



Your global translation delivery platform

**Brand presentation**

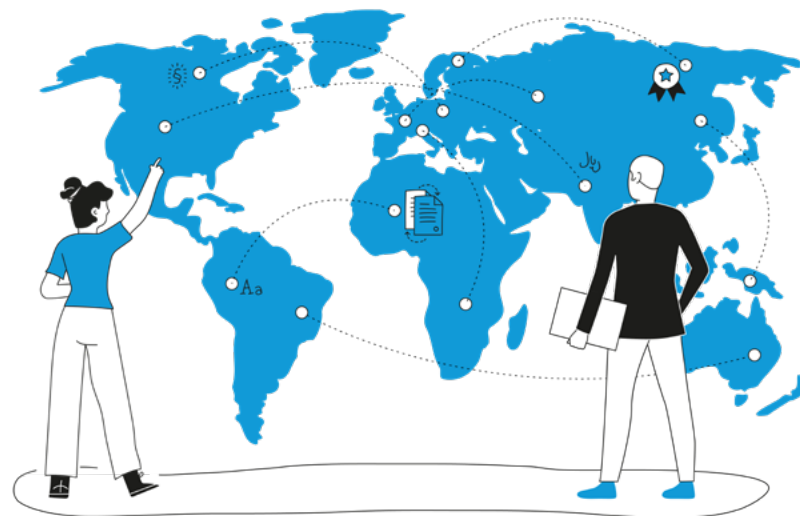
#WEARELINGOKING. Munich. 2022.03

# About lingoking

## The first delivery platform for translations

lingoking is the first translation delivery service. Our digital Web.Apps for translations enable you to quickly book professional language services. A perfect match for companies and marketers who want to expand out into the world together with lingoking.

Take **ADVANTAGE** of the digital **TRANSFORMATION**



# The view from a platform.

The perspective from the top of the mountain is known to be the best.  
Naturally we want this excellent perspective for your success, too. Let's go.

## Selected clients

HEAD Sport   BUFF   Planet Sports   Lacoste   myphotobook

## Press

ARD   Manager Magazin   impulse   Deutsches Ärzteblatt



# Reinvent business.

lingoking reinvents the translation process. With its **digital ordering process** and **unique WEB.APP** for language services.



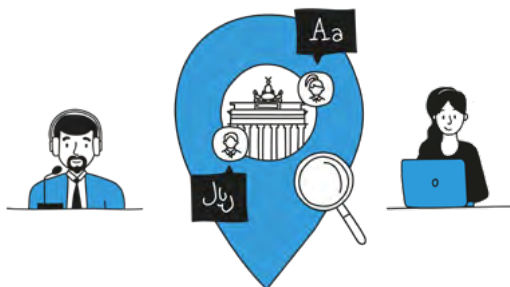
<b>24/7</b>	availability. From anywhere and at any time.	<b>&gt;1500</b>	professional translators & interpreters
<b>2100</b>	language combinations	<b>25000</b>	translation orders per year
<b>17100</b>	certified according to DIN EN ISO.	<b>81371</b>	is the postcode of our HQ
<b>&gt;80</b>	languages and dialects	<b>2010</b>	the year that the idea became the start-up
<b>7321</b>	bookings via smartphone	<b>50000</b>	happy private & business customers
<b>65</b>	services for self-bookers	<b>20</b>	motivated Lingoqueens 'n' kings

# Things change.

Still tied up or **already networked**? Agencies and translation offices are not made for the **21st century**. We understood that.

## ...1990

Translation agencies / service providers



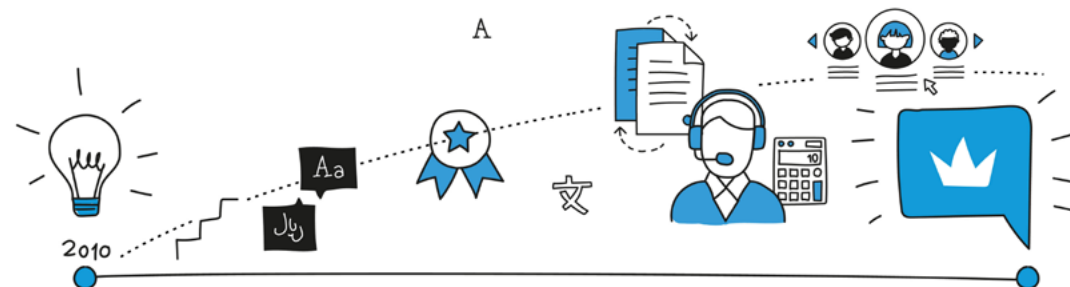
## 1990-2020

(Web) agencies



## 2020...

Mobile-first application, platforms and marketplaces



...time-intensive personal customer communication, briefings, bookings via mail or personal on-site appointments.



...individual and automated workflows and quotations.



... globalised markets, customers, suppliers, prices



...migration, flexibility, remote work and individual requirements

# Explore our network.

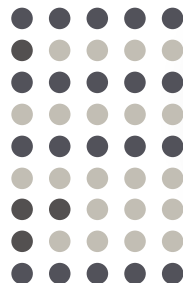
Find a connection to our community. And benefit from the **heterogeneous and interdisciplinary expertise** from our network.

Speed, availability, user-friendliness

## Machine translation

Score 24

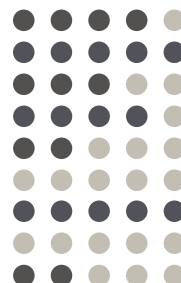
Speed  
Quality  
**Availability**  
Tech. expertise  
**Usability**  
Certification  
Ger - Eng  
Ger - Exotic  
**Price**



## In-house translators

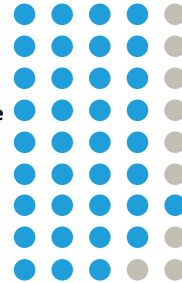
Score 25

Speed  
**Quality**  
Availability  
Tec-expertise  
Usability  
Certification  
**Ger - Eng**  
Ger - Exotic  
Price



Score 36

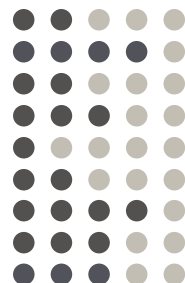
Speed  
Quality  
Availability  
**Tech. expertise**  
Usability  
**Certification**  
**Ger - Eng**  
**Ger - Exotic**  
Price



## Service providers translation offices

Score 24

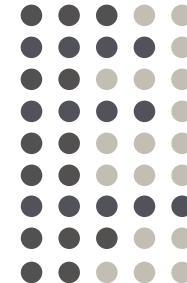
Speed  
Quality  
Availability  
Tech. expertise  
Usability  
Certification  
Ger - Eng  
Ger - Exotic  
Price



## Price calculator (Web) agencies

Score 27

Speed  
Quality  
Availability  
Tech. expertise  
Usability  
Certification  
**Ger - Eng**  
Ger - Exotic  
Price



Flexibility, service, portfolio, certifications,

# Some called it magic.

We call it **disruptive and customer-centric**. Always with the intention of making the translation process even faster, more intuitive and cheaper.

## (Web) agencies

## User-centric platform

**Offer**

### Rigid price calculator & quotation

Non-transparent prices, cumbersome and inter-personal communication increase costs and time to project kick-off.



### Modular – Our online store / service app

We offer you an intuitive mobile-first solution with our digital WEB APP. This lowers costs and offers transparent price structures.

**lower costs**

**Structure**

### Inflexible, monotonous structures

Rigid structures increase transaction costs and prevent quick solutions and a time-2-market strategy.



### Perfect match – our global network

Your order is automatically offered to the appropriate network of specialist translators. No matter what style, language, industry. You will find what you are looking for here.

**flexible service**

**Speed**

### Uncertain quality standards

Machine translation offers speed but not quality / official validity. And with agencies, it is often the other way round.



### Fast quality – AI meets lingoking

The interaction of machine learning and human quality control guarantees the highest quality and speed.



**reliable quality**

# Your CHOICE.

Take advantage of our lingoking **Business.Pro service** or our **WEB.APPs** for recurring translations. 1-2-3 let's go.

## Our translation services

### REVISION

-  Proofreading
-  Editing

lingoking BUSINESS.PRO.SERVICE

### TECHNICAL TRANSLATION

-  Localisation
-  Transcreation

lingoking WEB.APP.

lingoking BUSINESS.APP.

### CERTIFIED TECHNICAL TRANSLATION

-  Quality check
-  Revision loop

lingoking QUALITY.CONTROL

lingoking ONSITE.PRO

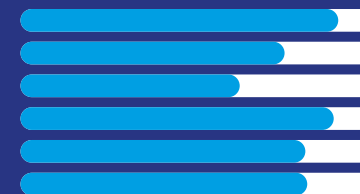
### Interpreters

-  Remote
-  On-site

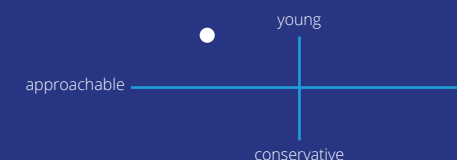
lingoking REMOTE.PRO

## Our clients and areas of expertise

eCommerce  
Technology  
Medicine  
Marketing  
Legal  
Social



## Eye-to-eye



## Our USPs

Speed  
Quality  
Availability  
Experts in the field  
Usability  
Transparency  
Price



## Social media



## Ratings / reviews





# Your tailored business solution for translations

Whether for teams, extensive orders, connection to CMS systems or complex content. Simply more lingoking.



Share your documents with our experienced project **management team**

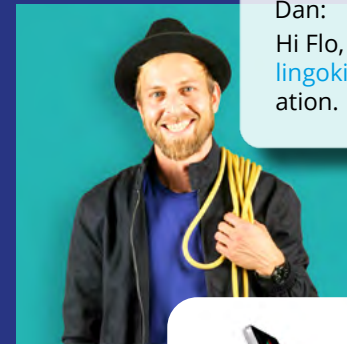


Be connected with the right translator by our **crowd management team**



Benefit from the **extensive infrastructure** incl. quotations & support

Discover lingoking business.PRO



Dan:  
Hi Flo, perfect match, thx @[lingoking](#) for the fast mediation.



Martin  
Hola @[Sandra](#), eso fue rápido. Muchas gracias

Silvia:  
[@Natascha](#) we need an Arabic translator??? Can you help us?



Each project starts with **a few specific questions**. And rightly so. We also need some information for the **perfect individual onboarding**. The rest is automated.

## Exemplary questionnaire for BUSINESS.PRO. customers

What are the **stylistic** requirements?

Professional, emotional, **informative**, (...)



Which **target group** do you want to address?

Companies, employees, end consumers, ...



Do you already have set samples & **style**

Parallel texts, sample translations.



**Keywords** and **terminology**?

SEO keyword list, technical terms, names, etc.



What is your **time & project plan**?

Deadlines, milestones, project plan, ...



Dealing with **text in graphics**?

Translate content in images/graphics?



## Automated questionnaire depending on service & product.

Scope? Languages? Format?

*Number of pages*

*Target language*

*Format*



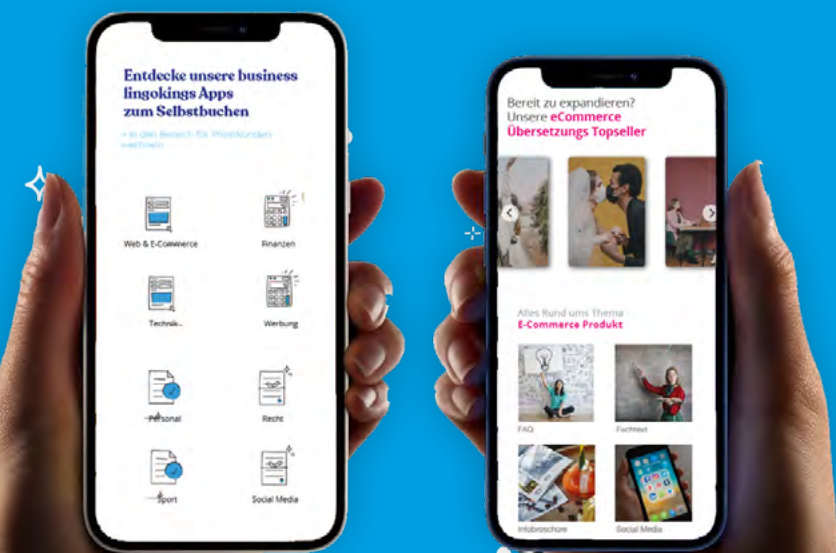
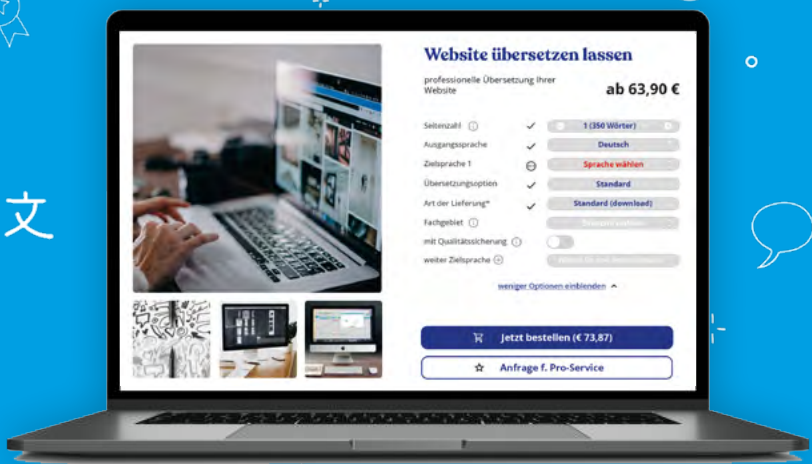
Quality? Revision? Delivery?

*Proofreading*

*Specialist transla-*

*Express*





# The WEB.APP for translations

## Our solution for self-bookers

Particularly suitable for one-off and specific technical translations or quick B2B jobs. Use our WEB.APP for precise translations, your text correction or a proofreading service.

Reachable at any time, **24/7**, and **from anywhere in the world**

Perhaps the **fastest** and **most reliable** translation service in the world

**Automated** ordering, allocation, matching and downloading

**Easy** connection to third-party systems and provision of APIs

To our service

# INTUITIVE, SMART, FLEXIBLE.

## The business app for translations

Put our translation app to good use for your individual business case and benefit from many advantages.



**Customisable business apps** for your company-specific requirements.



**Quick, easy access to** your personal translators.



**Perfect matching** between your employees and our translators.

**Individualise your business app now.**

Individualise one  
of our **64 WEB.APPs**



# THE BUSINESS APP.

With our Business App, we offer you a service with which you can conveniently commission your regular translations for your dealers, partners, employees or consumers.

## The USPs of our Business App



### INTUITIVE

Own customer login & link to your intranet



### MATCHING

In-house linguists trained and instructed for your business case



### HELPFUL

Individual APPs, service and help for your employees



### SMART

Integration and inclusion of existing APIs and interfaces



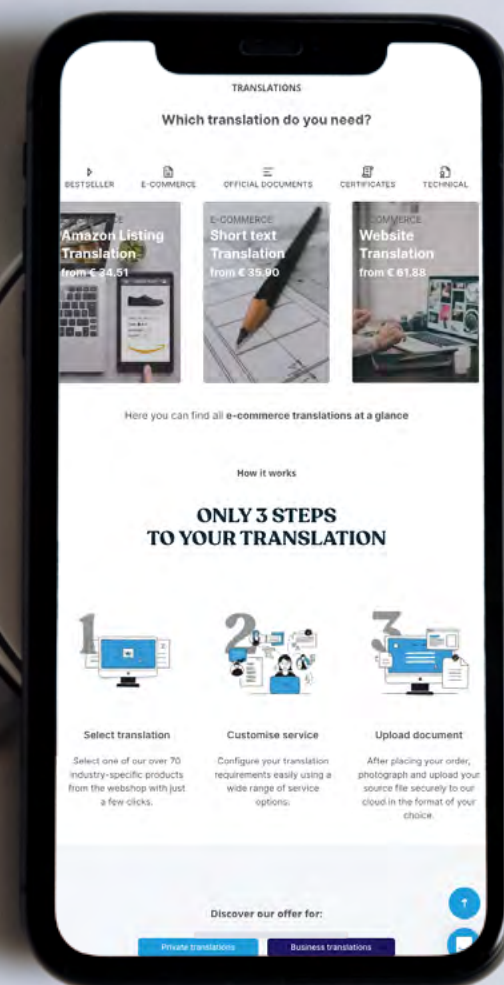
### INDIVIDUAL

Delivery speeds, reminder mailings and deadlines



### FLEXIBLE:

Billing as desired (per translation, monthly collective invoice, subscription)





# THE BUSINESS APP.

**One APP for everything or several specific solutions.** Not only has the work of translators changed greatly, but so have the **wishes of our clients**. We adapt and offer you a suitable **solution**.

## 1. SELECTION

ONBOARDING (Frame)

### SELECT Number of APPs

### CHOOSE BASE-UNIT

- Simple
- Classic
- Advanced

### TIMING

- Express
- Standard
- Time-based

### INDUSTRY (FIELD)

- Fashion
- FMCG
- (...)

## 2. SPECIFICATION

MATCHING & PROCESS

### LANGUAGE

- Source language
- Target language(s)

### LINGUISTS

- Native speakers
- Certified
- ...

### SPECIALIST AREA

- Department
- Specialist area

### SPECIALISATION

- Department
- Specialist area

## 3. INDIVIDUALISATION

APP design, UX and options

1. HEADLINE
2. DETAILS
3. OPTIONS
4. CALL 2 ACTION
5. SERVICE
6. NOTES

BRANDING & WEBSITE

1. Corporate design
2. Landing page
3. More modules
4. FAQs section
5. Video integration
6. ...

## 4. IMPLEMENTATION

**APP 1** **Marketing**  
(Newsletter)

**APP 2** **Marketing**  
(Social media)

**APP 3** **Marketing**  
(SEO & website)

**APP 4** **Law/Finance**  
(Contracts)

**APP 5** **Recruiting (HR)**  
(Application)

# SELECTION.

For the perfect onboarding and a solution that is the best possible fit, start with the selection of the desired apps and the corresponding industry. This helps us to adapt the offer and find the right specialist linguists for you from our network.



Select from one of the desired **industries**.



Choose the **number of translation apps you want** as needed



Select the **base unit** on which you want to base your translation app

- |           |                                                                |
|-----------|----------------------------------------------------------------|
| Simple:   | Simple app without service & images                            |
| Basic:    | Extended app with image, service button and additional options |
| Advanced: | Comprehensive complete package with further modules            |



Let us know **how quickly and at what time** you would generally like to receive the translations.



# SPECIFICATION. MATCHING.

After your onboarding, we take the next step together and lay the foundation for each of your translation apps. On this basis, we can provide you with the most suitable solution and a perfect match-up of the translators and your employees and stakeholders.



## LANGUAGE

Which language group(s) / combinations do you need?



## SPECIALIST AREA

For which specialist area do you need the app / the translation?



## SPECIALISATION

Does localisation/transcreation play a role?  
(SEO optimisation, Amazon, ...)



## LINGUISTS

Are you integrating translators from your network?  
Do you need a sworn translator?

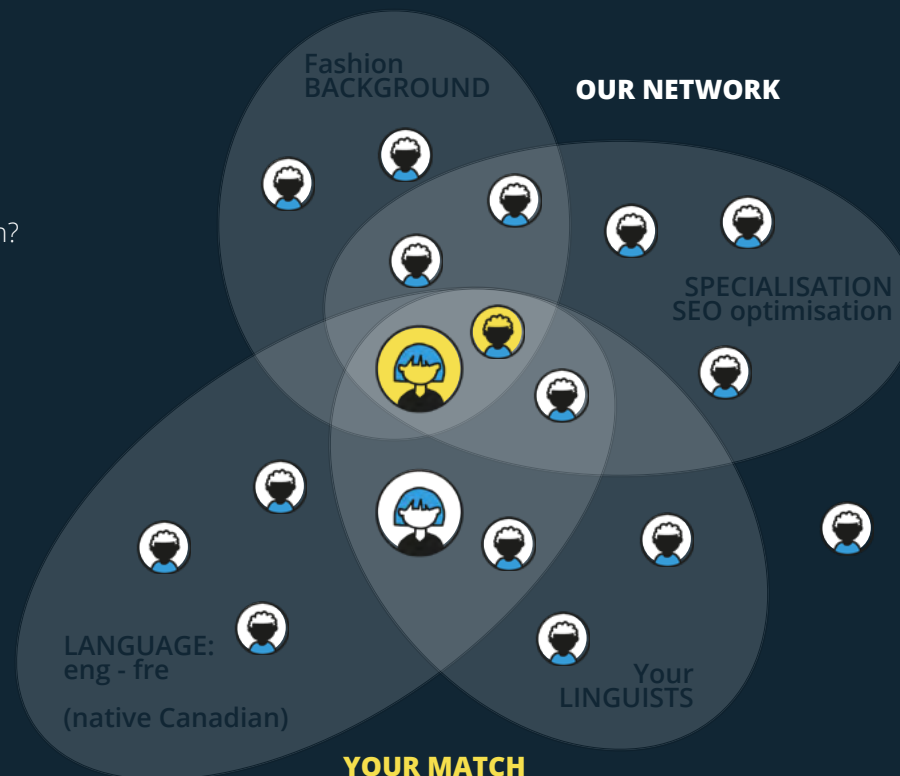


## INTERFACE

Tell us which interfaces, APIs and third party systems  
should be integrated (translation memory, CMS, etc.)

.....

.....





# INDIVIDUALISATION.APP.

**SERVICE** Give your translation app a name

**DETAILS** Specify your offer to the staff

- > Add pictures
- > Clarify the intended use
- > Add prices (e.g. offer or external)

**OPTIONS** Define further service options outside of your fixed basic package

- > other source language
- > further target language(s)
- > Express service
- > with additional quality control

**C2A** Define your personal Call 2 Action

**SERVICE** Define your type of service / help

**NOTES** Clarify questions or refer to your FAQs

### Have your website translated

Professional translation of your homepage

[Service details](#)

**from €61.88** incl. VAT

---

Number of pages ⓘ 1

---

Source language What is the language of your document? >

---

Target language 1 ⓘ Which language do you need? >

---

Translation option Translation With Proofreading >

---

Delivery option Standard delivery (digital) >

---

[Additional Options](#) ^

---

Order name Name of your project >

---

Your message to us (optional) Your message >

---

[Add to cart](#)

---

[Any questions? Contact us now!](#)

---

**File upload:** To ensure the protection of your data, the file upload does not take place until the end of the ordering process ([see data protection](#))

**NOTE:** The processing time we quote refers to projects of up to 20 pages (approx. 7000 words) in the source language. Your project is more extensive and the deadline is short? No problem! Contact us and we will be happy to discuss further options with you.

HEADLINE (Service)

DETAILS (Description)

OPTIONS

ADDITIONAL OPTIONS

CALL 2 ACTION

SERVICE

NOTES

# INDIVIDUALISATION. BRANDING.

## CORPORATE DESIGN:

Take advantage of the opportunity to link your log-in area to your brand and your corporate design, and provide it with helpful and appealing content, images and videos.

## LANDING PAGE:

Create a landing page on which your employees and stakeholders see the different translation apps.

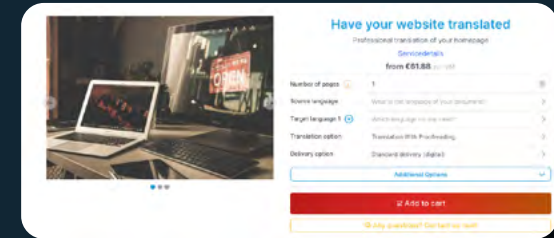
e.g. > FAQ page  
> Overview  
> Contact page

## MODULE:

Choose from 10 customised modules with which you can present and describe your translation app.

## SERVICE:

Take the opportunity to integrate our Customer Service on your site or refer to internal contact persons



# IMPLEMENTATION.

## Link our translation apps to **your intranet**

And thereby connect your employees and partners with our platform and our professional network of specialist translators.

## Benefit from **different translation apps**

Which are tailored to the needs of your departments and specialist areas

## Scale up and add to **your app** as needed

Are you expanding into new markets? If you need more service options or want to activate another app for another department, no problem.

## Benefit from our **fallback solutions**

A translator drops out at an important milestone and cannot deliver your translation? That doesn't happen with us. We have numerous other linguists waiting for your assignment and looking forward to receiving your orders

## Simple and convenient **evaluation and cost control**

Depending on your needs, you can store multiple user IDs behind the apps, order processes or logins. This creates price transparency, helps you with controlling and thus assists with monthly billing.

## What else would you hope to see **here?**

Tell us how you would like to further optimise your app to meet your needs. With the support of our Tec & Graphic Department, virtually nothing is impossible.

# 1, 2, 3, 4 – YEAH!

This is how it works. Our translation process and the advantages of the **WEB.APP** and our **BUSINESS.PRO service** laid out for you at a glance. [Let's go!](#)

SELECT SERVICE  
PROJECT MANAGEMENT (PM)

Hello @lingoking we need new product texts for our new fashion collection by 1.04 in the following languages: Eng. Fre. Span.

## 1st STEP. ENQUIRY / BOOKING

### BUSINESS.PRO

- Onboarding with client (text analysis, terminology)
- Clarification: style, language, target group, deadline

### BUSINESS.APP (self-bookers)

- Selection of the product and product options
- Confirmation in the check-out and upload of the files

MATCHING  
CROWD MANAGEMENT

## 2nd STEP. MATCHING

### BUSINESS.PRO

- Recruitment of the appropriate service provider from the network

### BUSINESS.APP (self-bookers)

- Automated matching with the right network
- Allocation on the basis of the highest common denominator

ALLOCATION  
LINGUISTS

Hallo @Fashion-linguists.  
Who has time to do the above job?

## 3rd STEP. TRANSLATION

### BUSINESS.PRO / BUSINESS.APP (self-bookers)

- Process according to DIN EN 15038 (translation & revision)

### BUSINESS.PRO only

- Instruction of the service provider based on the questionnaire
- Personal support for the customer by PM

### 3.1. OPTIONAL. PROOFREADING

QUALITY  
CONTROL  
PM

Hello @lingoking, I'm done with the translation in the CMS system. You can start the review process.

DELIVERY  
PM / LINGUIST

## 4th STEP. DOWNLOAD

Hello @Martin, we have successfully completed the translation in your CMS system. We ask for approval. If there is anything else we can do for you, please do not hesitate to contact us again.

### BUSINESS.PRO

- As text in the desired formatting (download)
- Optional: Embedding the translations in the document/CMS

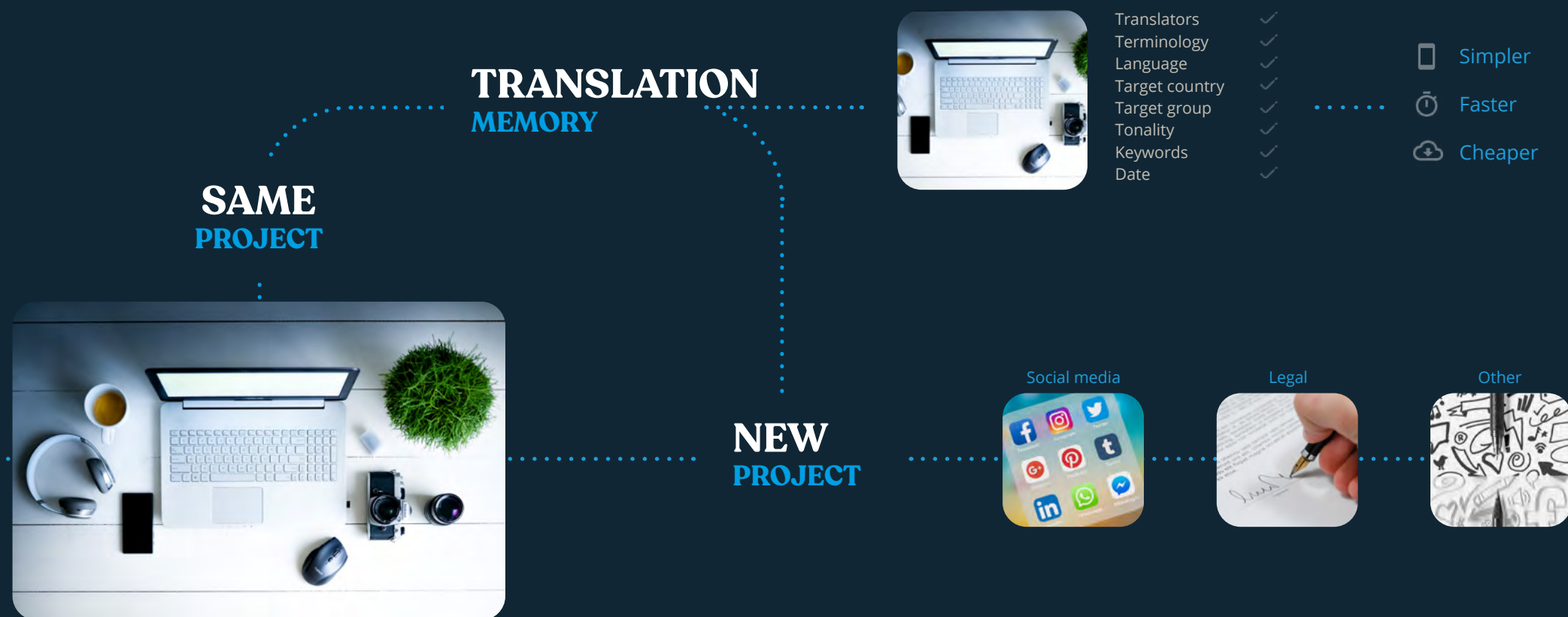
### BUSINESS.APP (self-bookers)

- digital download via our platform

FOLLOW-UP PROJECT  
TOOLS

# ONE STEP AHEAD.

The more often, the better. Benefit from our **Translation Memory System** and our professional customer service. No matter whether for similar or thematically different follow-up projects.



# Profit from DIVERSITY.

With every new client and order, we learn more and generate more knowledge. It is important to us that everyone benefits from this and we are happy to share this with our network.

lingoking BUSINESS.PRO.SERVICE

lingoking WEB.APP.

lingoking BUSINESS.APP.

lingoking QUALITY.CONTROL

lingoking ONSITE.PRO

lingoking REMOTE.PRO



## OUR ADVICE

"In the context of translation and interpreting assignments or bookings, many questions come up. Together with our partners, we collect and respond to these questions and are happy to provide you with the answers."

[Even more linguistic knowledge.](#)



## OUR SUCCESS STORIES

"Whether valuable tips on the topic of internationalisation for companies or best-practice tips for emigrants and immigrants. The experience of others is often invaluable and perhaps you'll find something of use to you today too."

[Check out the stories.](#)



## OUR LINGUISTIC DIVERSITY

"We love languages. That's why we are naturally also pleased when lots of people talk about lingoking. Here you will find your desired language, stories from our linguists and country-specific peculiarities"

[Let's talk about it.](#)

You can find even more articles in [our magazine](#)

# #LetsPushTheBoundaries

From base camp to the summit. With our platform and partners, we don't just move mountains. Every day we push height, country and personal boundaries (...) and all with fabulous and motivated teamwork.

## OUR SUCCESS STORIES

**Speed, top translation quality and especially the interpreters from lingoking have been to our 100% satisfaction.**

Carina Dworak

MRS.SPORTY

## OUR SUCCESS STORIES

**We are happy to work with lingoking. The employees are very competent, helpful and always friendly. Not least of all, lingoking delivers excellent quality – very good, very fast and very thorough.**

Laura-Jane Freutel

ENGEL&VÖLKERS\*

## OUR SUCCESS STORIES

**Fast and reliable service, high quality, good price.**

Frank Marcel Dietrich

**AVOS**

  
ENGEL&VÖLKERS\*



idealo.de



**ADAC**

MRS.SPORTY

**Buff**

**AVOS**



**AVOS**

**SIXT**



**VDA**

**Planet Sports**



# #WeAreLingoking



Even **more colourful, more diverse, more interesting**. Our value system corresponds to that of a modern, open, tolerant and respectful society. This is what we live, this is what we stand for and this is what we advocate every day.



[The newsletter](#)



[Follow us](#)







**Let's Push Your Boundaries**

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