



COST, QUALITY, AND DELIVERY SURVEY RESULTS October, 2009



On time. On target. On budget.

Cost, Quality, and Delivery Survey results October 2009

One of the most frequently asked questions is:

"We have received quotations from 5 different companies that vary greatly in terms of cost. How do I choose the translation service that provides us with the best value?"

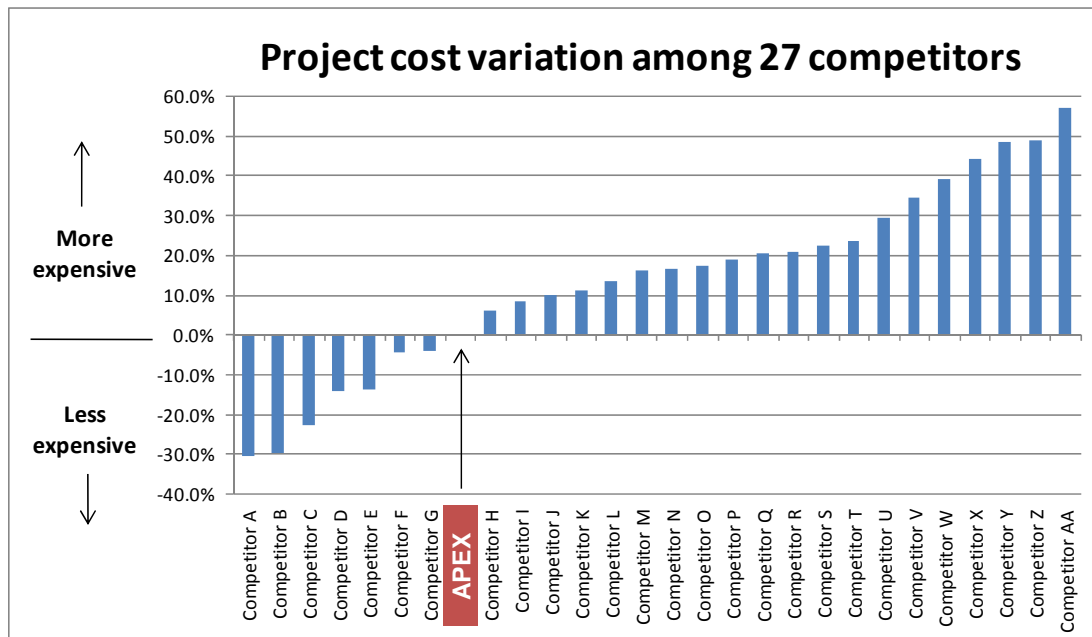
In your quest to narrow your choice of a translation service provider for your company, you will probably neither accept excessively high cost as an inevitable condition to obtain top quality, nor will you go with the lowest bidder, regardless of how these may affect the quality of the translation. Instead, we assume that your key selection criterion will be based on your desire to obtain the best possible quality at the lowest possible cost – or the best cost/benefit **value** for your **investment**.

This document should provide the information you may find useful in your selection process.

Competitive Pricing Survey Results

Once a year, we conduct a detailed analysis by surveying the pricing of Apex' top competitors in order to better understand our competitive position in the marketplace,

The chart below shows the results of our most recent analysis which was conducted in April, 2009.



Results: From the 27 companies that were surveyed, 20 companies were up to 58 % more expensive than Apex, and 7 companies were up to 30% less expensive. This places Apex in the 35th cost percentile of all competitors surveyed.

If our competitors have not provided similar information about their cost and quality performance, please ask them to provide it. If a company cannot provide meaningful information that would permit you to compare them to Apex' performance, that fact in itself should give you pause.

Two business models in the translation industry:

Our in-depth analysis has shown that – from a pricing perspective - there are 2 distinct groups of translation companies:

1. The “low priced” group offers inexpensive translations based on low-end translators and limited or no quality control, resulting in low quality translations. The business model of this group is designed to attract as many new clients as possible, but this group also experiences a high attrition rate of clients who are disappointed about the quality they receive. This business model consciously accepts a high client turnover and few or no repeat clients counting on its low pricing to attract enough new clients to survive.
2. The “moderately to higher priced” group offers moderately to high-priced translations based on highly qualified translators and good to rigorous quality control resulting high quality translations. The business model of this group is designed to attract fewer new clients (due to the higher prices), but this group also experiences a much lower attrition rate because the clients are pleased with the quality they receive. This business model consciously accepts that its higher prices will result in lower new client acquisition counting on its high quality to retain enough repeat clients to survive.

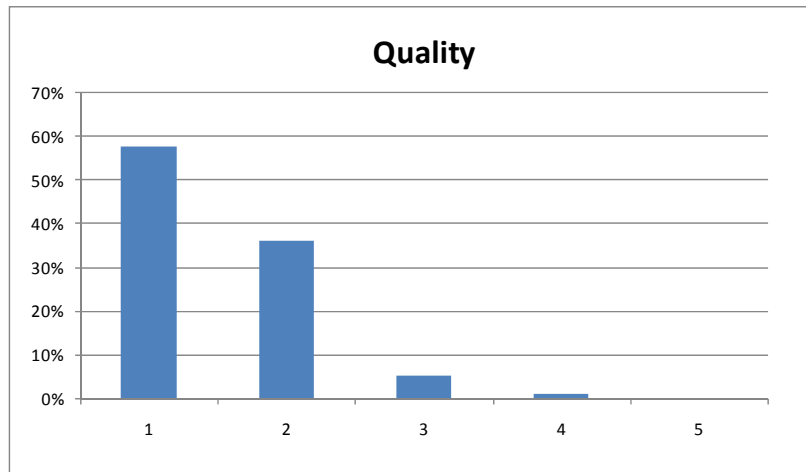
Apex strives to be in the latter group.

Client Survey Results

Twice yearly, we perform a survey asking our clients to rate our services in terms of our translation quality, on-time delivery, and quality of interaction.

The charts below show the results for a 6-month period ending in March 31, 2009.

Quality:



Results: **94.8 %** of our clients gave Apex **superior** marks for translation **quality**.

Delivery:



Results: **95.1 %** of our clients gave Apex **superior** marks for **delivery** performance.

Customer Service and Satisfaction:



Results: Approximately 95.4 % of our clients gave Apex superior marks for customer service and satisfaction.

[Contact an Apex representative](#) to learn more about our translation services, or call at (USA) 1-800-634-4880 (INTL) 001-252-791-9902.

Apex Translations, Inc.
November, 2009