

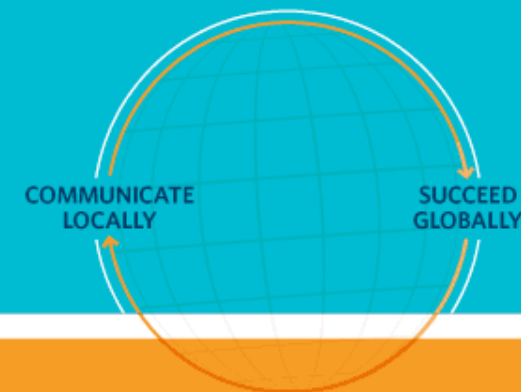


Evolution of the Translation  
Industry- planning for success



# Commodities, Differentiators and all that Jazz

– a quick-take of what's worrying translation business owners and managers



# About GALA?



association of translation companies

**Who** - GALA is a special interest group. Member companies provide specialized technology and services for the translation and localization industry.

**What we do** - We promote the interests of our members in business. We provide information, international knowledge, and reduce costs.

**Members**



companies  
technology.  
on service  
and language

global

in, localization,  
the industry  
and reducing

45 countries.

*A rising tide floats every boat*



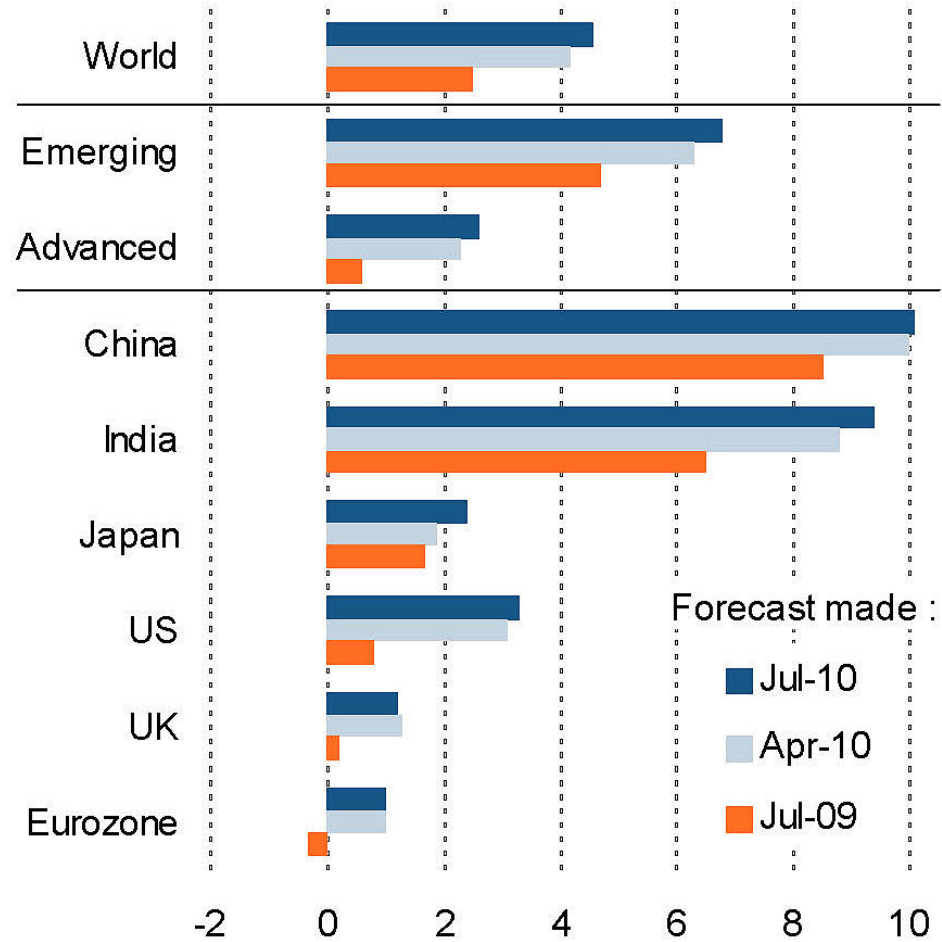
[www.gala-global.org](http://www.gala-global.org)



# Our Market?



## IMF forecasts for 2010 GDP growth (%)



Source: IMF.



[www.gala-global.org](http://www.gala-global.org)



# Standing out from the crowd?



association of translation companies



[www.gala-global.org](http://www.gala-global.org)

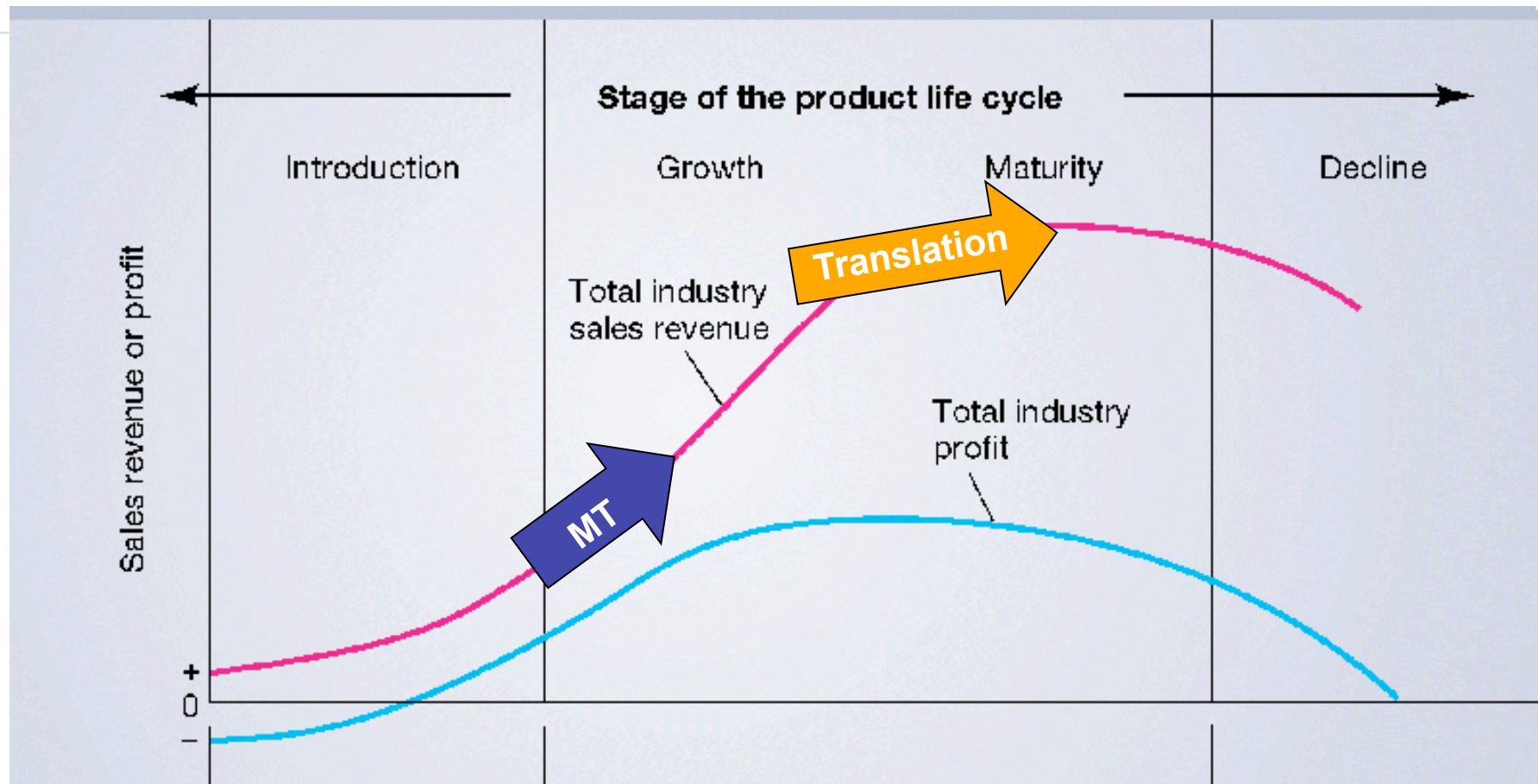




# Commodity market?



association of translation companies



# Differentiators?



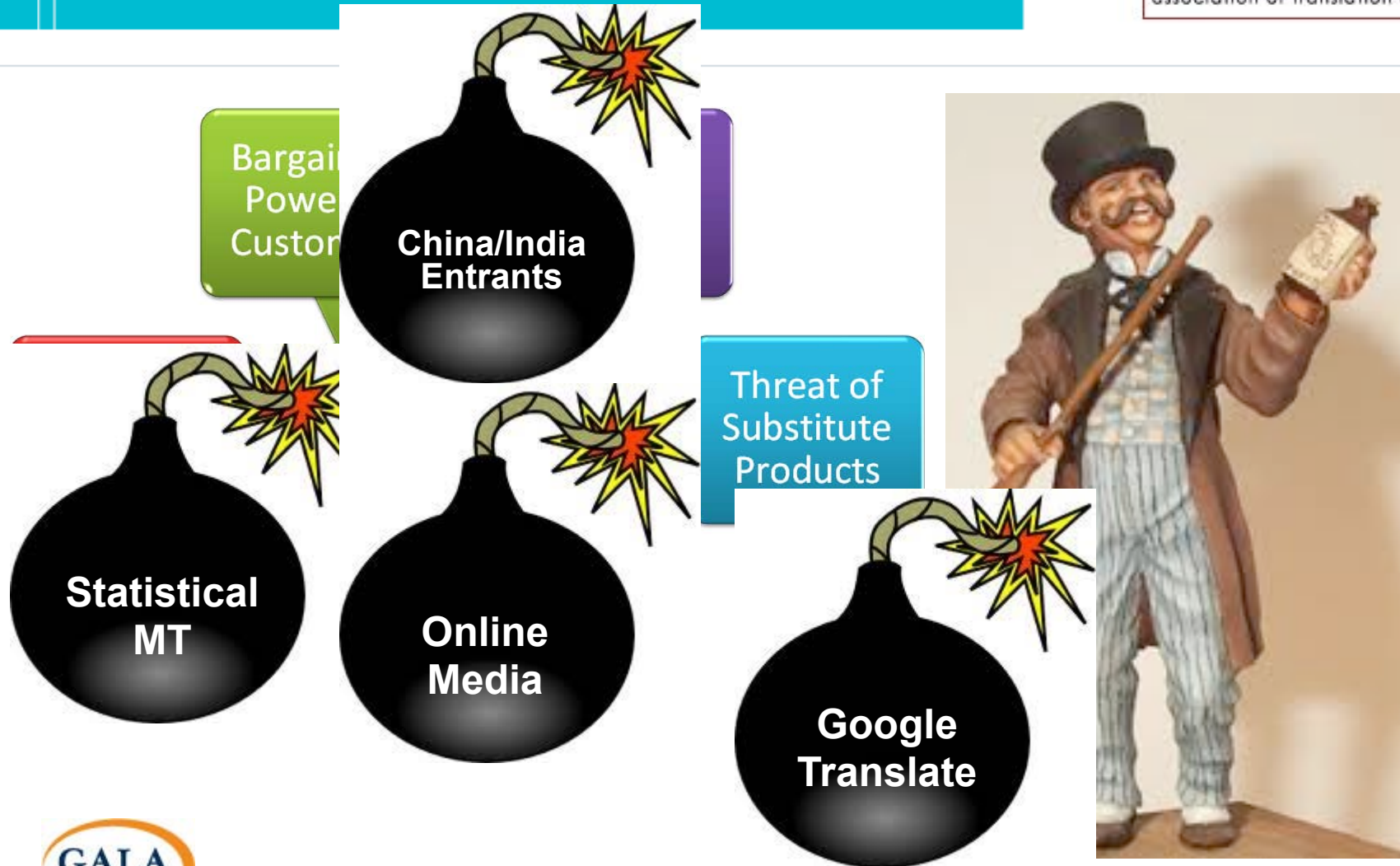
- Client Survey on Vendors  
*“you all look the same, and you all say the same things.”*
- Member Survey on Differentiation  
*“best translators, quality and service.”*



# Disruptive forces



association of translation companies





# How can the LSP respond?



association of translation companies



The Ostrich



Repel Boarders



Go niche

Bucky knew that he owned his position in his niche.

[www.FieldstoneAlliance.org](http://www.FieldstoneAlliance.org)

Expand/  
Diversify



[www.gala-global.org](http://www.gala-global.org)

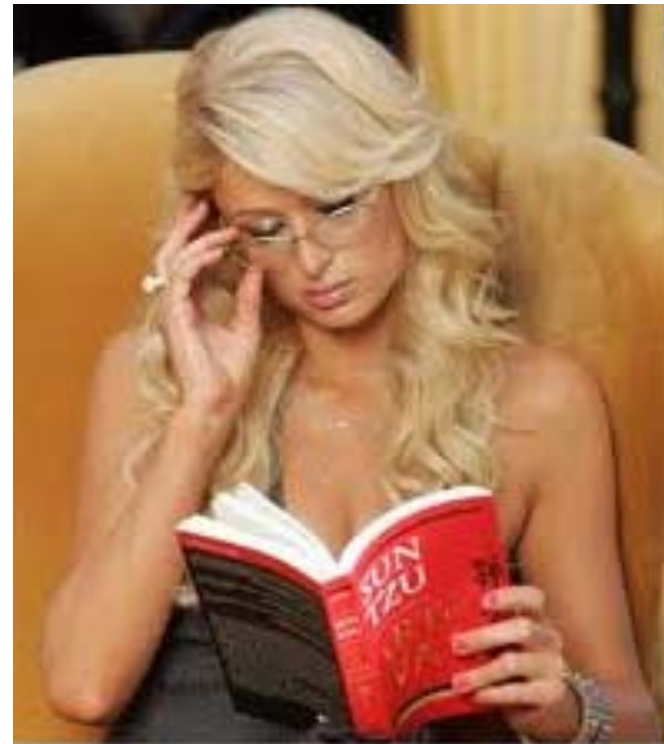




association of translation companies

*“The enlightened ruler  
lays his plans well  
ahead; the good  
general cultivates  
his resources.”*

Sun Tzu



Ms. Paris Hilton reading Sun Tzu's Art of War book translated by Dr. Ralph Sawyer. Brava!



[www.gala-global.org](http://www.gala-global.org)

[Next](#)