

## FACTSheet

McElroy Translation has more than 40 years of industry success helping clients meet global language needs. We provide medical, legal, technical, and business translation, as well as software and website localization. Our workflow system delivers translation projects efficiently and is easily customized to integrate with client systems. We use native-speaking translators and editors, incorporating strict quality control measures, and we enable our clients to view the current status of their projects online at any time during translation. McElroy invests strategically in talent and technology to ensure ongoing language industry leadership.

McElroy has served over 3000 clients in almost every market imaginable and in over 200 languages. We continue to earn the business of many long-term clients and currently serve a roster of more than 850 clients with language service needs across diverse markets.

### QUALITY ASSURANCE

More than 70% of our clients who responded to our 2007 customer service survey indicated that quality of translation was their greatest priority in purchasing translation services, and thus high quality and quality assurance are our greatest priorities at McElroy Translation. Our quality assurance protocol is comprised of several components, including translator selection, a three-step edit, proof, and final check process, adherence to industry guidelines, and customer issue tracking.

McElroy Translation adheres to and promotes the ASTM International F 2575-06 Standard Guide for Quality Assurance in Translation.

### INDUSTRY EXPERTISE AND EXPERIENCE

McElroy Translation is one of the oldest continuously independent language service providers in the US and maintains steady, long-term relationships with clients from diverse industries.

- Legal and intellectual property – We have been helping the US Patent & Trademark Office translate patents of all languages for 29 years.
- Life Sciences – Since the early 1980s, Eli Lilly has entrusted to us a wide variety of technical, legal, medical, and marketing translations.
- Energy – We have handled Exxon legal and technical documentation for almost three decades.
- Consumer Products – Kimberly Clark and Monsanto have been clients for almost 40 years.
- Tourism – *Texas Monthly* has been using our services for their tourism edition into six languages since 1997.
- Software – CCH, a division of Wolters Kluwer (formerly PricewaterhouseCoopers), engaged McElroy to localize its financial software beginning with a release in 2006.

### TECHNOLOGY: SOLUTIONS INTO THE FUTURE

McElroy Translation has always seen technology as a strategic investment in the future. Examples of this commitment include our early investments in a custom workflow management solution (when no commercial system was available), our recent investment in Salesforce for custom relationship management, and McElroyHUB, a custom web application that streamlines interaction with our vendors and gives us a unique, fine-grained ability to assign the right resource to the right project in the right timeframe.

McElroy is currently working with Asia Online to pioneer applications of statistical machine translation (SMT) to situations involving multi-language discovery and information retrieval. Whereas MT followed by human post-editing represents the “state of the art” in productivity enhancement, it is far too costly for e-discovery, patent search, and other applications where the goal is to first answer the question of whether a document of interest even exists. McElroy’s approach involves a fully automated “decision support” phase followed by “just in time” human translation as needed.

### WHEN YOU NEED A SUBJECT EXPERT

McElroy Translation’s executives have spoken at conferences and workshops around the world and have published in journals and magazines on a variety of topics including, but not limited to, localization, project management, human resources, vendor management, and industry standards. You can call upon McElroy for language services and localization expertise.

### MANAGEMENT

Olga Pechenko-Kopp – Chief Executive Officer  
Rose Neas – Vice President of Sales & Marketing  
Jennifer Cardenas – Director of Production  
Sharon White – Director of Finance