



locadifferent

To become the best and highest in revenue localization services provider in Middle East and Africa



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Locadifferent is a privately owned localization company that's established in 2016 by a mix of experienced localization professionals and business experts.

Our team consists of Sales professionals, project managers, linguistics, localization engineers and DTP specialists with more than 10 years of experience in the localization business in the region of Middle East and Africa.



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## Our mission

To bring a lot of clarity, sincerity and consistency along with high quality to the localization field in Middle East and Africa

To provide our clients with well-differentiated localization services, differentiation that comes from clear and consistent communication, competitive pricing that doesn't compromise quality.



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## Our communication

### Always sincere:

We commit ourselves to advise our clients with what's right for their benefit. Our team's client-centric mindset will be present in all our communications, from accepting only the job that we can do, communicating any issues in a timely manner while execution, till the commitment to deliver within promised timeframes.

### Available & Responsive:

Technology and virtualization should help our teams in showing high presence and responsiveness to our client's requests. We will avail ourselves (Project management and sales teams) 12 hours a day and will work on increasing this number of hours to be 16 in the near future.



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## Our communication

### Clear & Consistent:

We don't overpromise our clients with things that we can't do, whether pricing, quality, selection of language pair or service,... whatever you will hear from our teams will be always the same in terms of commitment. We do that to build a strong operating model that syncs our different functions to provide you with the clearest, most consistent and unified communication.

Can-Do: All the previous values doesn't mean that we won't do our best to fulfill whatever requirements our clients have. The can-do attitude will be always on top of other values. We trained our teams to do their best, seek in-house and freelanced support to get you whatever you want happen, without impacting our credibility.





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## Our quality

### Multiple checks:

We do multiple checks to ensure you will be happy with the quality of our deliverables

### Quality vs Price:

We don't compromise quality for price. We customize our quality processes to fit for the client's expectations in terms of price, timeframe and grade of deliverable. Yet we will always communicate the details of any customizations to our quality standards upon agreeing price.



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## Our client relation

Looking for what's best for you

Value-based relation:

We are keen to build the win-win relations with our clients, and we commit ourselves not to get into projects where we don't see a clear opportunity to add value.

Long-term relation focus:

We tailored our processes to give more privileges to clients with long-term relations/contracts. Example of their privileges are:

Our pricing matrix is designed to give more competitive prices to long term relation clients. We dedicate resources and accumulate knowledge to continuously improve the service provided for long-term relation clients. We also dedicate communication channels with higher availability and presence.







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## Our services

We're not a one stop shop, we only commit ourselves to provide the services that we can deliver with best quality, most competitive prices, and ultimately the services where we can make a difference in ME market.

- Translation
- MTPE (Machine Translation Post Editing)
- DTP (Desktop Publishing)
- Localization Engineering
- Transcription
- Transcreation
- Dubbing and Voice Over services

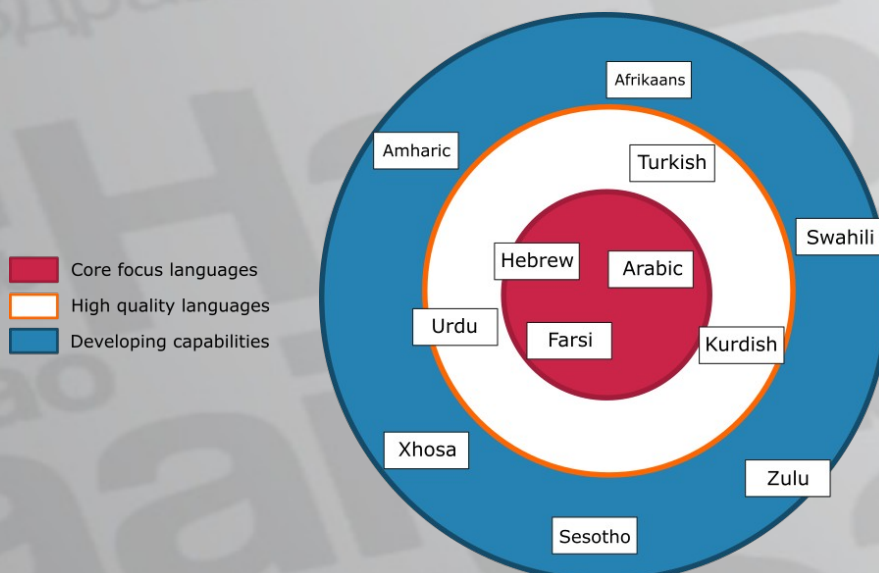


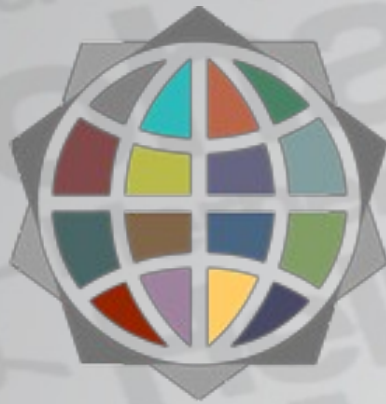
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## Our languages

Focus is one of our core values to differentiate our localization services from other providers in the Middle East and Africa. Thus our supported languages are shown below in the way to reflect the relation between

- Our expected level of quality
- Our expected level of timeliness
- The reliability & availability of the resources in this market generally





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## Our industries

Our expertise is focused and prioritized to reflect what our clients should expect from us in terms of quality, price and time.

