

RWS eLearning

Your expert translation
and localization partner



Make your training right for everyone, everywhere

When you're creating eLearning content for learners worldwide, one size never fits all.

Your content needs to be carefully tailored to a wide variety of linguistic and cultural contexts. That's the only way to make sure everyone, everywhere, gets the same accessible, intuitive experience.

And that's exactly what we help corporate training teams deliver. Whatever your eLearning content needs, we offer an end-to-end solution – applying our deep expertise and adapting our services to meet your objectives.

So you're able to deliver more effective eLearning content to everyone, more quickly and cost-effectively.



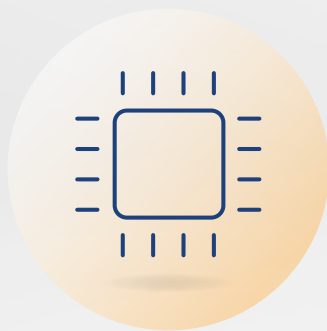
We create, translate, and adapt
eLearning content that's tailored
to all your learners...



**In any language,
for any market**



**In the quickest,
most efficient way**



**Using world-class
technology and expertise**



**To boost accessibility,
engagement and learning
outcomes**

Our core services

We support global businesses of every size, in every market. We'll always tailor our services to your needs, delivering expert localization, fast and collaborative concurrent authoring, or a combination of both approaches.

Translation and localization

We'll translate and localize your eLearning content into additional languages, making sure it delivers the best possible experience for all your learners.

This can be the right approach when your learning content has already been developed in the primary or source language, and your target languages don't require a high level of linguistic and cultural adaptation.



Subjects aren't highly specialized or complex



Target languages and cultural implications are less nuanced



Source-language eLearning content already exists



Concurrent authoring

When you need to take a new eLearning proposition to multiple markets, each with significant local cultural differences, a traditional 'English first' – or other 'single-source-language first' – methodology has significant drawbacks.

That's why we invented 'concurrent authoring'.

With this approach, your eLearning content is created concurrently by in-field specialists who know how training content works in each of your target languages and markets.

Instead of having to deconstruct and re-build existing content, they can simply create the perfect content for learners in that market. Content that's built in the target language, with full cultural context, and is optimized to suit the preferred content consumption preferences.

How it works

If concurrent authoring is the best way to meet your needs, we'll work closely with you from the earliest stage of content development.

Our experts will help you find the right authoring platforms and methodologies based on your existing systems, objectives and company culture.

Building on this solid foundation, our in-market designers and linguists will create localized eLearning content for all your audiences, simultaneously – so you can build out consistent content, quickly and cost-effectively.

This approach allows for a high level of linguistic and cultural adaptation, and results in highly effective eLearning content with increased engagement and completion rates.

As such, concurrent authoring can also be ideal when you need to create specialized or complex content for more nuanced target languages and cultural contexts.



Subjects are highly specialized or complex



Target languages and cultural implications are more nuanced

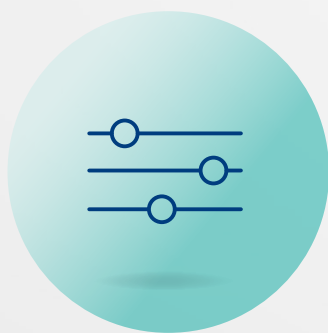


Source-language content doesn't already exist

A hybrid approach

Sometimes, the best solution is to combine both these methodologies.

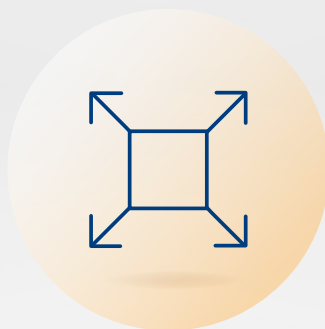
Our flexible hybrid approach incorporates translation and localization for your existing content, as well as concurrent authoring for very specialized course content, highly nuanced target languages, or when courses need to be created from scratch.



A mix of specialized and less specialized subjects



Some eLearning content already exists



A wide range of target audiences, languages and cultures

Why global training teams choose RWS

Our empathy with diverse learners

We embrace the diversity that exists in today's global organizations, and believe it's important eLearning content is inclusive by design. Every one of your organization's employees, whoever and wherever they may be, should have an equal opportunity to learn and achieve the best possible outcomes.

Our mission is to make sure all your learners can:

- Feel their content was created for them, not someone else
- Navigate and engage with content in the way they find most natural
- Focus on learning and achieving their goals

Our commitment to learner experience is just one of the reasons global training teams choose us as their flexible, expert partner.

Our eLearning consultancy

Today, there's an almost overwhelming number of eLearning platforms and methodologies to consider. We'll be your expert guide.

Through our partnerships with a wide range of global brands, we have practical experience with the latest tools and trends, and understand what's working successfully for corporate training teams.

Our consultants will consider your learning goals, target audience, localization needs, budgets, timelines, and more – and help you find the best approach for every project.

The freedom to do what's right for you

Some localization providers will choose the authoring tools that work best for them, rather than for you. This can result in their retaining ownership of course materials, and can lock you in to their services, should you need to edit or update your content.

We take a different approach. We work with all major eLearning tools, as well as maintaining our own cutting-edge authoring platform, built into an open source Adapt framework.

Because we can adapt to any tool, you have the flexibility to choose the right option for you.



The simplicity of an end-to-end solution

When you're relying on multiple vendors, it's easy for eLearning localization projects to become inefficient, complex and costly.

That's why we offer global training teams an end-to-end solution – helping you produce content that works for your learners, at scale, quickly and efficiently.

We can:



Identify your eLearning localization needs and objectives



Recommend methodologies and technologies



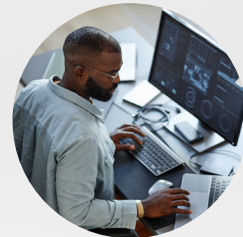
Manage all aspects of your localization projects



Develop your eLearning courses and multimedia content



Perform linguistic, functionality, LMS and accessibility testing



Support performance optimization with actionable insights

At every stage of your localization project, you'll be able to access all our expertise through a single point of contact.

The insight to improve courses and outcomes

With the right insights, it's possible to refine your localized eLearning content during design and creation – and to revise it over time, driving even greater participation and engagement, and better learner outcomes.

Our solutions include customized market-specific analytic data, which can be invaluable. It might reveal, for example, why your eLearning courses are performing better in one country than another, and what you can do about it.

A trusted, global service – delivered locally

Wherever you are, we're on your time zone. Our global network of local specialists gives you easy access to all the skills you might need, from instructional design to functionality testing, and even voice talent.

Our global scale also lets us ensure your content is always handled by native speakers in your target markets.



Our unrivalled heritage and expertise

RWS is a trusted name for a reason – we've honed our bespoke approach over decades of close partnership with global corporate training teams.

Above all else, they value our experience and expertise. Our deep understanding of cultural nuance, learning styles and delivery formats. And the accuracy and quality of the eLearning content we help them create.

"We have very high expectations. The reason why we appreciate working with you is because RWS has the flexibility, competency and quality that we need. Your team is very proactive on making improvements and providing more services."

Oliver Gassner,
Head of European Training, Honda Motor Europe



Better outcomes, for everyone

Get your eLearning content right for learners everywhere, right from the start, and you can create the best kind of learning experiences. Experiences that are timely, inclusive and inspiring – and deliver better outcomes for everyone.

We'd love to discuss your own objectives, challenges and localization needs.

Ready to connect with one of our specialists?

Contact us

Want to learn more?

rws.com/elearning



About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 40+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**

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