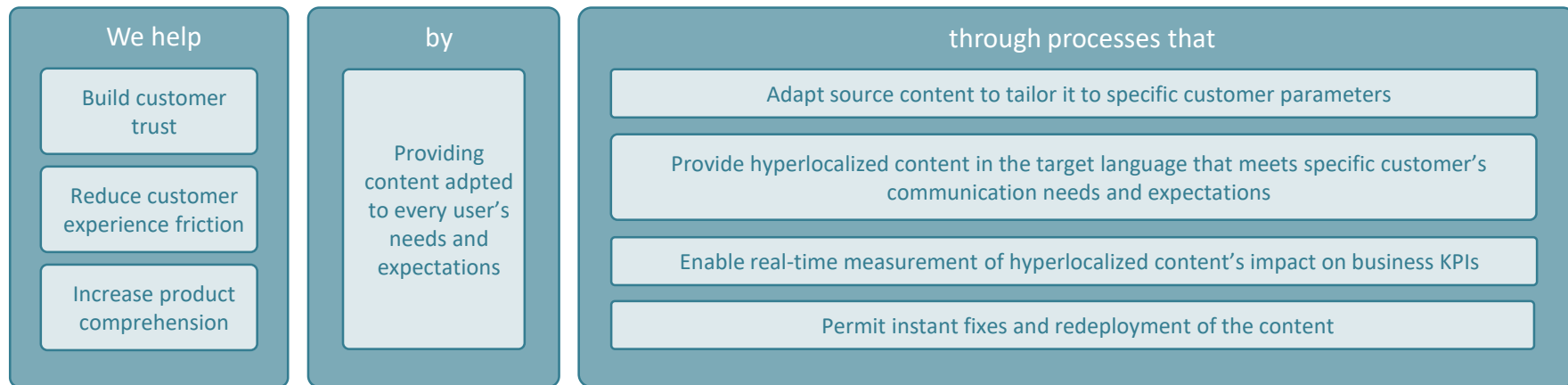
What real innovation means

Beyond acronyms from the bygone days



Putting it all together

Next gen localization service



MARKETS COVERED

100%



USERS COVERED

100%



LITERACY RATE

100%



HYPER L10N EFFECT

5%-10%



REVENUE GROWTH

5%-10%

Thank You

