

For Immediate Release

Across Systems Sponsors Aberdeen Study on Technical Documentation Translation

Research group to study impact of translation on business success

LOS ANGELES – Dec. 1, 2009 – [Across Systems](#), supplier of the world's leading independent linguistic supply chain technology, is collaborating with [Aberdeen Group](#), a Harte-Hanks Company (NYSE: HHS,) to sponsor a research study on “Translating Technical Documentation.” The research project will assess the challenges companies face when looking to control costs while keeping translation and localization quality high and projects on schedule.

The research is focused on enterprise companies already operating in multinational markets. Results, expected to be published at the end of December 2009, will also be applicable to companies looking to enter international markets that want to stay competitive and increase customer satisfaction levels. Companies interested in participating can find more information and the survey at <http://aberdeen.com/survey/6230ManagingTranslationsacr/>

"Aberdeen Group completed a study earlier this year that indicates when technical communications are approached strategically, companies provide significant customer-facing value," said [David Houlihan](#), senior research associate with Aberdeen's Product Innovation and Engineering practice. "Now we want to identify the impact that translation, and in particular, high quality translation, has on customer satisfaction, as well as to indicate the practices used by top-performing companies."

Translation cost control is a significant issue for companies and the workflow process can be daunting. Across Systems, which develops and markets [translation management software](#), is interested in better understanding its customers needs, so the company chose to participate in the study by becoming a platinum sponsor.

The study will envelop a two-part process; first, a survey is circulated that

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addresses enterprise objectives, translation needs, pressures, technical support systems, and practices as well as performance; then, interviews of approximately 20 percent of the respondents are conducted by Aberdeen researchers to get additional detail.

“The international audience will give us great insights into their perceived requirements for high quality translation and efficient translation management,” says [Daniel Nackovski](#), president of Across Systems, Inc., the American division of Across Systems. “We look forward to the results of the survey so we can continue to adapt our software to meet our audiences’ growing needs.”

About Aberdeen Group, a Harte-Hanks Company

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions.

For additional information, visit [Aberdeen](#) or call (617) 854-5200, or to learn more about [Harte-Hanks](#), call (800) 456-9748.

About Across Systems (www.across.net)

Across Systems, based in Karlsbad, Germany, and in Glendale, CA, is the manufacturer of the Across Language Server – the world’s leading independent [linguistic supply chain technology](#).

The Across Language Server is a central software platform for all corporate language resources and for controlling translation processes and workflows. The system simplifies, accelerates, and improves the management, coordination, and implementation of translations. Open interfaces enable the direct integration of corresponding systems, e.g. CMS, catalog, or ERP solutions. By using Across, translation costs can be cut drastically, and the investment in Across usually pays off in a very short time.

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