



## SATISFIED CUSTOMERS

Business relations are safer when your partners really understand your message.

Our mission as a Multi Language Vendor is to help corporations by providing customised language solutions that meet all their communication needs. With a portfolio of more than 31,000 completed assignments, we now know that the key to successful translation projects rests with experienced translators, specialised reviewers, a robust IT infrastructure, state-of-the-art CAT tools and a proficient Quality Management System.

Here are a few of our valued customers:

BANKING	LEGAL	MEDICAL	TECHNICAL	ELECTRICAL
Eurobank	European Commission	Medtronic	Henkel	Legrand
BRD Groupe Société Générale	UNHCR	Merck Sharp & Dohme	OMV Petrom	Schindler
Raiffeisen	CMS Cameron McKenna	Dr.Max	DuPont	Honeywell
Alpha Bank	Wolf Theiss	Dr. Reddy's Laboratories	Electrolux	Halliburton
Finastra	AT Kearney	Abbvie	Hoval	Snamprogetti
	PricewaterhouseCoopers	Abbott	IKEA	ABB
		Pfizer	Porsche	

We are currently delivering tailored translation solutions to more than 1,000 corporations in Europe and USA.

## A STORY OF COMMITMENT

Our mission is to remain **your trusted language communication partner** by continuously improving processes and fine tuning resources.

It took us 20 entire years of constant effort. We can't really say that we have nothing left to do, but we have achieved quite a lot until now:

**2003**

Our company was founded to provide superior quality communication services.

**2004**

We managed our 1st project of more than 500k translated words from Romanian into Arabic and English.

**2006**

Our quality management system became ISO 9001 certified and we added business interpreting and television subtitling to our service portfolio.

**2008**

We launched MEMOrg, the first online Computer-Assisted Translation software designed in Romania.

**2009**

We completed the first integrated localisation project: translation, revision, review, translation memory management, DTP, press-printing.

**2010**

In the midst of the financial crisis, we implemented a new business model focused on maximising customer ROI, while decreasing production costs.

**2013**

Our network of active translators and revisers covered more than 200 language combinations. To date, more than 6,000 worldwide translators have been recruited.

**2015**

Completion of our core IT infrastructure: project management, customer support, recruiting, file transfer, accounting.

**2020**

Pandemic crisis forced companies to embrace a scalable and robust online infrastructure. We went a bit further and got ISO 27001:2017 certified.

**2023**

Marking our two-decade milestone, we honored our commitment to seamless customer connections and renewed our focus on medical and technical translations.

## OUR SERVICES



### SPECIALISED TRANSLATION

Our foundation is a fusion of human intelligence and computer wisdom. Selecting dedicated employees, recruiting experienced freelancers, programming system updates, complying to customer requisition, controlling deliverables with the latest tools is a constant balance of leadership, respect, innovation, negotiation and communication between people, sustained by technology.

More than 139 million translated words in more than 250 language combinations have enhanced the marketing, legal and production endeavour of hundreds of corporations reaching Eastern European markets.

Literally a truck full of cherished documents.



### TELEVISION SUBTITLING

Perfection in subtitling comes with experience and QA procedures. Did you know that it is compulsory for a timed-text to be reviewed by at least a second translator before applying the final computer-assisted quality checks?

We have already performed television and multimedia subtitling in STL or SRT formats for hundreds of movies, documentaries, and presentations at the highest quality standards of the audiovisual industry.

Your most important advantage is the quality of the human resources we deploy and train for subtitling spoken language to your intended audience.



### BUSINESS INTERPRETING

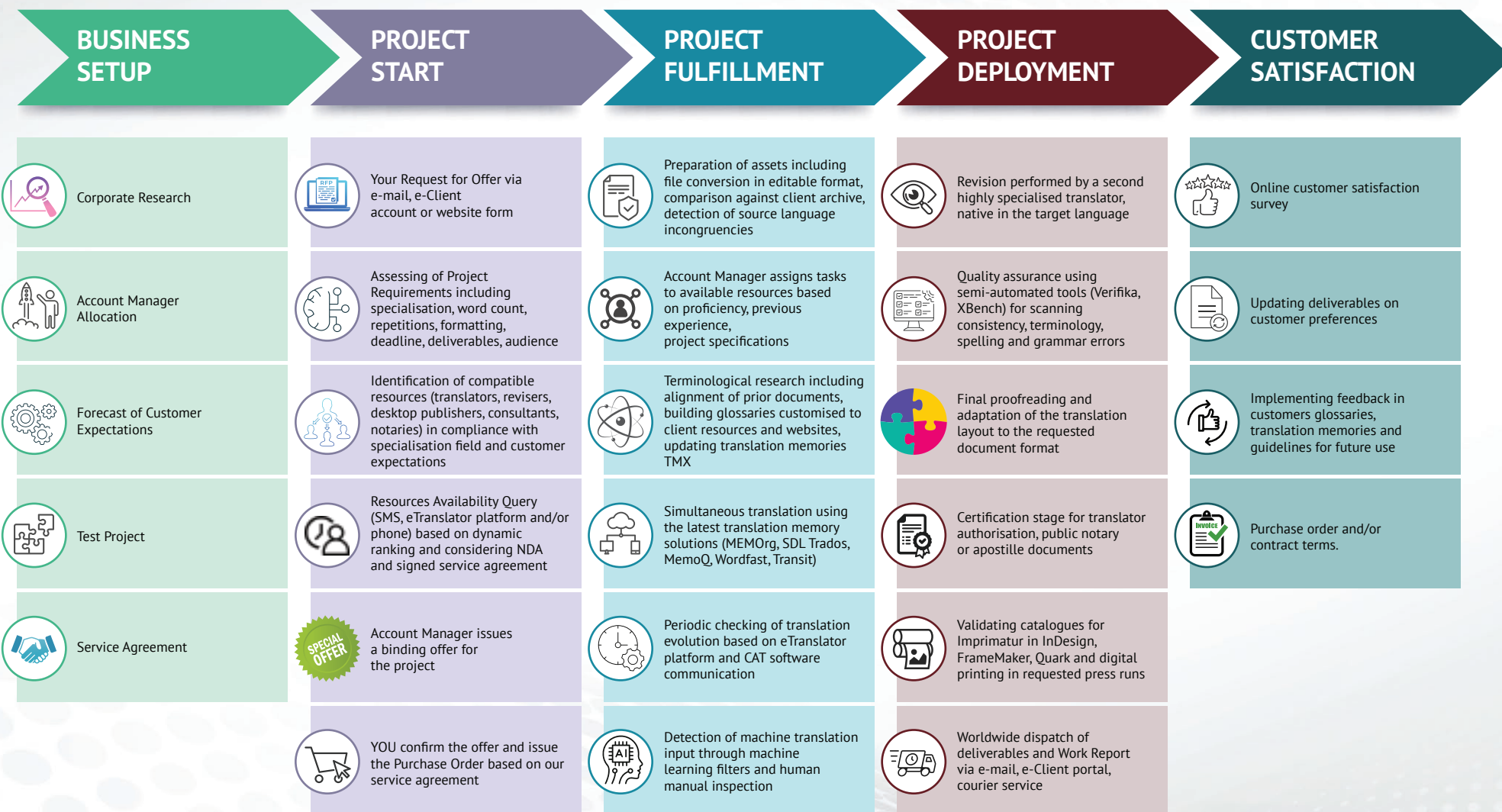
Exquisite interpreting sessions are key to solve communication problems corporations or state authorities might encounter during training sessions, conferences or presentations.

Our recruitment procedure requires all interpreters to have valid credentials of at least 10+ years of experience in the medical, legal, banking or technical fields. Each interpreter undergoes the scrutiny of our internal language communication testing and has to comply to rigorous legal requirements regarding copyright and confidentiality.

Phone or video, conference or consecutive, with or without adequate equipment, local or remote, you can rest assured our professionals will be there to provide you with a seamless interpreting experience.



# TRANSLATION WORKFLOW



## LANGUAGE COMBINATIONS

Our mission is to remain **your trusted language communication partner** by continuously improving processes and fine tuning resources.

In full compliance with ISO 17100 standard for translation services, which we adhere to, all translation services are performed by native speakers of the target language and audience.

► **Services:** Authentications, DTP, Translations, Interpreting, Digital Printing, Subtitling

**Language combinations:** From/to main international languages (AR, CN, EN, DE, FR, IT, SP) into/from East European Languages (BG, CZ, EL, HR, HU, RO, RU, PL, SB, SK, SL, SQ, UK)

► **Services:** DTP, Translations

**Language combinations:** From/into East European languages (BG, CZ, EL, HR, HU, RO, RU, PL, SB, SK, SL, SQ, UK)

► **Services:** DTP, Translation, Subtitling

**Language combinations:** From/into international languages (AR, CN, EN, DE, FR, IT, SP)

► **Services:** Authentications, DTP, Translations

**Language combinations:** From West European Languages (DA, FI, NL, NO, PT, SV) into some East European Languages (BG, PL, RO, RU, SB, UK)

## FIGURES

75% is the return rate of customers that entrust us with their complex translation projects.

Moreover, Serious Business has never delivered past the agreed deadline for any of the last 1,000 projects we have completed for our corporate clients.

The following figures\* translate into the stability and experience which Serious Business managed to achieve in its 20+ years of activity.

### 11 COUNTRIES OF CUSTOMERS:

Austria, Belgium, Canada, Germany, Greece, Italy, Luxembourg, Netherlands, Romania, Spain, USA

### 25 COUNTRIES OF RESOURCES:

Albania, Austria, Bulgaria, Croatia, Czechia, Greece, Germany, Estonia, France, Hungary, Kazakhstan, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Russia, Spain, Serbia, Slovakia, Turkey, UK, Ukraine, USA

### 68 TYPE OF DOCUMENTS:

agreements, amendments, analysis, annexes, applications, articles, books, brochures, catalogues, certificates, conclusions, contracts, decisions, descriptions, diplomas, drawings, expertise, forms, glossaries, guides, help, initiatives, instructions, interfaces, laws, leaflets, letters, lists, manuals, memorandums, menus, messages, minutes, passports, patents, plays, policies, presentations, procedures, proposals, prospects, protocols, publications, questionnaires, recommendations, recordings, references, regulations, reports, requirements, results, rulings, speeches, specifications, standards, statements, strings, studies, subpoenas, summons, surveys, synthesis, tenders, tests, trainings, transcriptions, trials, websites

\* data extracted on the 27th of January, 2024

# 1,168

Corporate customers



# 31,122

Completed projects

# +139 mil.

Words translated



# 431

Active human resources

# 6,043

Total human resources



# 252

Language combinations



# € 4.9 mil.

Overall turnover





## SUSTAINABLE DEVELOPMENT

Ever improving existing services is a strong belief of our company

We also constantly strive to identify novel solutions to our customers' constantly changing needs, to accompany and support them achieving everyday goals more easily.

Serious Business is strongly committed to the wellbeing of the society in which we all live.

- ▶ Our company took a leap into the realm of social media, to foster faster and more efficient communication with our clients and suppliers
- ▶ We now have a wider service portfolio that also includes HR recruiting and Translator Lease
- ▶ We lowered production costs to make sure that we are always able to offer the most competitive prices
- ▶ We are lowering our paper and energy consumption by at least 5% per year and working towards a safer environment
- ▶ Collaborations with NGOs
- ▶ We comply with European legislation regarding environmental protection
- ▶ We have implemented a waste management policy
- ▶ We abide by national regulations regarding labour protection and occupational health
- ▶ We have implemented a remote working system to reduce commuting and maintenance overhead and to enhance employee safety and customer support





**Serious Business®**

## YOUR ADVANTAGES

Your company's expectations are the primary focus of all our actions

Since 2006 our quality management system has been ISO 9001 certified by an international accredited institution, thus allowing us to continuously upgrade our services, processes and infrastructure in order to deliver a better ROI for our corporate customers.

Starting with December 2020, Serious Business has certified its Information Security Management System according to ISO 27001:2017, in order to resolve all possible risks related to confidentiality, security, recovery and business continuity between our employees, customers and vendors.

### Dynamic translator ranking

Translators are ranked based on 11 criteria (timeliness, grammar, professionalism, accuracy, style, etc.) assessing each performed task.

Segmentation is also available on average ROI, specialisation field, language combination, native language, customer preferences

### Clear working procedures

Proprietary working platform developed internally, recognised internationally and available to thousands of vendors, employees and customers

### Dependable quality assurance

Three stage quality assurance translator + reviser + proofreader, reinforced with latest QA software

### Trusted resources

Exquisite human relations nurtured over time with hundreds of translators, newest technology embraced and developed (CRM, CAT, Intranet, antivirus, text editors, cloud processing, SMS/App communication)

### Focus on Business 2 Business

Permanent feedback, dedicated Account Manager, customised NDA and service agreement, flexible payment conditions, online project management

### Satisfaction Guarantee

Services Insured 100% by Allianz, systematic backup policy, zero delivery delays, capacity to deal with urgent or large multi-language projects

Serious Business®

## YOUR EASTERN EUROPEAN TRANSLATION PARTNER



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