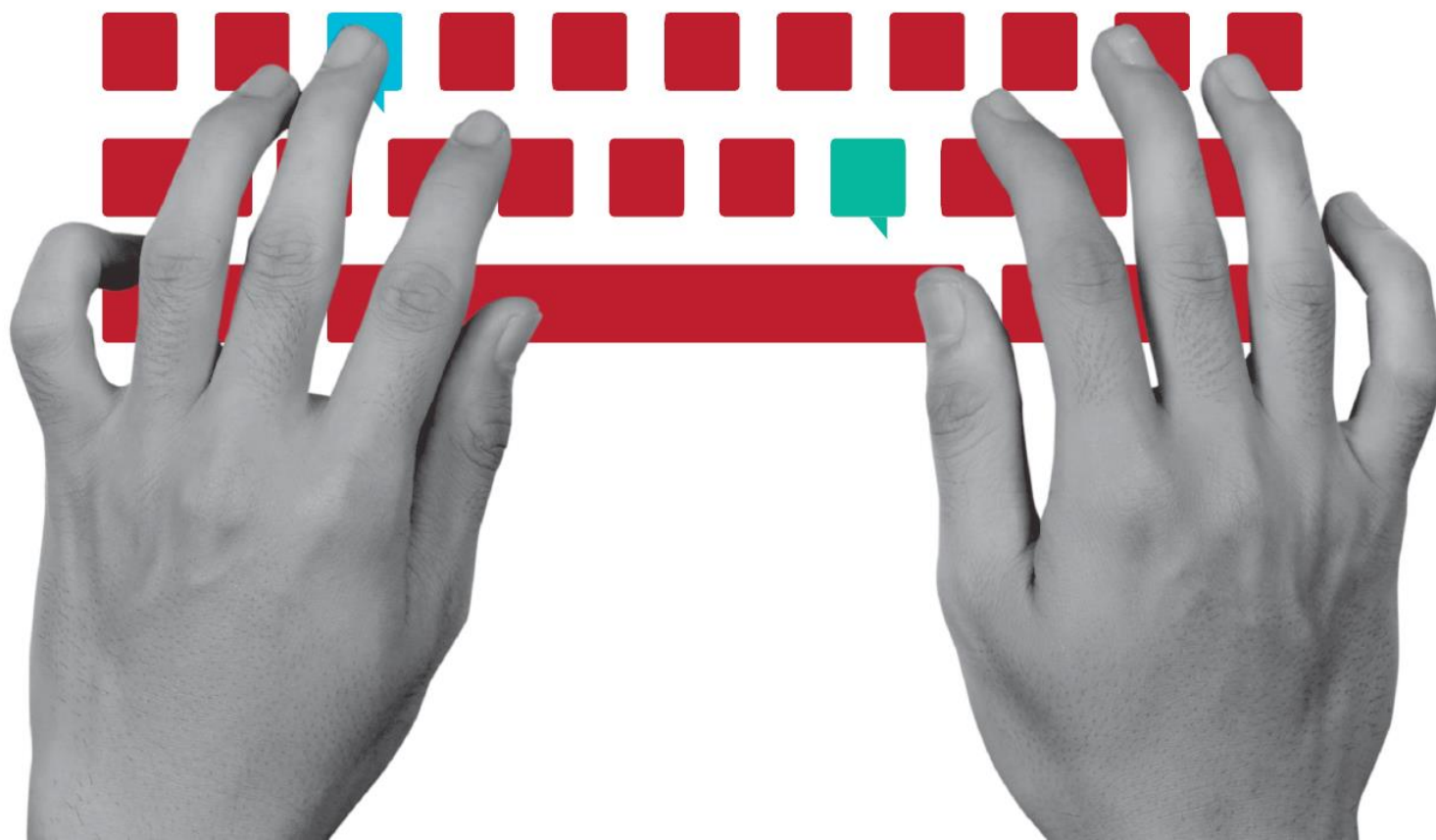# iDISC
making communication easy

We combine language and technology to boost your company's growth

Company presentation - 2024

About Us

What is iDISC?

We are a multidisciplinary team with over 30 years of experience, dedicated to adapting your content to help it reach the world. iDISC can also support you with developing and implementing the most robust, scalable systems engineering and cybersecurity solutions.

Our Mission

To provide products and services to drive companies' international growth, using multilingual communication and secure content management.

Our Goal

To help our clients break down language, geographical, cultural and technological barriers, and to establish solid, long-term relationships based on high-quality service, human interaction and fulfilling commitments.

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Our Story

iDISC was founded in Barcelona to offer software development and engineering services.	We created the Language Services department to translate and adapt software products, along with the related support and documentation materials, into Spanish. That is how we joined the localization industry.	We created a translation team specialized in computer product marketing, paying particular attention to fluency and adaptation to local markets.	Processes were implemented to meet ISO 9001 and EN 15038 quality standards. We became certified under both standards.	We created translation groups in Bolivia, Guatemala and Paraguay to cater for native Latin American languages. Today these minority languages are one of our areas of specialization.	A team of project managers was set up in Mexico City to offer extended service hours for clients - from 8:00 GMT to 24:00 GMT - and greater coverage on public holidays.
1987	**1990**	**1995**	**2010**	**2011**	**2013**
2015	**2017**	**2019**	**2020**	**2022**	**2023**
We consolidated a translation and IT services team in Xalapa (Mexico). A production office in Porto Alegre was opened to provide translations into Brazilian Portuguese.	ISO 9001:2015 and ISO 17100:2015 certifications replaced the previous ISO 9001:2008 and EN 15038:2006 certifications.	We began to offer professional sound recording, voice-over and other multimedia services.	Processes were implemented to meet ISO 27001 security requirements, and we became certified under this standard.	We became ISO 18587-certified, which sets out the best practices for post-editing machine translation output.	We incorporated AI into our production processes, and carried out our first projects using this technology.

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Translation and Localization Services

> At iDISC, we offer translation of any content, into any language, for any device.

Localization

Adapting your texts to ensure their message correctly reaches your target market, guaranteeing an optimal customer experience across the world.

Transcreation

Recreating the message that comes with your products and services, producing the same impact on audiences in different parts of the world and respecting each country's cultural context, while also retaining your brand's voice and tone.
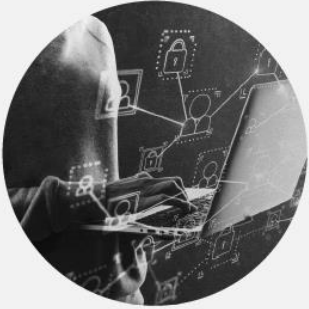
Website Translation and Multilingual Content Management

Handling your content from any platform to make your products and services accessible through any digital interface.

Beyond translation

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Areas of **Specialization**

INFORMATION TECHNOLOGY

AUTOMOTIVE

MANUFACTURING

ELECTRONIC, AUDIO, VIDEO AND LIGHTING

BOATING

BUSINESS, FINANCE, LEGAL, ELEARNING

WEBSITES

TOURISM

MARKETING

LIFE SCIENCES

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International **Marketing**

> We transport your marketing campaigns from one market to another: bringing cultures closer to your goals with creativity and precision.

SEO Translation

Global Reach

Elevate your online visibility through strategic keyword optimization.

Cultural Precision

Tailored content to resonate with international audiences, blending linguistic nuances with SEO tactics.

Visibility Boost

Enhance your content's search engine ranking, ensuring global visibility and engagement.

SEM Localization

Targeted Expansion

Adapt your SEM campaigns for local markets, maximizing reach and relevance.

Culturally Adapted Ads

Create pay-per-click ads that click with local cultures, driving engagement and conversions.

Performance Optimization

Fine-tunes your SEM strategy for peak performance across diverse global landscapes.

Content Creation

E-mail Sequences

Design personalized, engaging email campaigns that nurture leads and convert subscribers into loyal customers.
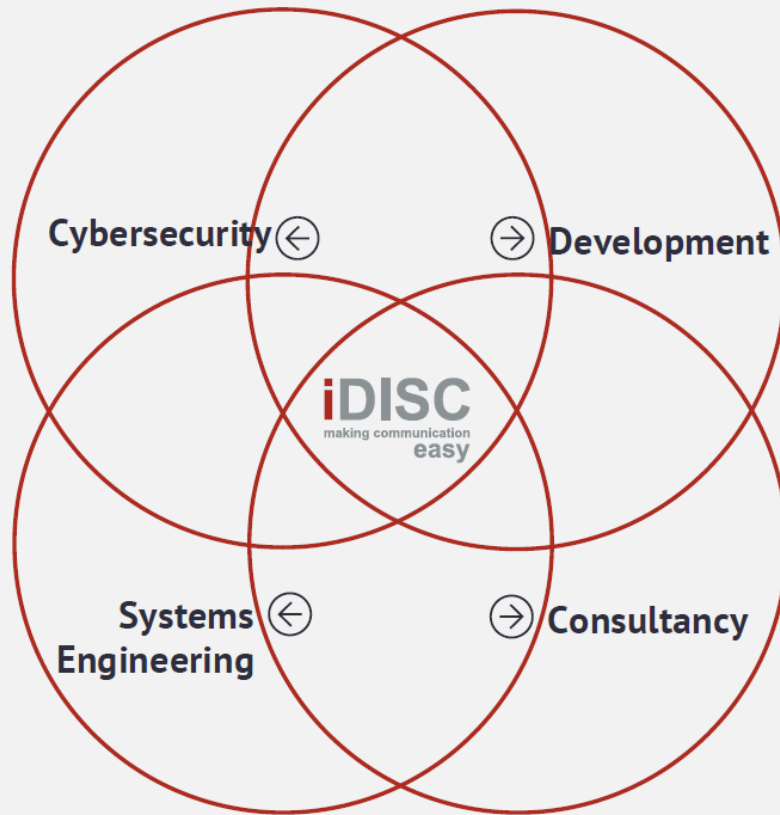
Blog Articles

Deliver informative, SEO-rich articles that establish your authority and boost your website's search engine ranking.

Social Media Posts

Create captivating posts tailored to each social platform, increasing your brand's engagement and reach.

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ICT Services, tailored technological solutions

Cybersecurity

Development

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Systems
Engineering

Consultancy

Cybersecurity

As security experts, we strengthen your IT infrastructure to protect your information and that of your customers.

Development

Specializing in programming and optimizing web portals, applications and connectors for your CMS, ERP, CRM or TMS, we will find the best solution for your project.
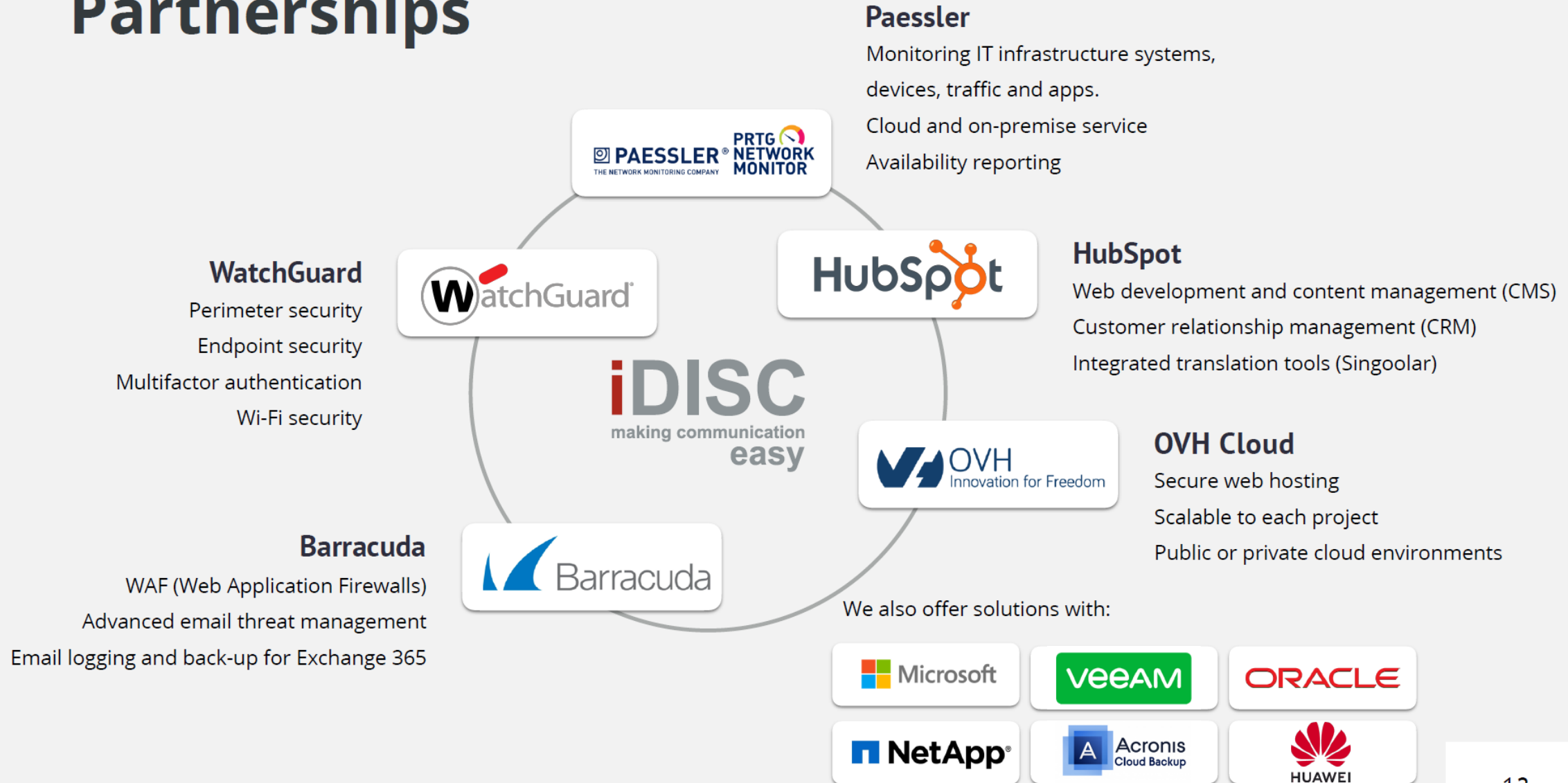
Systems Engineering

Designing, implementing and facilitating control and optimization of your information systems networks and infrastructures.

Consultancy

Performing audits and identifying needs and weaknesses in your security, systems and applications, to define corrective actions and offer you customized solutions.

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Technological Partnerships

Paessler
Monitoring IT infrastructure systems, devices, traffic and apps.
Cloud and on-premise service
Availability reporting

HubSpot
Web development and content management (CMS)
Customer relationship management (CRM)
Integrated translation tools (Singoolar)

WatchGuard
Perimeter security
Endpoint security
Multifactor authentication
Wi-Fi security

OVH Cloud
Secure web hosting
Scalable to each project
Public or private cloud environments

Barracuda
WAF (Web Application Firewalls)
Advanced email threat management
Email logging and back-up for Exchange 365

We also offer solutions with:

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Strategic Partnerships

Extensive
Availability

Barcelona
Passeig del Progrés, 96
08640 Olesa de Montserrat
Barcelona - Spain
Tel: (+34) 93 778 73 00

Xalapa
Azcárate, 60 Colonia Centro
91000 Xalapa Enríquez
Veracruz - Mexico
Tel: (+52) (55) 4163 9062

Porto Alegre
Rua Mostardeiro, 777, 15° andar,
sala 1537 - Independência
90430-091 Porto Alegre
Rio Grande do Sul - Brazil
Tel: (+55) (51) 3500 1769

Miami
80 S.W. 8th Street, Suite 2000
33130 - Miami
Florida - USA
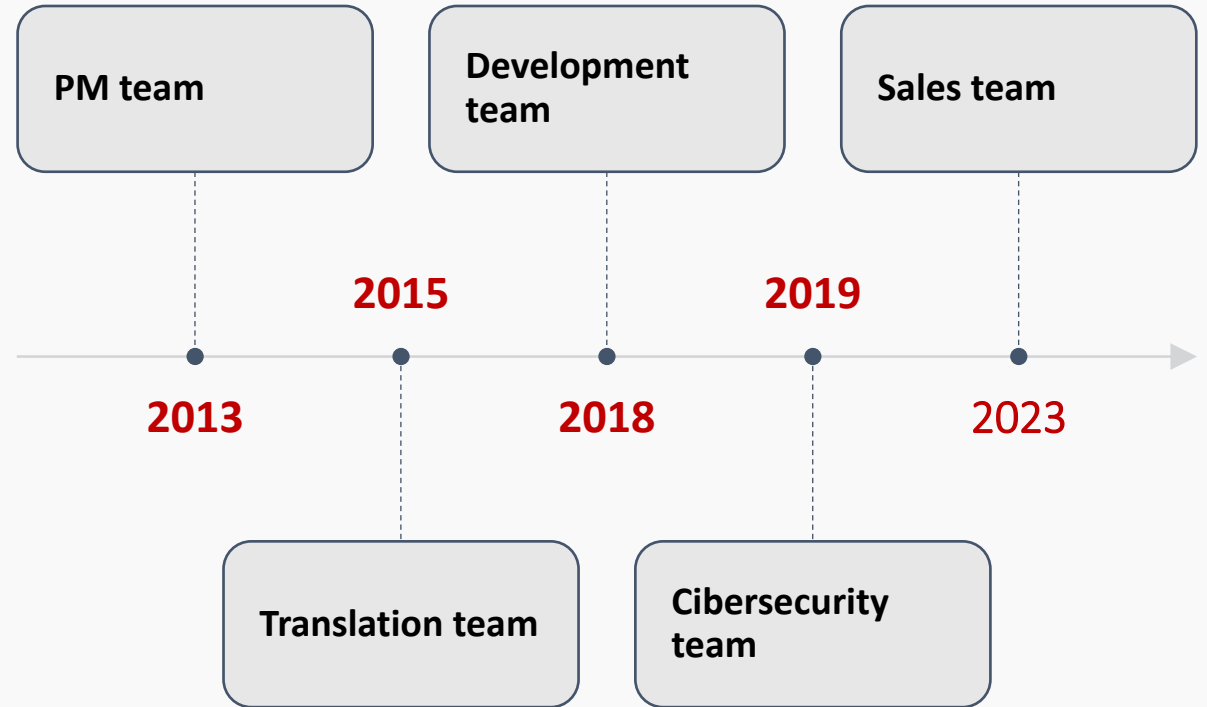Tel: (+1) (305) 481-9549

contact@idisc.com

Barcelona

Miami

Xalapa

Porto Alegre

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OFFICIAL DOCUMENTATION RECOGNITION FOR CERTIFIED TRANSLATION PROJECT

Challenge Description

Carlos G. Caldera - Operations Manager for Mexico

iDISC

Mexico!

PM team

Development team

Sales team

2015

2019

2013

2018

2023

Translation team

Cibersecurity team

STARTUP PROJECT FOR THE MEXICAN MARKET

CERTIFIED TRANSLATION AUTOMATION

- Technology-based
- Aimed for an existing demand
- B2C

Certified Translators: Guardians of Linguistic Accuracy

- Appointed by the Judicial Power of Mexico
- Translations have legal validity
- Vital for immigration, employment, academics, etc.

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Bridging the Gap: Automating Certified Translation Processes

- Current process: rudimentary and labor-intensive
- Goal: modernize and automate key tasks
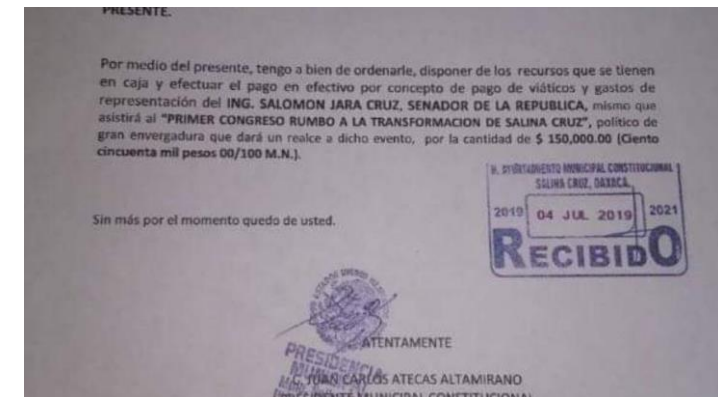- Optimize service for both translators and clients

The Challenge: Recognizing Official Documents

- Need: recognize diverse document types efficiently
- Input: image or scanned PDF
- Output: 100% editable text version
- Automatic format and text replication

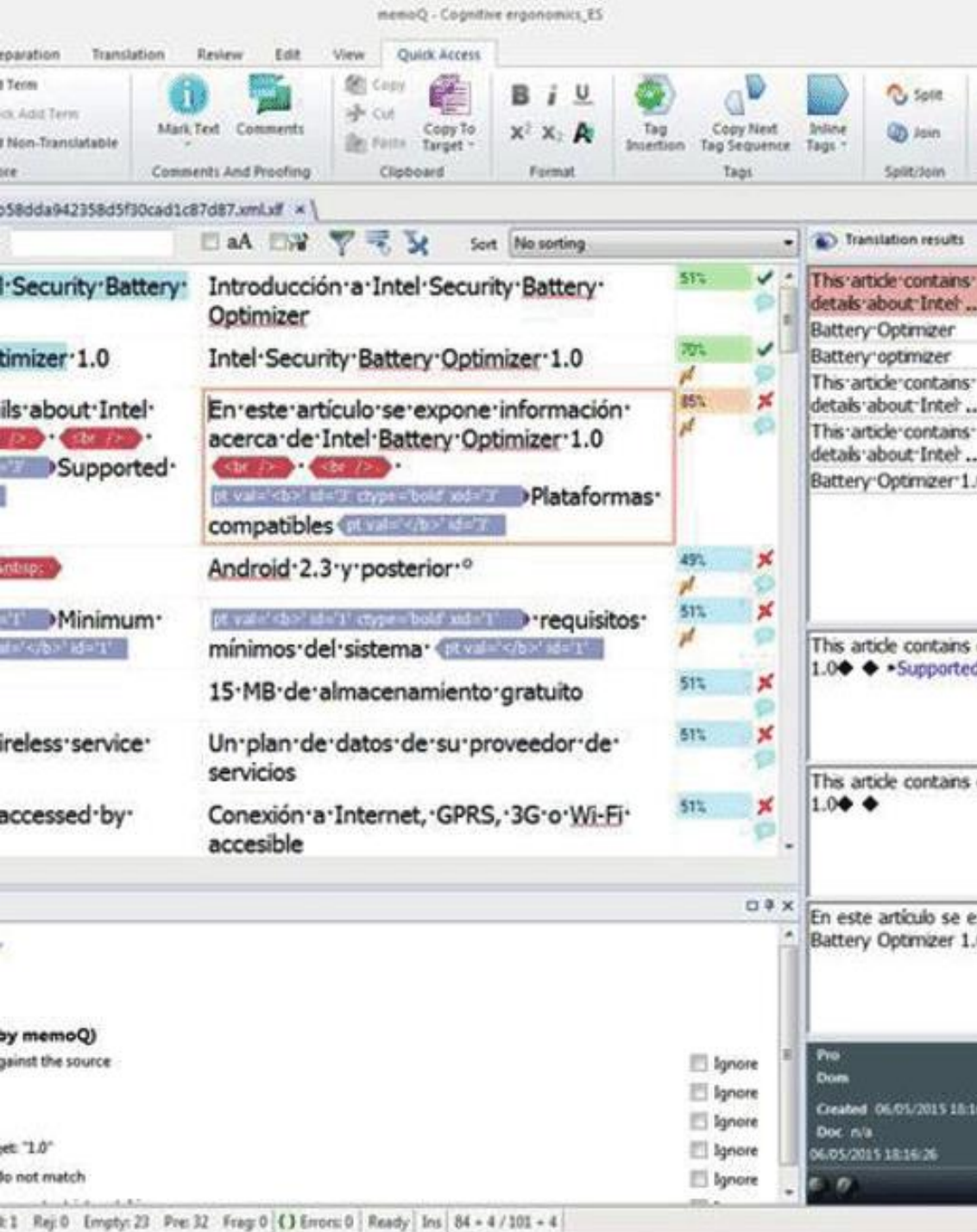# Going Beyond Text: Extralinguistic Element Handling

- Identify and "read" (extract and represent) non-textual elements
  - *A seal that reads: Chalco*

- Photos, seals, signatures...

- Keep visual integrity and legal validity

Ensuring Accuracy: Automated Quality Control

- Self-assessment for 100% reliability
- Verifies text accuracy and format preservation
- Flags potential errors for human review before translation
- Critical element for project success

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Integrating with Translation Tools

- Output compatible with Computer-Assisted Translation (CAT) tools
- Making certified translation easy!
- Reduces manual data entry and formatting tasks

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Impact and Benefits

- Increased efficiency for translators and clients

- Reduced processing time and costs

- Improved user experience and accessibility

- Potential for global impact

The Call to Action:

- We challenge you to innovate and create
- Develop a solution that pushes boundaries
- Be part of improving certified translation services!

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Q&A

THANK YOU VERY MUCH!

CCALDERA@IDISC.COM

Carlos G. Caldera - Operations Manager for Mexico