



## INFORMATION ABOUT APEX



*On time. On target. On budget.*

## Information about Apex

### History of Apex, General Information & Management Team

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Apex is a medium-size translation company, legally organized as a C-type Corporation under Indiana law. The company's administrative headquarters is located in Columbus, Indiana; Apex' production office is located in Plymouth, North Carolina.

Our orientation was technical from the start and initially focused on technical translations including patent applications from German into English and English into German. Gradually, other languages were added, and we currently translate approximately 120 languages, covering a variety of areas including subject matter areas such as medical, legal, technical/scientific, IT, business, financial, advertising/promotional, and websites.

Apex Translations, Inc. is a member of the ATA ([www.ata.org](http://www.ata.org)) and a member in good standing with the Better Business Bureau ([www.BBB.org](http://www.BBB.org)).

Please visit [www.bbbonline.org/cks.asp?id=104030112255940256](http://www.bbbonline.org/cks.asp?id=104030112255940256) for further details regarding our BBB scores.

We succeed in building lasting relationships with our clients, because we consistently deliver top-quality, true, and accurate translations.

Please visit [www.apex-translations.com/resources/our\\_clients.php](http://www.apex-translations.com/resources/our_clients.php) for a partial list of Apex repeat customers and some of their feedback which can be viewed at [www.apex-translations.com/why\\_choose\\_apex/client\\_testimonials.php](http://www.apex-translations.com/why_choose_apex/client_testimonials.php).

Finally, if you like to speak to some of our customers to see what they think about Apex, please download our reference list at [www.apex-translations.com/documents/references.pdf](http://www.apex-translations.com/documents/references.pdf).

#### Our Management Team:

Hans Schlamadinger, CEO/CFO

A professional engineer with a mechanical engineering degree from the University of Graz, Austria, Mr. Schlamadinger spent over 30 years in leading positions in research and development in the automotive industry in both the USA and abroad. A native German speaker, he also worked as a German/English technical translator for many years.

Florian Deltgen, Ph.D., PD, Chief Linguist

Dr. Deltgen combines a comprehensive linguistic expertise with in-depth knowledge and long-term experience in various areas of business management, markets, and technologies. He is fluent in five languages and has a working knowledge in six more, including several non-European languages. He holds a Ph.D. from Cologne University, Germany with a focus on comparative linguistics and anthropology. Dr. Deltgen also pursued postgraduate studies in pharmacology and

transcultural medicine, and received the post-doctoral degree of "Habilitation" from the same university. After several years of lecturing and research, he shifted to the business sector and has served in executive positions over the past 22 years for several international corporations, including leading translation and localization firms. For other members of our staff, please visit [www.apex-translations.com/why\\_choose\\_apex/apex\\_staff.php](http://www.apex-translations.com/why_choose_apex/apex_staff.php).

Perhaps our approach to successfully run a translation business, is best be summarized in our **15 Points of Excellence** process which was developed from best practices worldwide. This document can be downloaded at [www.apex-translations.com/documents/15\\_points\\_of\\_excellence.pdf](http://www.apex-translations.com/documents/15_points_of_excellence.pdf).

## **Locations, Document Transfer, and General Modus Operandi**

We have liaison offices in Graz, Austria; Cologne, Germany; and Mexico City, Mexico. Our translator pool comprises over 300 carefully selected, tested, and proven translators, with a broad range of subject matter expertise. We are continuously adding new talent to this pool.

We typically transfer documents via e-mail. However, if file size does not permit this, files can be easily uploaded and downloaded to and from our secure client database which can be accessed at <http://dropbox.yousendit.com/ApexTranslations>. Files can also be transferred by fax, Efax (www.efax.com), by mail as hard copies or on CDs. Our systems use secure high-speed Internet connections; all files are routinely checked for viruses before they are sent to our clients.

Apex operates worldwide. Our services are available wherever Internet access is available.

## **Quality Assurance and Quality Control**

### **Quality Assurance:**

Professional, credentialed translators who are native speakers of the requested target languages with demonstrated competency in your subject matter would be assigned to complete your translations. This assures that quality is built into your translations as early as possible in the translation process.

If required, we employ subject matter experts to help the translators with industry-specific terminology.

If you would like us to adhere to company-specific or product-specific terminology, we could easily integrate your glossaries into our translation process.

In order to maintain the highest possible degree of consistency between editions of the same document at the lowest possible cost to our clients, Apex uses software tools to create a translation memory file of your document, which can be used to implement any future changes to your translated document in a cost-efficient and expedient fashion.

### **Quality Control:**

Apex' goal of preventing errors is achieved by ongoing improvements in our production process. However, we do not rely on Quality Assurance alone. At Apex, there are several post-production checks and controls in place.

Each translation goes through final proofreading by a qualified linguist, who is not the translator. The proofreader checks for completeness and correctness of the translation, as well as for spelling, punctuation and syntax errors, or unusual style.

We apply **SAE Recommended Practice J2450 (Translation Quality Metric)**, which is a consistent and industry-wide recognized method for measuring translation quality.

If you wish to learn more about the details of the SAE Practice or about our quality procedures, please notify us, and we will provide you with a copy of our Quality Assurance and Quality Control Practice Manual, as well as the SAE Recommended Practice J2450.

You may also download both documents by visiting the Apex Online Information Center at [www.apex-translations.com/resources/information.php](http://www.apex-translations.com/resources/information.php).

We guarantee that none of our translations provided to our clients will ever exceed the Overall Document Weighted Score described in our quality manual which can be downloaded at [www.apex-translations.com/resources/our\\_clients.php](http://www.apex-translations.com/resources/our_clients.php).

Finally, twice a year, we survey our clients to determine what they think about our translation quality. The most recent results can be downloaded at [www.apex-translations.com/documents/survey\\_results.pdf](http://www.apex-translations.com/documents/survey_results.pdf)

Apex does not use machine translation. It has been our experience that, while some translation tools are quite useful, machine translation is not one of them. There is a common perception that translators translate words or sentences. They do not – at least not good translators. Good translators translate meaning within a context. Digital machines cannot do that.

If Apex translates your documents, you can be assured that the translations will have been prepared by expert translators who are not only native speakers of the target languages but are also subject matter experts in the field.

### **Availability**

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Apex regards your interests and concerns as our own, and meeting the agreed-upon deadline is our absolute priority. We will be there for you, whenever you need us.

If needed, 24/7 support can be arranged for time-sensitive projects

### **Delivery**

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The typical daily performance of one translator ranges between 1,000 and 3,500 words depending on legibility, complexity, formatting, target language, and subject matter difficulty of the source

document. Apex prefers to use the same translator for each target language and project; this approach results in better consistency of terminology and style. If a translation needs to be rushed, more than one translator can be used in combination with a terminology coordinator and/or overtime, although this could result in higher cost depending on the individual circumstances.

## Pricing Structure

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While Apex may not be the lowest bidder, we can assure you that we will provide top quality at reasonable cost. In order to understand our own competitive position, we periodically conducted a market analysis to determine our pricing against nearly 50 of our major competitors. The results of this survey suggested that Apex prices rank among the lower 35 percent of the field. Please view the results of the most recent survey at [www.apex-translations.com/documents/survey\\_results.pdf](http://www.apex-translations.com/documents/survey_results.pdf).

Apex prices translations based on electronic word count. Almost exclusively, we count the words in the source text, since this gives you an upfront idea of a project's cost. However, in some cases, this approach may not be possible; in these situations we base our pricing on the electronic word count of the completed translation.

For documents that contain repetitive text, we charge only ½ of our normal rate for any text that occurs more than once.

There are no hidden or unexpected costs. You will know the cost to translate your documents before you place an order with us.

For more information about the methods we employ to establish the word counts of your documents, please visit [www.apex-translations.com/documents/wordcountinginfo.pdf](http://www.apex-translations.com/documents/wordcountinginfo.pdf).

The cost for proofreading the finalized translation is included in our translation cost. However, costs for proofreading of typeset or laid-out text are not, nor are costs for DTP, or excessive formatting, or re-formatting. For such additional services, we charge by the hour. Our hourly rate is \$60, regardless of the target language.

## Confidentiality and Privacy

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To keep our clients' proprietary information confidential is a matter of course for Apex. Only those persons who have a professional need to know will handle your information. If requested, Apex will sign a non-disclosure agreement in order to assure the confidentiality of your documents. If needed, Apex will establish a password-protected FTP account to exchange documents. Apex strictly adheres to its Privacy Policy. For information regarding our Privacy Policy, please see our Privacy Notice section of our website at [www.apex-translations.com/privacy\\_policy.php](http://www.apex-translations.com/privacy_policy.php).

## Payment Terms

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Our typical terms are 30 days net. For large projects, different terms may apply. Payments can be made by check, money order, wire transfer, or, by any major international credit or debit card.

For those clients who have an ongoing need for translation services, we offer a monthly payment option. With this option, an invoice would be issued once a month for translation projects delivered during a period of one month. The monthly invoice would list the order dates, the project numbers, the document file names, the name of the person who placed the order, as well as the word counts and associated costs.

## Warranty, Liability, and Insurance

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Apex carries errors and omissions insurance, as well as liability insurance. Since we started our business, we have not had a single claim.

We guarantee that none of our translations provided to our clients will ever exceed the Overall Document Weighted Score described in our quality manual which can be downloaded at [www.apex-translations.com/resources/our\\_clients.php](http://www.apex-translations.com/resources/our_clients.php).

Any objective translation or spelling error will be corrected by Apex at no charge. However, matters of personal or regional preference of terminology and style are not objective translation errors. If you would like us to use certain company-specific terms, we would need to be made aware of such requirements before starting any translation project.

For further information, please see our Terms and Conditions section of our website at [www.apex-translations.com/terms\\_conditions.php](http://www.apex-translations.com/terms_conditions.php).

For more information about Apex Translations please visit [www.apex-translations.com](http://www.apex-translations.com), or call us at 1-800-634-4880.

Hans Schlamadinger  
CEO/CFO

Florian Deltgen, Ph.D., PD,  
Chief Linguist

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