



RUBRIC®



A BETTER LOCALIZATION EXPERIENCE



THE RUBRIC DIFFERENCE

Planning: Analyzing your needs and objectives and creating a team based on these needs.

Anticipating: Planning for project workflow changes and adjusting teams for probable occurrences.

Responding: Augmenting your localization team and project workflows when anticipated changes are confirmed, or when market-driven events require.

"We've worked with Rubric on an ongoing basis since 1994 and find them to be highly professional and reliable. I am impressed with Rubric's ability to continually scale to meet our largest localization projects."

*Patric Indola, Deputy Manager
Software Development, Toshiba Europe*

RUBRIC – A BETTER LOCALIZATION EXPERIENCE

Internationalizing products and content is not trivial. The processes are complex and market pressures create shifting deadlines and requirements. Yet in the end, everything must be perfect for foreign markets to accept your offerings.

Since 1994, Rubric has had a proven track record of providing a better localization experience. Our entire organization is dedicated to this central mission, and our services are built on a guarantee of excellence. This guarantee, and the transparency of Rubric's processes, assure our customers of a superior localization experience.

Rubric's services

Rubric brings your products and content to a worldwide market through a set of essential services:

Globalization consulting

Rubric's consulting services provide the guidance and education you need to succeed in any market. Rubric leads you to foreign markets with:

- Education – training your staff in the globalizing process
- Technology assessment – certifying that your products are ready
- Cultural assessments – tailoring your offerings for regional cultures

Internationalization

Rubric's proven technology assessment and corrective services identify areas where your products may not yet be ready for worldwide markets. Using both automated and hands-on methods, Rubric improves product quality by isolating issues within your technology that need correction before translations begin.

Localization

Rubric employs thousands of native, in-country translators to make your products marketable in their region. Our translators work directly with your Rubric project manager, integrating their efforts with Rubric's Q&A processes and reducing your time to market.

“Rubric handled the project with ease and was highly responsive to our changing schedule. I was impressed with the company’s technical capabilities, speed, and quality, as well as its commitment to our success.”

*Regina Born, Localization Manager
Computer Associates International*



Software testing

Rubric technical and user-experience experts test your software products for localization changes, identifying necessary changes before and after localization. Rubric customizes functionality testing to ensure that your products work as well in foreign markets as they do at home.

Language management and quality

Rubric uses technology and carefully tuned processes to manage repetitive language elements. This speeds localization in the pre-processing, translation, and product-revision phases, resulting in accelerated localization and reduced costs. Our in-country translators can also validate your existing localized content.

Multimedia production

Multimedia communications—including training videos, Flash presentations, audio files and more—enhance your product and service presentation. Rubric makes your multimedia content a “local” product by using our in-country translators, technical staff, and AV technicians. Our toolbox includes Macromedia Director, Flash, common Windows and MAC media files, standard video, and more.

Publishing

Rubric’s team works expertly with all the major desktop-publishing applications to produce clear, accurate, and consistent publications. We make full use of the “hidden” features in FrameMaker, QuarkXpress, InDesign, PageMaker, Microsoft Word, and other applications, that can streamline and enhance your finished product.

In-house localization management

Rubric offers selected clients insourced localization management – placing a localization manager in your offices, full or part time for a specified period, or as an ongoing process. This Rubric employee will be your dedicated liaison with our worldwide localization teams, reducing your overhead costs while accelerating your localizations.

RUBRIC’S GLOBAL EXPERTISE

High technology

- Software internationalization
- Hardware internationalization
- Web/ASP
- Help systems
- Documentation
- Q&A testing

Life sciences

e-Learning

Regulatory compliance

Marketing communications

Corporate communications

RUBRIC MEETS YOUR LOCALIZATION OBJECTIVES

Thorough project management

Rubric institutionalizes disciplined project management processes throughout our organization, making your project timelines and status available on demand for your review.

On-demand scalability

Our management and business structures are designed to provide instant ramp-up for your localization projects, maintaining quality and responsiveness while reducing costs.

Flexibility

Rubric understands that projects change in scope, requirements, and deadlines. Our management processes meet your changing needs without affecting the quality of the final product.

Integrity and transparency

Rubric believes that integrity is paramount. We will not jeopardize your relationship for short-term profits. Rubric reinforces your trust by making our processes, work, and project management transparent to you.

“Rubric’s insistence on preventive testing and extensive global collaboration are important pluses for us. Rubric takes care of the details while never losing sight of the big picture—just as we do.”

*Localization Manager
SumTotal Systems*

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