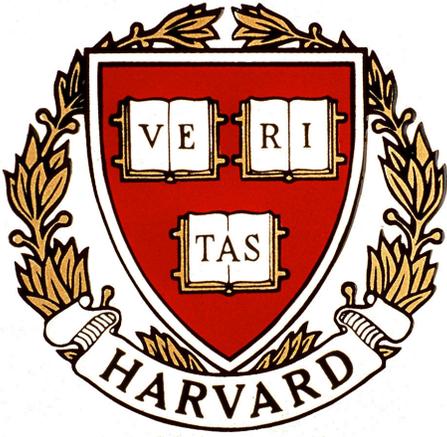




CASE STUDY

HARVARD



THE PROBLEM

Harvard University is one of the most prestigious institutions in the world. Established in 1636, this private Ivy League research university in Cambridge, Massachusetts, has centuries of history, as well as an enormous influence over the global business world.

As such, Harvard University is one of our most respected clients, and definitely one which we take great pride in working with.

Specifically, inwhatlanguage has worked with two different departments at Harvard:

- ✓ Their Business School
- ✓ Their Media Department

In the project we worked on for the Business School, we listened to recordings of executives, CEOs and other high-level individuals from organizations (Fortune 100 Companies) around the world. The business subjects covered in these interviews ranged from marketing, operational efficiency to leadership management, as well as many other different facets of business.

Harvard needed these interviews transcribed in English and then translated to foreign languages: Spanish, French, German, Italian and Portuguese. In total, we had over 30 hours of content that needed to be transcribed and translated.

THE SOLUTION

Since they did not need post-production help –that is, they didn't need a hand putting the content back into the videos and adding subtitles-, we made the

effort to prepare the final translations in a format that would be the most convenient for the client: we added time coding for every single sentence, and we organized all that in an Excel sheet. We translated the content, distributed it in individual rows and added the time stamps so that later on they could place the subtitles within the appropriate spots in the video.

If they had needed our help with adding the subtitles to the video, that, of course, would have been perfectly possible – we are experts in captioning. But one of the huge benefits of inWhatlanguage is our flexibility. We are extremely adaptable when it comes to our clients' needs:

- ✓ We can offer a full A to Z service, where we take the file, transcribe the script in English, translate it and do post-production video/audio engineering back into the video subtitling
- ✓ or we can do only parts of it, such as the transcription of the script only, or the translation, or the proofreading of the final text.

For the Media Department, we did a very similar project. They had some interviews done in Spanish, some others in English, and they had an internal team take care of the translation this time. Our job was to proofread the videos and make sure that their team had done a good job with the translation and adaptation of the content. We did this in very high volumes.

inwhatlanguage has certainly had the chance to work with bigger projects than these ones, but it is hard to say whether the quality of this particular client, in terms of influence, respect and authority, can ever be surpassed. The fact that Harvard trusted us with their interviews from some top executives from all around the world in other languages speaks volumes about their trust in inwhatlanguage, and about our ability to respond fast and reliably and to be up to the task at hand.

OUTCOME... EXCELLENT TRANSLATION

CLIENT:

- ✓ Harvard Business School - Media Department

EXCLUSIVE ADVANTAGES FROM WORKING WITH INWHATLANGUAGE:

- ✓ Preparation and organization of the final translations in a format that would be the most convenient for the client
- ✓ Total flexibility in regards to the range of services
- ✓ Possibility of post-production and technical help
- ✓ Fast turnaround times
- ✓ Work with exceedingly big volumes of content
- ✓ Unmatched price-performance ratio

PROJECT NATURE:

- ✓ Transcript and translation of several executives and from Fortune 100 Companies
- ✓ Proofreading of subtitles in several bilingual videos

TOTAL PROJECT CONTENT:

- ✓ 30+ hours of video

LANGUAGES:

- ✓ English (transcription, proofreading)
- ✓ Spanish (translation, transcription, proofreading)
- ✓ French (translation)
- ✓ German (translation)
- ✓ Italian (translation)
- ✓ Portuguese (translation)