

Comtec Advisory

Expert-led consultancy services to help your business grow



Localisation done right

From translation methodology to vendor selection, we help global brands **streamline workflows, cut costs, and unlock growth.**

Now, we're here to help you do the same.



Why Comtec Advisory?

Smart localisation is a commercial advantage

Localisation isn't just a task, it's a powerful lever for global growth. When approached strategically, it unlocks efficiency, impact, and new opportunities.

That's where **Comtec Advisory** comes in.

We help you get more from your localisation investment. From strategy and planning to tech, resourcing, and delivery, we help you make smarter decisions and get better results.

Why work with us?

- **Clear strategy:** We help you build a plan that supports your business goals
- **Practical experience:** We've seen what works (and what doesn't) in real-world setups
- **Tried-and-tested approach:** Our tools and methods have helped global brands succeed
- **Unbiased advice:** We focus on what's best for you, not what we're selling

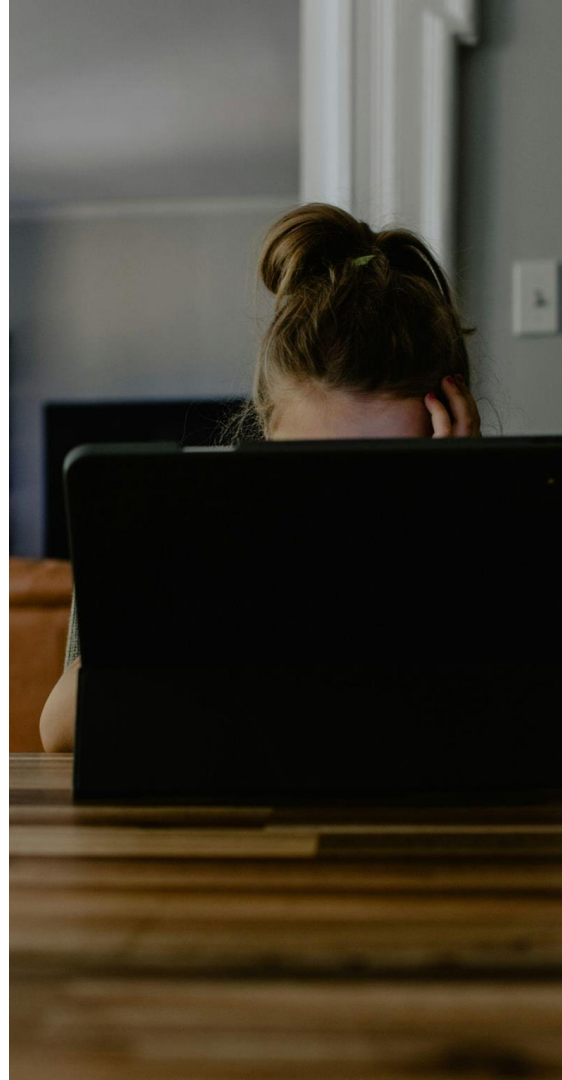


What challenges do we solve?

We've seen it all, and we know how to fix it

We've worked with global brands navigating a wide range of localisation hurdles. Here are some of the most common:

- **Unclear localisation priorities**
Not knowing which content to localise, or how, leads to wasted time and budget.
- **Inefficient workflows**
Manual processes, unclear ownership, and duplicated effort slow down delivery and reduce ROI.
- **Overwhelming tech choices**
Too many tools, too little time, and no clear way to evaluate what's right for your setup.
- **Resource gaps**
No internal team or not enough bandwidth to scale up quickly for launches or complex projects.
- **Difficulty proving impact**
Localisation is often seen as a cost centre, with little visibility on value or performance.



What we do

A flexible mix of **strategy, tech consultancy, and expert resourcing**



Our Services

Strategy to execution, and everything in between

From high-level planning to hands-on delivery, **Comtec Advisory** offers five core services to strengthen all aspects of your localisation strategy.

1. **Content Diagnostics**

Boost ROI by identifying what content to localise and how to do it.

1. **In-house vs. Outsource Assessment**

Clear guidance on the best localisation setup for your team.

1. **MT Testing**

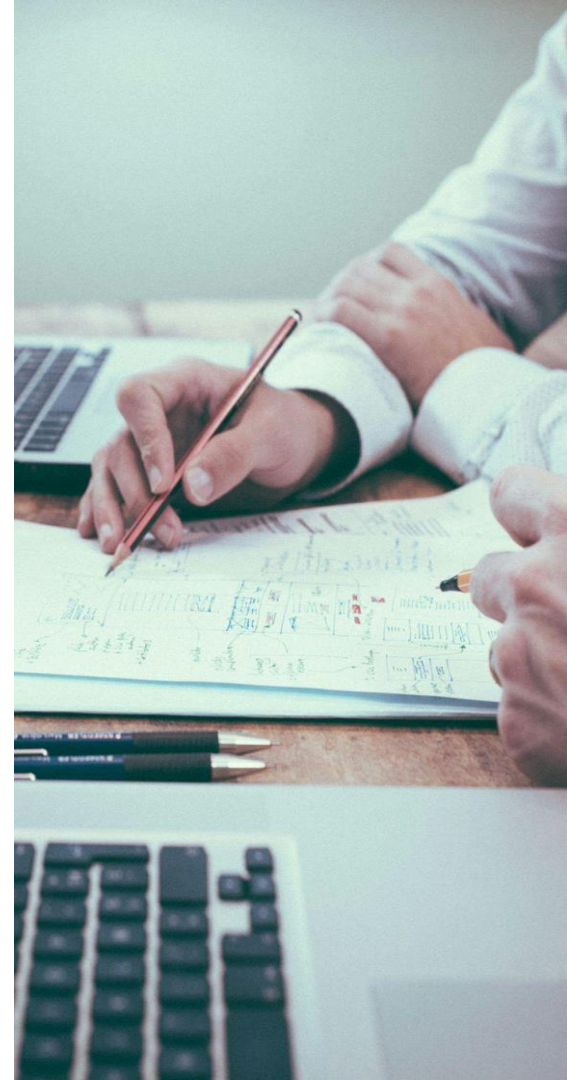
Expert testing and benchmarking of various MT tools to help you choose the right one.

1. **TMS Consultancy**

Independent research, advice and recommendations to help you choose and implement the TMS that suits your business best.

1. **Localisation Resourcing**

Get specialist support embedded in your team when you need it.



Content Diagnostics

Identify **high-impact content**, pick the **right localisation tool** for the job, and **unlock better ROI**.



Why do I need Content Diagnostics?

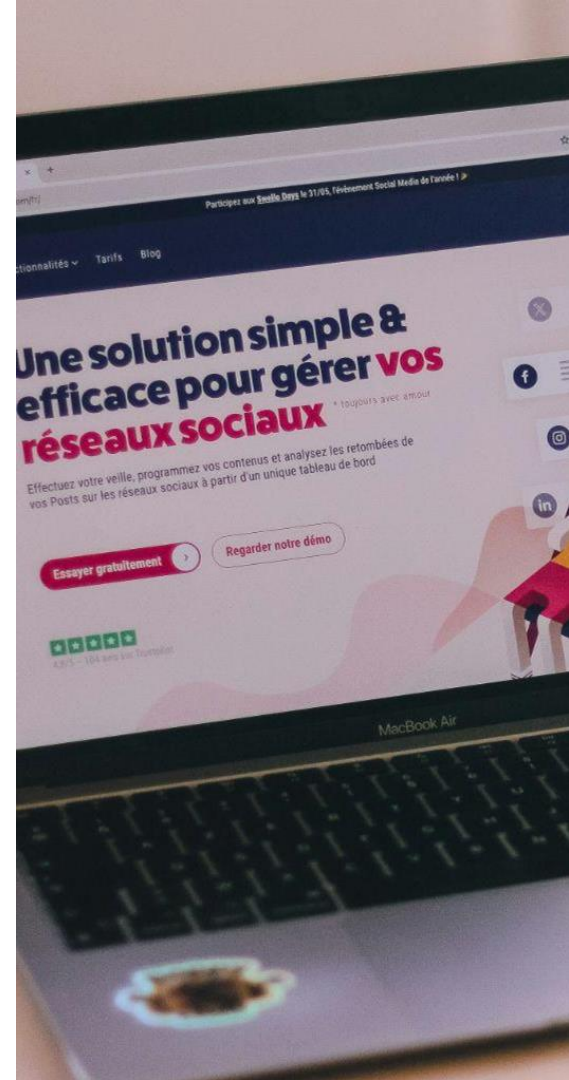
Not all content is created equal

It's easy to assume all content should be localised the same way, but different content holds different value.

Without a clear strategy, businesses risk treating localisation as an operational silo, focusing on translation as a task **rather than a strategic driver of growth**.

Many businesses:

- **Overspend on low-value content:** Using human translators for content that could be machine-translated with no loss in quality.
- **Underspend on high-impact content:** Using automated solutions for marketing content where creativity is essential.
- **Fail to measure ROI:** Treating localisation as a cost rather than an investment in international market growth.



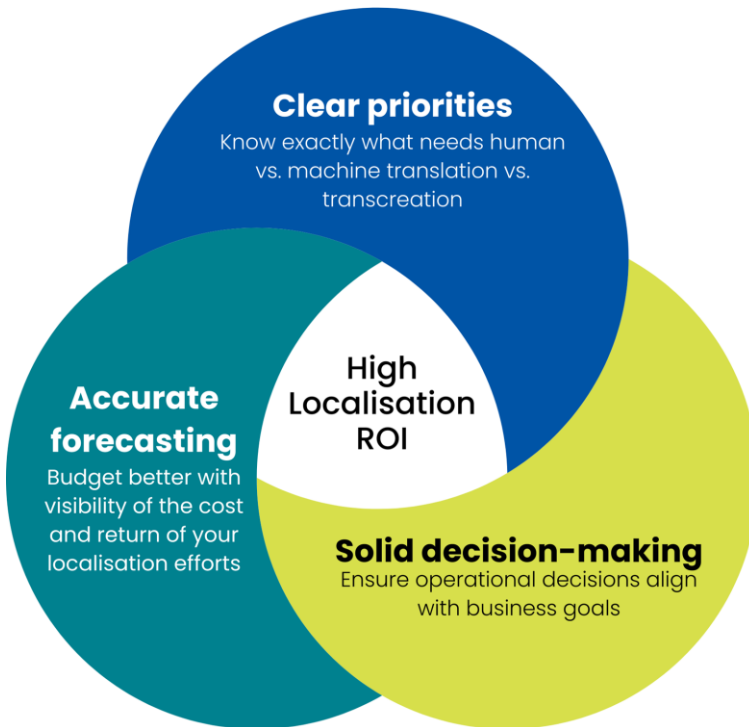
When to spend vs. when to save?

The business impact of a strategic content audit

Why do an audit?

A strategic content audit gives you the clarity and confidence to make informed localisation decisions, leading to better ROI from your investment.

To bring this to life, we use the **Comtec Impact Matrix**, our proprietary framework for evaluating and prioritising content, which we'll introduce next.

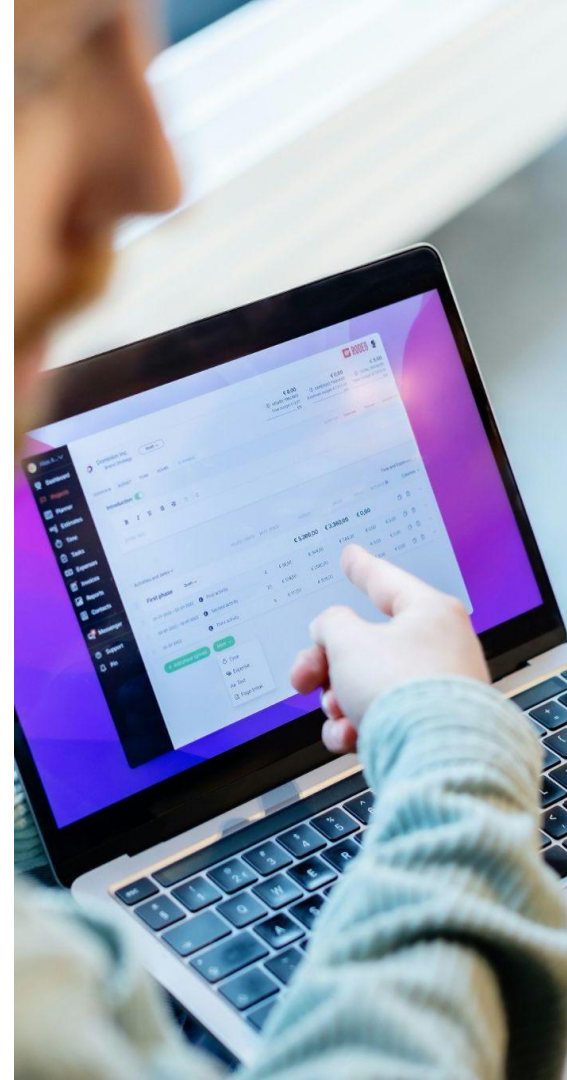


The Comtec Impact Matrix

Discover which content delivers the most value

To help understand which content is more valuable than other to a business, we developed the **Comtec Impact Matrix**, a proprietary framework that categorises content based on:

- **Creativity:** The level of originality, cultural adaptation, and storytelling required.
- **Risk sensitivity:** The potential commercial, legal, or reputational impact of a mistranslation.
- **Brand proximity:** How critical the content is to brand perception.
- **Commercial impact:** The effect of the content on revenue generation, conversion rates, and customer trust.
- **Audience size:** The number of people who engage with the content, determining its exposure and impact.





The Comtec Impact Matrix

An illustration

Content type	Creativity	Risk sensitivity	Brand proximity	Commercial impact	Audience size	Recommended localisation approach
ATL marketing content	High	High	High	High	High	Human copywriting & transcreation
Website product pages	Medium	Medium	High	High	Medium	MT + human post-editing
Online customer flows (Account creation, checkout etc)	Low	High	High	High	Medium	MT + human post-editing
Customer service	Medium	High	Medium	High	Medium	MT + human post-editing
Internal communications	Low	Low	Low	Low	Low	Machine translation (MT) only
Technical documentation	Low	High	Medium	Medium	Low	Human translation with quality assurance (QA)
Legal & compliance documents	Low	Very high	Medium	High	Low	Certified human translation

说
g

How the Comtec Impact Matrix works

Turning content insight into localisation strategy

The **Comtec Impact Matrix** sits at the heart of our strategic content diagnostics process. It's a practical tool that helps businesses assess and prioritise their content, ensuring localisation efforts are focused where they will deliver the most commercial value.



- Meet with stakeholders to record all legacy content in existence.
- Identify ongoing content production requirements.
- Assess and map the content to our proprietary matrix (see overleaf).
- If required, research and analysis of potential markets for expansion.
- Identification of high, medium, and low-priority markets.
- Business casing of variable performance.
- Recommend the best approach (human, hybrid, or machine translation).
- Budgeting for localisation based on market value and content needs.
- Planning workflows for efficient content management.
- Engage internal teams (marketing, product, HR, etc.).
- Build a business case for localisation investment.
- Provide delivery and training plan.

说
g

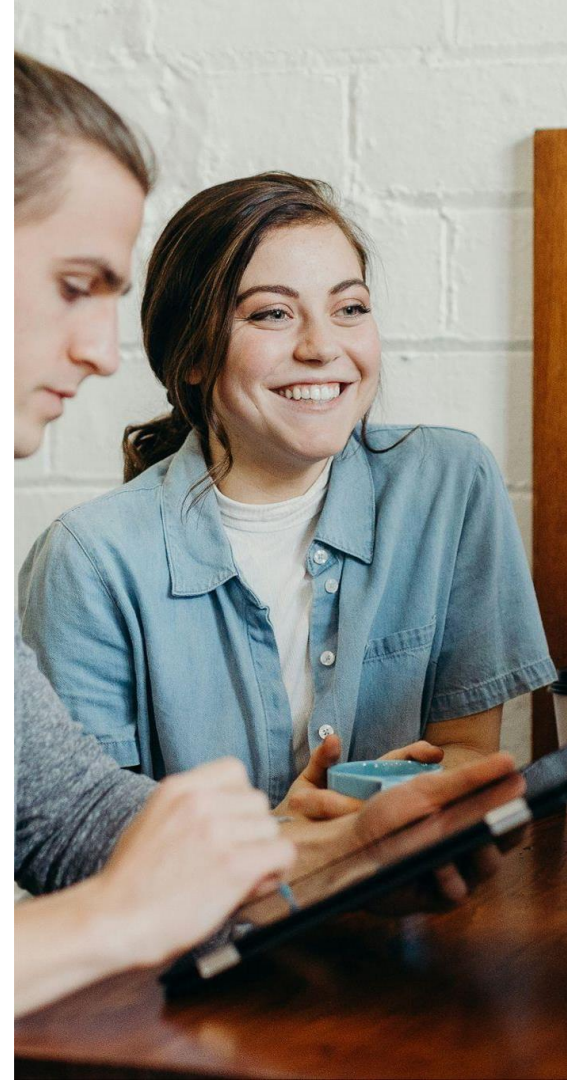
Outcome: A clear roadmap for smarter localisation

Content Diagnostics gives you the clarity to localise more strategically and with better ROI.

With structured insight, stakeholder alignment, and a clear plan of action, you'll know exactly where to focus your effort and investment.

What you get from the Content Diagnostics service:

- Content matrix report
- Prioritised content framework
- Market opportunity snapshot (if required)
- Localisation strategy recommendations
- Stakeholder alignment pack (presentation and time to attend internal meetings if needed)



In-house vs. Outsource

Make the right call for your localisation setup based on your **goals, budget, and capacity.**

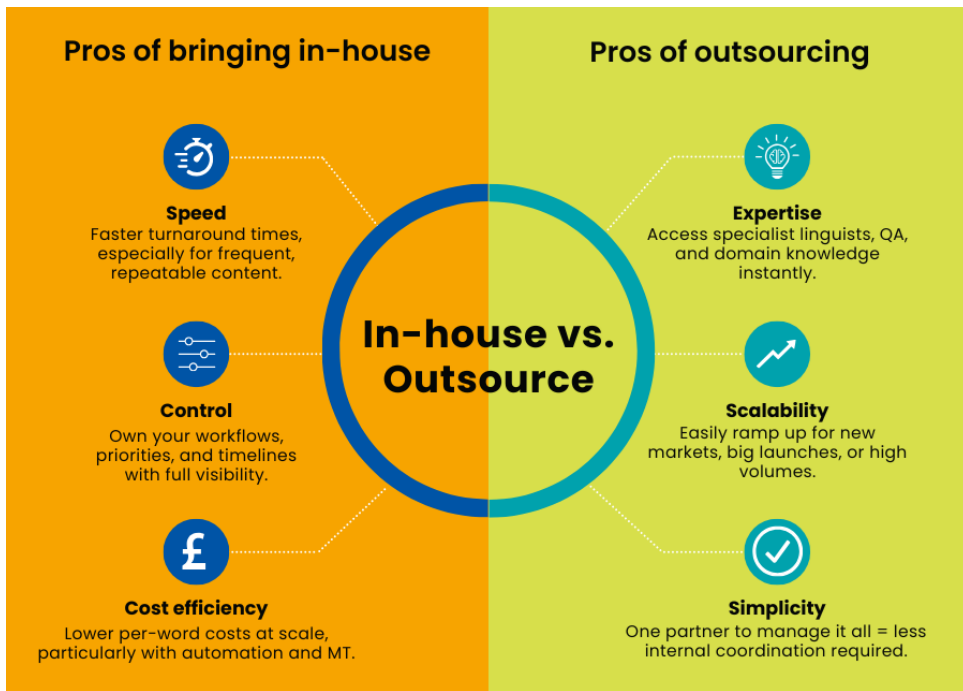




Bring localisation in-house vs. outsource

The wrong decision can cost you

Managing localisation internally with a TMS or AI tool can offer speed and control. Partnering with an LSP can bring scale and expertise. **But which model fits your business best?**



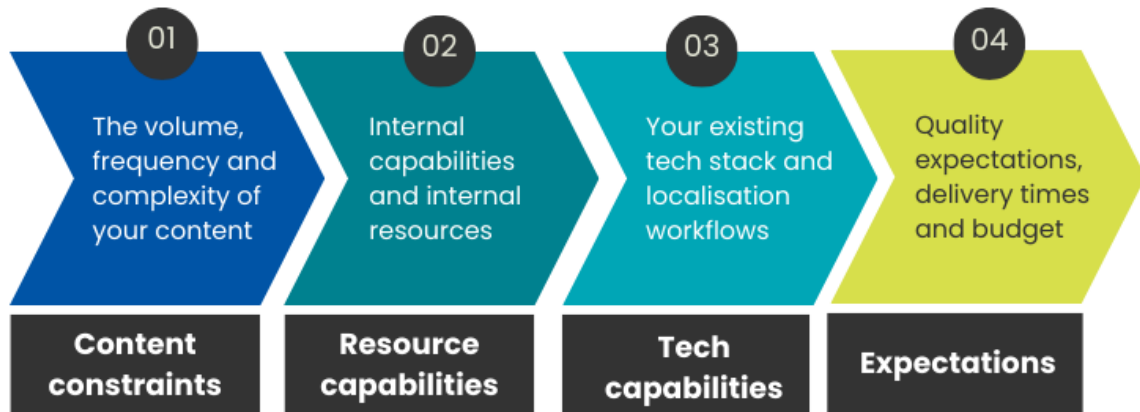
说
g



Our insight-led approach

We assess your setup and needs from every angle, so you don't have to guess

During an in-house vs. outsource assessment, we typically make the following assessments:



We also draw on key **Comtec Advisory** services to support the analysis:

The Comtec Impact Matrix
To understand what content should stay in-house vs. what to outsource based on creativity, risk, and commercial value.

TMS Consultancy
To assess whether your existing TMS supports your chosen model, or recommend the right platform.

说
g

Outcome: A roadmap you can act on

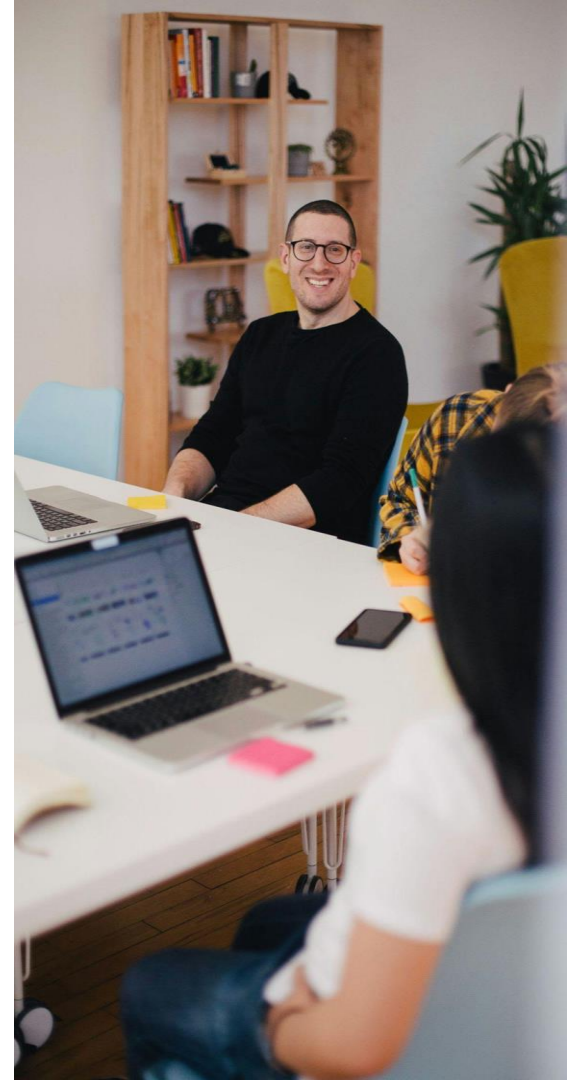
A clear recommendation, with the plan to back it up

At the end of the project, you'll receive a tailored report with a recommended operating model, a shortlist of vendors (if needed), and a practical implementation roadmap.

We'll even support setup and training if required.

What you get from the in-house vs. outsource assessment:

- A comparative analysis of in-house vs. outsourced options
- Shortlist of vendors (if needed)
- Team structure, tooling, and workflow recommendations
- A detailed rollout plan, plus change management advice. Optional support to implement your chosen model (via our **Localisation Resourcing** service)



MT Testing

Test and benchmark MT engines against your content to make a **confident, evidence-based decision.**



Why MT tool selection & setup matters

Machine translation done right delivers real results

Machine translation offers significant advantages, with some studies estimating that it **reduces cost by up to 80%**, and **delivery times by 50-75%**.

But its success depends on careful evaluation and strategic implementation.

We help you cut through the hype with **hands-on testing and clear guidance**, so you know when to use MT, which engine to trust, and how to make it work for your content.

MT Success & Risk Factors



- ✓ Content suitability
- ✓ Correct engine selection
- ✓ Post-editing step
- ✓ Brand/TOV customisation

Key success factors



- ✗ Quality issues
- ✗ Cultural insensitivity
- ✗ Overreliance
- ✗ Generic/uncustomised output

Risks of poor setup or use

说
g

Our testing process

Led by MT experts with decades of localisation experience

We road-test real content through leading MT engines, benchmark results, and advise on training, workflows, and implementation:

1. MT Feasibility Study



- Assess where MT adds value without compromising quality
- Identify content types that are MT-ready vs. human-only

2. Engine Benchmarking



- Test your content across Google, DeepL, Amazon, Systran, and more
- Score outputs for accuracy, fluency, and brand alignment
- Compare post-editing effort required for each engine

3. Custom MT Training



- Fine-tune engines using your own content and termbases
- Evaluate impact on quality and consistency
- Especially valuable for regulated or brand-sensitive sectors

4. Post-Editing Workflow Design



- Define light vs. full post-editing needs
- Create practical workflows to balance quality, speed, and cost
- Train internal or external teams on working with AI output

说
g

Outcome: Results you can action

A clear, confident path forward

We don't just offer advice, we give you actionable insights, tailored to your content, goals, and team.

Whether you're exploring MT for the first time or optimising an existing setup, we help you get it right.

What you get from the MT Testing service:

- A personalised MT benchmarking report comparing up to 5 vendors
- Engine recommendations by language and content type
- Post-editing workflow design and team training
- Optional support for engine tuning and implementation



TMS Consultancy

We help you **research, select, and implement** the right TMS without bias, pressure, or guesswork.





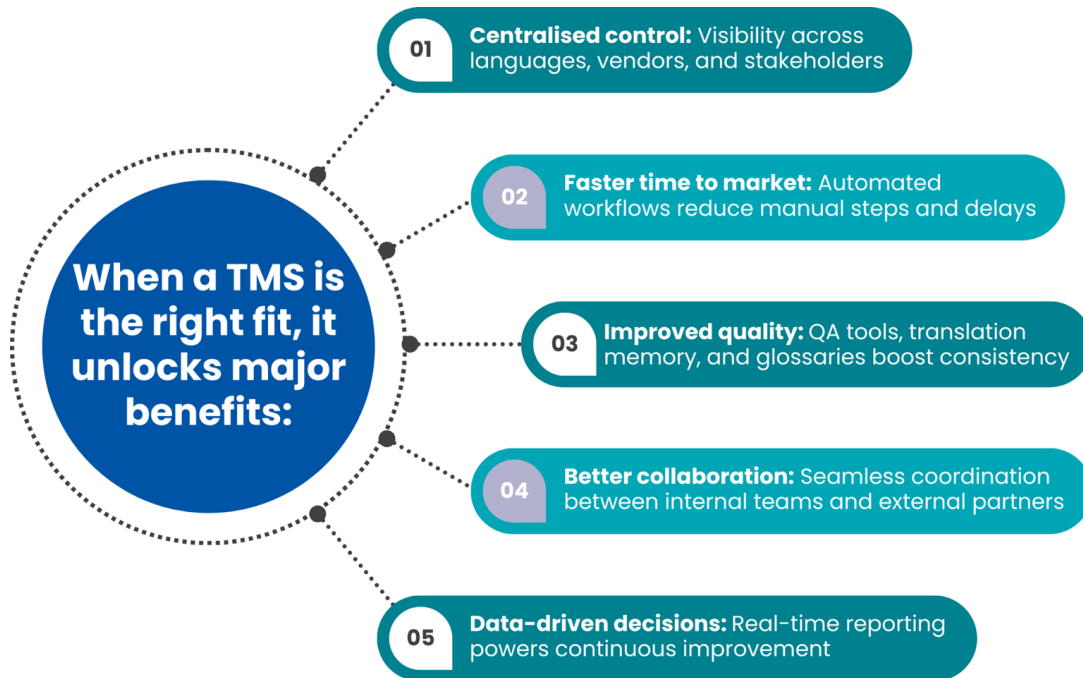
Why investing in a TMS makes sense

Streamline, scale and take control of your localisation

A Translation Management System (TMS) can be a powerful enabler of scalable, efficient localisation.

But it's not always the default solution.

Whether it's the right investment depends on your **content mix**, **internal capabilities**, and overall **localisation strategy**.



说
g

So many tools, so little time

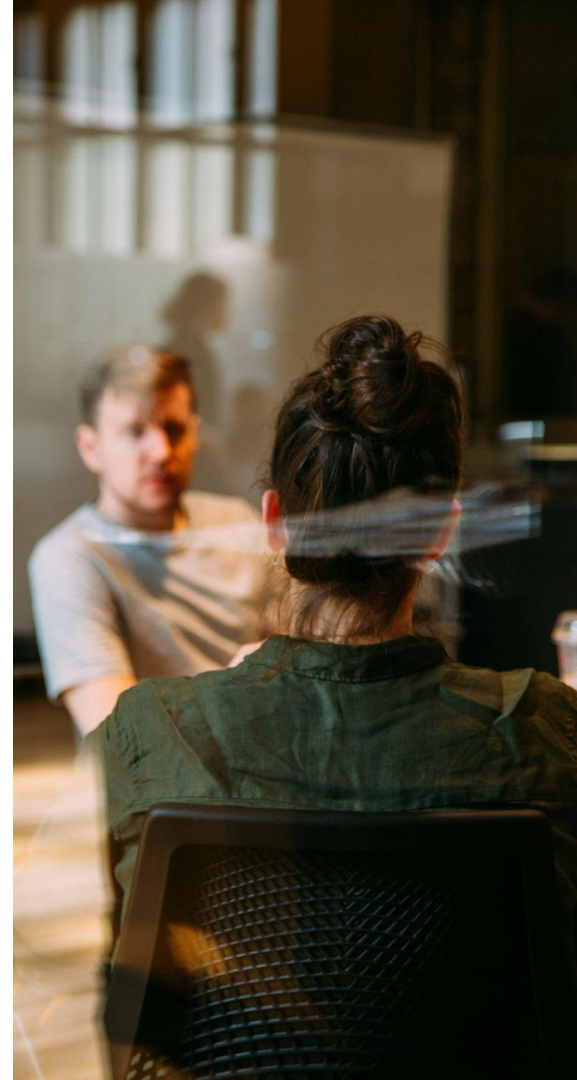
Choosing the right TMS is harder than it looks

With dozens of platforms and endless configuration options, selecting a TMS can feel overwhelming.

And yet, **making the wrong choice can lock you into a system that's inefficient, expensive, or simply unfit for purpose.**

Key challenges we often hear from our clients:

- There are countless tools to evaluate but limited internal bandwidth
- TMS selection often treated as an afterthought
- Lack of in-house expertise, leading to poor-fit tools
- Implementation mistakes can be costly and hard to undo
- Contracts are signed but there's little follow-up
- Sub-optimal usage leads to a sense of trapped/unrealised value



Our consultative approach

Clear advice from experts who've done it all before

We're not here to sell you a tool. We're here to find the one that works.

Our TMS consultants bring hands-on experience across platforms like Phrase, memoQ, Trados, Lokalise, Crowdin, and more.

We don't resell or recommend based on partnership. Instead, we assess what's best for *you*, and back it with evidence.

How we work:

- 100% independent, vendor-agnostic advice
- Deep familiarity with the full TMS landscape
- Platform selection based on your size, sector, content types, workflows, and team structure
- Every client is matched with a specialist consultant experienced in similar needs and industries

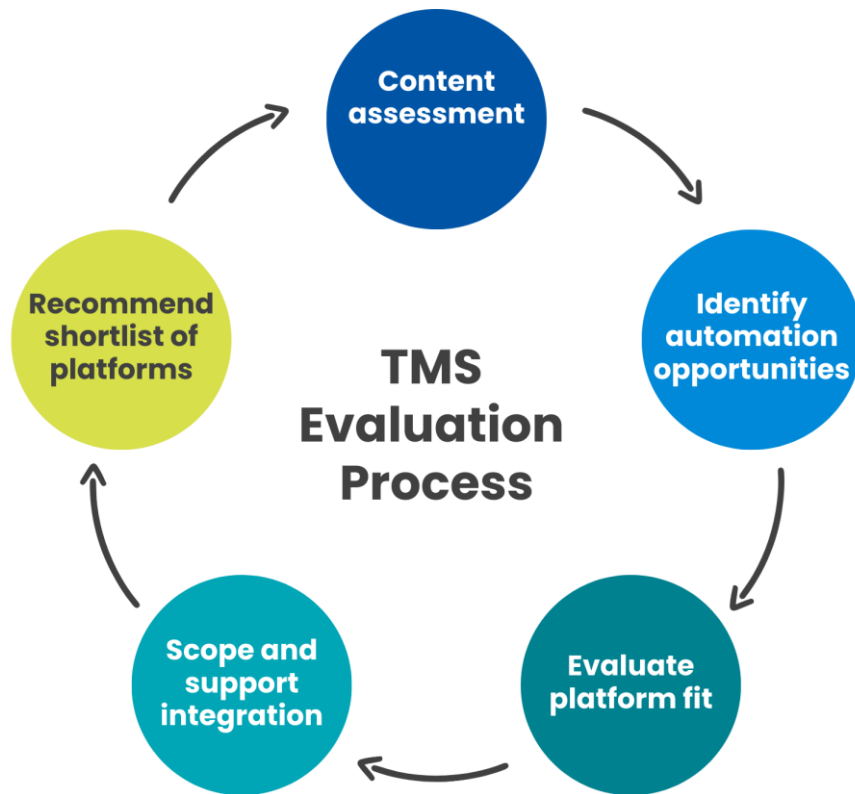


A structured evaluation process

From start to finish, advice you can depend on

Whether you're starting from scratch or replacing a legacy system, our structured consultancy helps you avoid costly missteps and unlock real ROI.

When needed, we can combine with our **Localisation Resourcing** service, to ensure optimised setup, training and roll-out across the business.



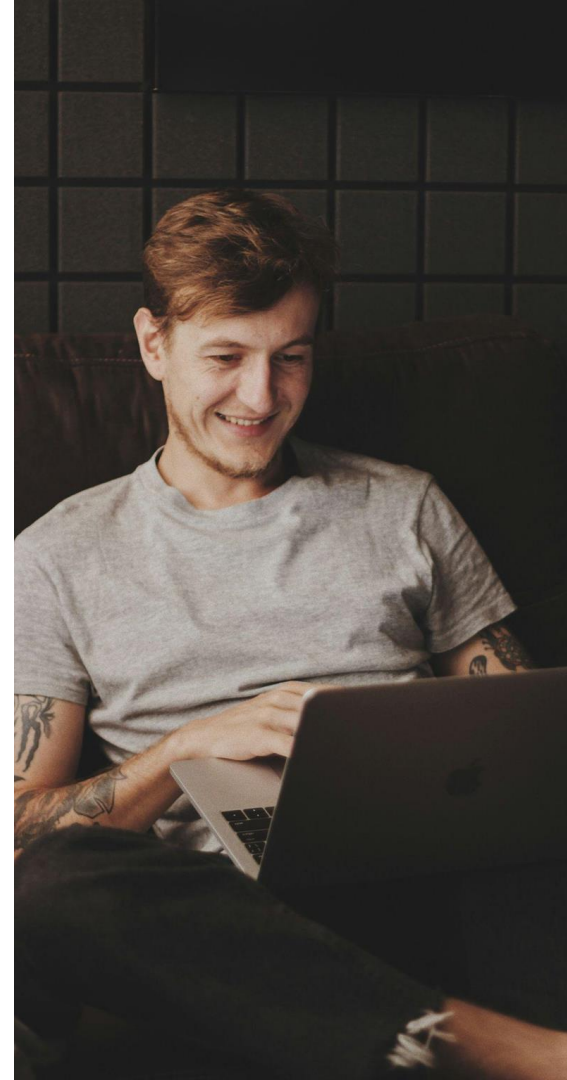
The result: A future-proof TMS setup

Move forward with confidence

With our help, you won't just choose the right tool, you'll implement it successfully, scale it strategically, and get the most out of every feature.

What you'll get from the TMS Consultancy service:

- A detailed TMS recommendation report
- A shortlist of best-fit platforms, ranked by suitability
- Guidance on procurement, onboarding, and rollout
- Optional implementation support (via our **Localisation Resourcing** service)
- Training and change management to embed the new system



Localisation Resourcing

Need in-the-building support? Our localisation experts work alongside your team, **without the long-term commitment.**



Need short-term localisation support?

We've got you covered

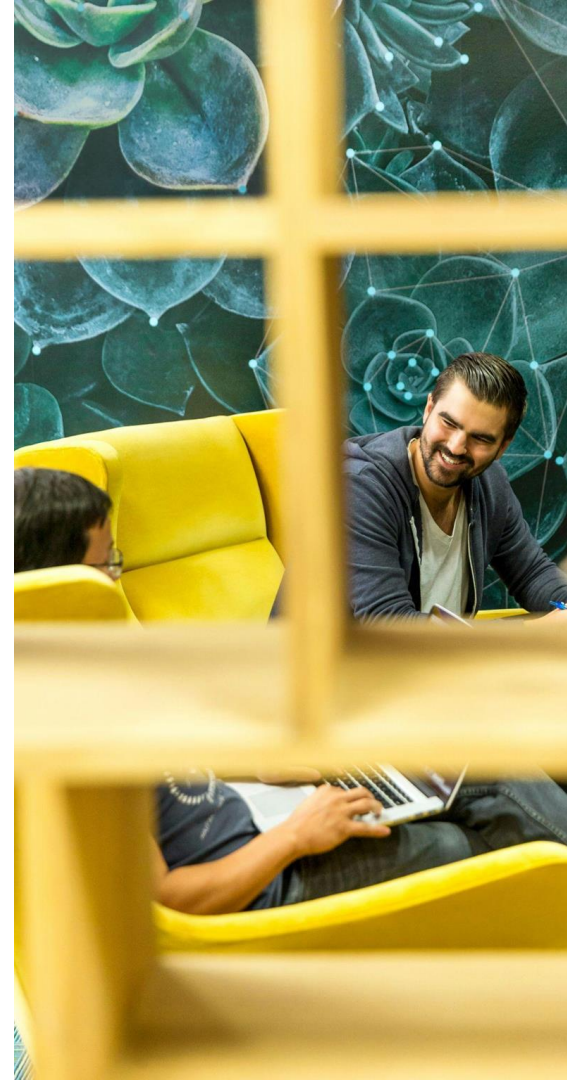
Whether you're scaling quickly, navigating change, or just need a safe pair of hands, we can embed expert support directly into your team.

Our localisation industry specialists can step in for:

- New market launches
- Complex or high-volume projects
- Temporary team gaps (absence or bandwidth issues)
- Internal transformation and tech rollouts

Why it works:

You get experienced localisation experts, **the very best in the world**, who hit the ground running with best-practice workflows, tools, and a focus on results.



The right experts, when you need them

Handpicked freelance support

Our talent network covers every localisation niche. We handpick consultants based on your sector, setup, and goals, so you get the *right* support, not just available support.

Available experts include:

- **Localisation Project Managers** – battle-tested in global rollouts
- **Linguists & Copy Editors** – specialists in your industry and tone
- **AI Prompt Writers** – trained in multilingual content creation
- **MT & Post-Editing Experts** – optimise AI-powered workflows
- **TMS Consultants** – system configuration, rollout, and training
- **Integration & Automation Specialists** – connect your tech stack
- **QA & Terminology Leads** – for brand consistency and control

Retainer packages available.



How we work

Localisation know-how
powered by experience, **driven by care.**





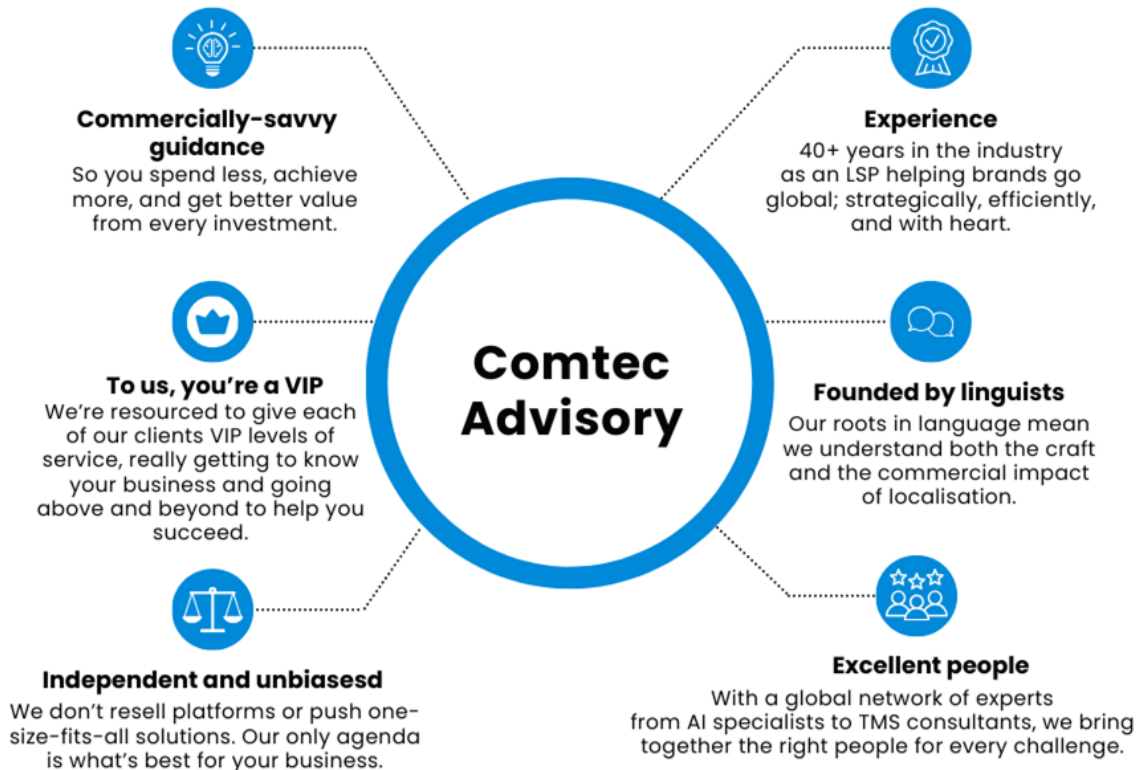
A partner you can trust

With the track record to prove it

We combine decades of localisation experience with a reputation for quality, care, and deep industry insight.

Here are some of the things that make us stand out.

Ask us for case studies of our work or testimonials from our clients.



说
g



Ready to talk?

Whether you have a specific challenge or just want to explore how we can help, we'd love to hear from you.

Comtec

Your language partner



Sophie Howe
CEO

showe@comtectranslations.com
01926 335 681 311