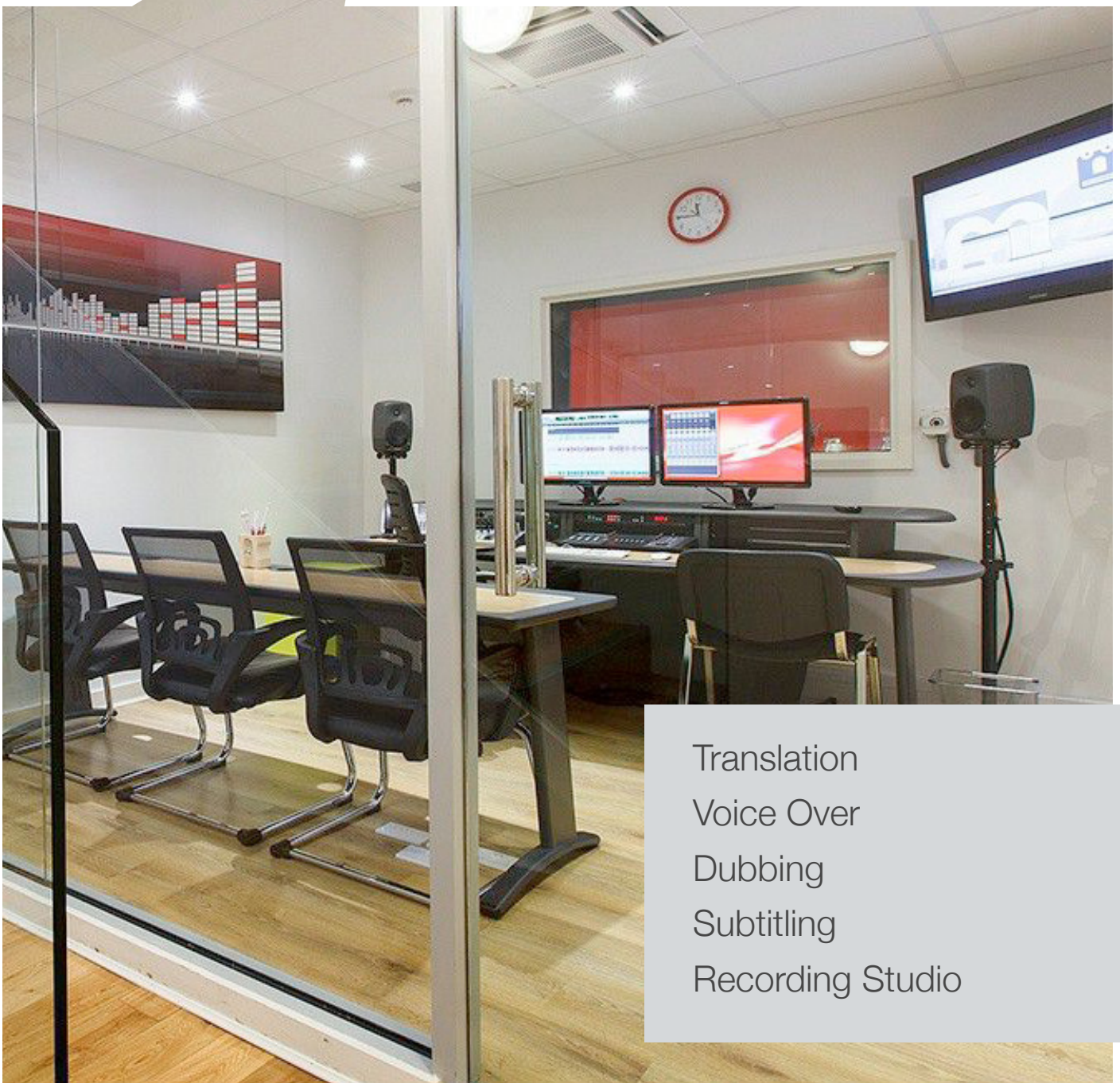


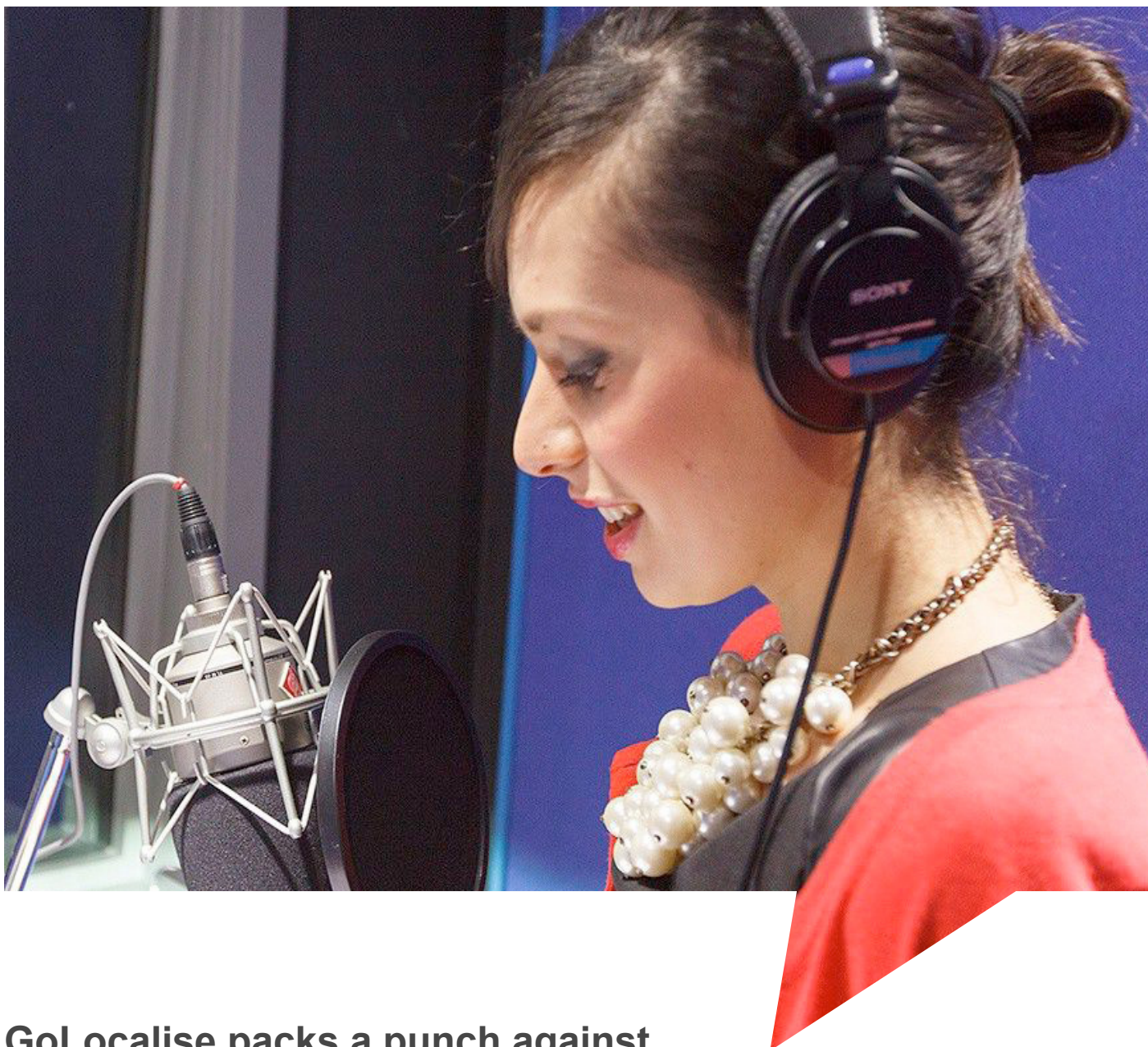
# go localise

Adapting your content to foreign markets

Best Business Awards:  
Best Product / Service Range



Translation  
Voice Over  
Dubbing  
Subtitling  
Recording Studio



## **GoLocalise packs a punch against the competition with a one-stop shop approach to audiovisual translation**

**London-based GoLocalise has taken on the larger players in the audiovisual translation market by being the first smaller operator to set up a one-stop shop where audiovisual translations, subtitles and voice overs are handled under the one roof.**

Specialising in translating audiovisual materials, such as e-learning courses, film scripts, audio guides, audiobooks and corporate videos, into other languages, the service is not just about translating. It is about localisation – that is adapting content to foreign markets ensuring the wording and images are spot on and have the same impact as the source language, which demands skills beyond general text translations.

In the past, translating audiovisual content was a lengthy, time-consuming and expensive process. First, a piece work would be sent to a translation or subtitling agency, then a recording studio and finally, to sound engineers. GoLocalise has done away with the need to use multiple agencies and has streamlined the process with its one-stop shop solution, and a dedicated boutique approach.



## Created from a need for new efficiencies



GoLocalise was launched as a one-man band by entrepreneur David García-González in 2008 from a small apartment in London. David previously worked as a translator, subtitler and Spanish-speaking voice over actor for many years for some of the largest audiovisual translation companies in the world. He saw how the process of translating audiovisual content was disjointed and cumbersome. He always felt that he could provide a better service so he took the plunge and opened his one-stop shop.

*David García-González*

David first started working with smaller firms to build up his company's reputation. In 2012, he moved to the new premises in Stockwell and had two recording studios built at a cost of £250,000. One has the capacity for four voice over artists and the other holds two. The premises also boast a client zone, a snack bar area and office space for the nine members of staff.

GoLocalise has created new efficiencies for clients and made the process much faster and easier for companies to translate their audiovisual content into other languages. As shown in the

attached client testimonials, customers comment that the process of translating audiovisuals has become more efficient and smoother.

With its new one-stop shop concept, David has turned GoLocalise into a financially viable business that is making a profit. Over the past three years, sales have risen steadily reaching almost £1.3 million and are on track for further growth. In recognition of his achievements, David was recently awarded with the title of Entrepreneur by the Month by the Entrepreneurs Circle. Please see article attached.

## Wide range of audiovisual services

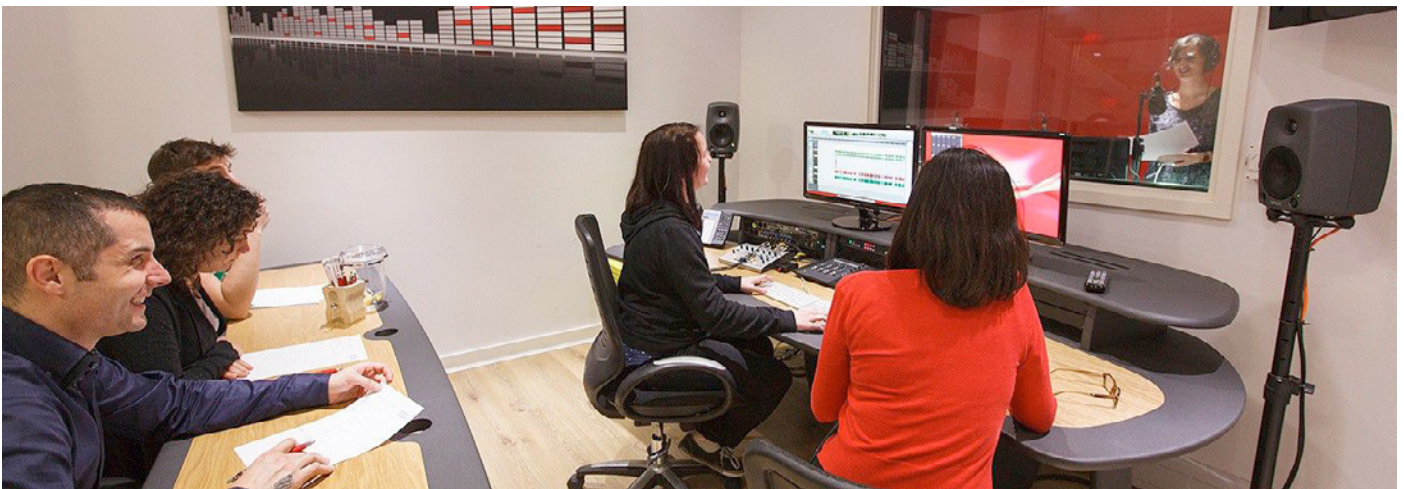
For a small company with a staff of nine, GoLocalise offers a wide range of services including:

- audiovisual translation in more than 80 languages
- voice over production
- dubbing services
- subtitling services
- recording in its own state-of-the-art recording studios
- transcription services

With a network of more than 1,000 expert linguists, GoLocalise provides translation services in over 80 languages, which is much more than other agencies of a similar size.

While translating is often subcontracted to trusted translators, the staff of nine, which includes three project managers, two sound engineers, an IT and media manager and two interns, manage production, quality control and workflow to ensure that strict client deadlines are met.

## Fast growing business



GoLocalise has taken the market by storm and quickly expanded its business. In just eight years it has built up a customer base of around 400 businesses and works with 50 on a regular basis. Many clients are internationally known brands such as the **BBC**, **Warner Bros**, **Viacom** and **The V&A Museum**. A staggering 50% of work is repeat business, which can be attributed to the company's commitment to providing the highest quality of work.

The reasons for its success is that GoLocalise offers a personalised boutique service to every

single client and aims to meet even the most stringent of deadlines, while maintaining quality standards. Its ethos is 'no job is too small, and each job is as important as another.' Service levels are maintained by having a dedicated client manager for each customer who manages projects and keep them on track while monitoring quality.

As well as being committed to providing the best possible product for its clients, it has invested in the latest technology to manage and track all aspects of the business.

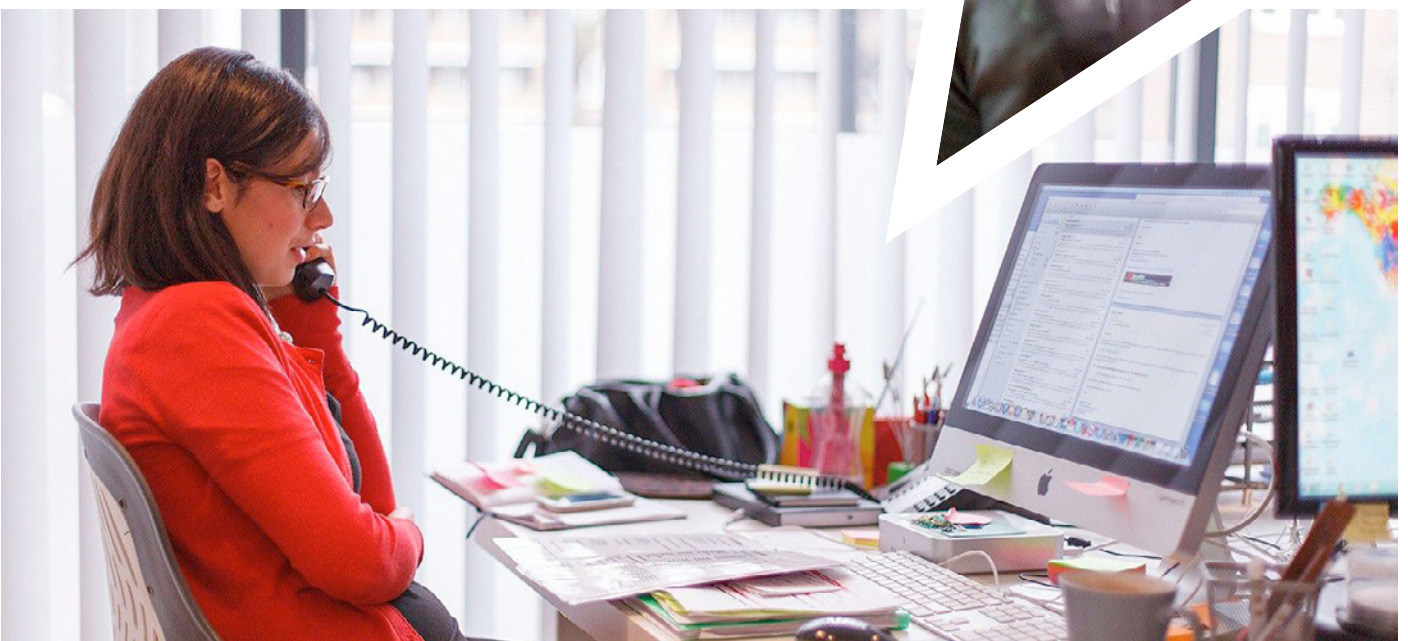
## Strong focus on customer service and quality

With the larger international audiovisual market translation companies dominating the market and able to keep prices down due to high volumes of work, David realised that he couldn't compete on price. Instead he has differentiated his business on customer service, quality, attention to detail and understanding customers' needs. He offers realistic, transparent prices, and does not try to oversell services that clients do not need. He also offers flexible payment terms for those on tight budgets and his payment terms are fair to his numerous suppliers.

Having been in the translation and voice over

business for around 15 years, David has a great amount of knowledge and contacts, and he has built up a network of trusted translators, subtitlers, voice over talents and sound engineers that produce first-class work.

He chooses his employees carefully and trains them to provide the best possible customer service and quality of work. He is keen to develop them and he empowers them to take responsibility for their own work. To foster good working relationships with clients, David encourages his team to speak directly to clients and suppliers rather than relying on email.



## Using technology to increase efficiency



To make sure that projects run smoothly, the company's systems and procedures, as far as possible, have been automated with digital technology. The business is managed with a bespoke version of FileMaker, which enables staff to track clients, suppliers, invoices, purchase orders, quotes, projects and payments. At any time, staff can check the status of a project to make sure it is on track to meet deadlines.

iPads were also introduced a couple of years ago

to do away with the need for paper scripts, which has increased efficiency, saved money and reduced the amount of paper and ink consumed. This is part of the company's work to achieve ISO 14000 for environmental management.

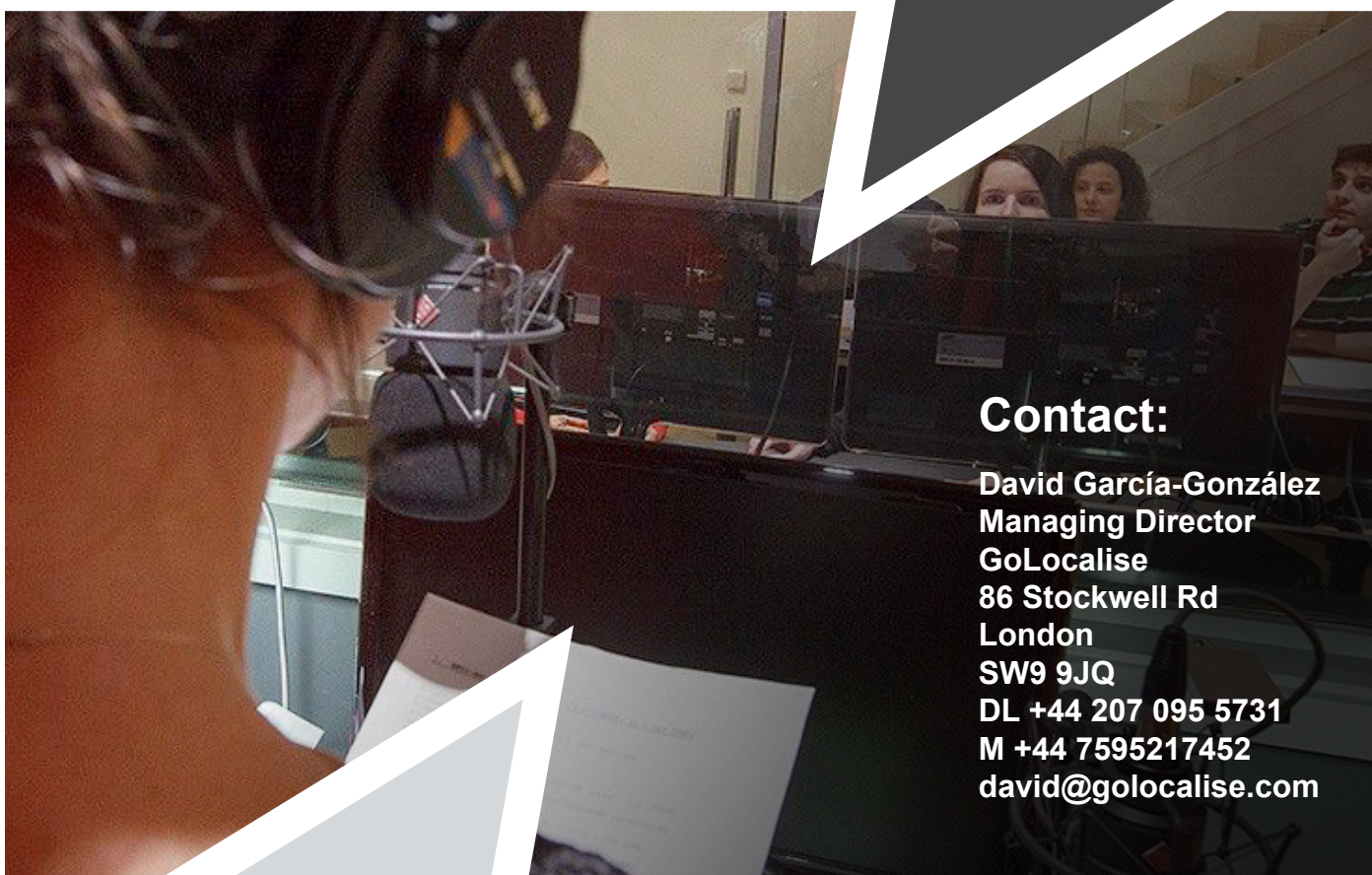
GoLocalise is constantly striving to improve processes and the quality of service and work for clients. It is in the process of working towards the ISO 9001 certificate for quality management, which it hopes to achieve in three to six months.

## Move to expand overseas

Now that GoLocalise is firmly established in London it plans to further expand the business by winning new clients and taking on at least two new members of staff every year. After the company has achieved ISO 9001, it will make use of its proven business model to open offices in other countries around the world starting from Spain.

## In summary

- GoLocalise has streamlined the audiovisual translation process with translation, production, dubbing and subtitling all carried out under the one roof.
- A network of 1,000 translators, subtitlers and voice over talents working in 80 plus languages.
- In-house state-of-the-art recording studios.
- All projects are monitored and tracked with specialist software to ensure client deadlines are met.
- Faster and more efficient translation processing.
- Personalised service – each customer has a dedicated client manager.
- Commitment to quality and meeting deadlines for every job.
- Working to achieve ISO 9001 certificate for quality management.



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### Supporting documents:

1. GoLocalise brochure
2. Testimonials from clients – voice over
3. Testimonials from clients – subtitling
4. Testimonials from clients – translation
5. Entrepreneurs Circle - Entrepreneur of the Month Feature - May 2015