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## **Easytrans24.com – Your Professional Partner for all Language Services**

**Affordable translations of professional quality**

### **Company.**

Easytrans24.com was founded by the current Managing Director Yigit Aslan. He thought about how one could offer efficient language services in a simple and cost-effective manner during his studies in business administration. While still pursuing his degree, he opened his exclusively online-based translation office in 2001. It is now a successful company in Hamburg across from the warehouse district.

Hardly anyone has the time or the motivation visit a translation office in person these days. Easytrans24.com comes to the rescue in this digital era. A project quote request can be uploaded with the online-calculator at any time on [www.easytrans24.com](http://www.easytrans24.com). The customer has the choice between 115 language combinations and 31 different professional categories and will receive an individual cost-quote and a projective delivery date within a matter of seconds. Upon receipt, the data is assessed by the Easytrans24.com-team and the customer will receive a firm written offer, which can then be confirmed via internet in a short period of time.

Easytrans24.com offers an optimal opportunity for quick processing of translations at a pricing advantage of 30 percent below the competition to B2B clients. But private sector customers can also have their files translated in a high quality- and affordable manner.

### **Translation Market.**

The fragmentation of the translation market is characteristic. Thousands of small agencies are doing business in addition to the large translation offices. This is the result of a low entry threshold in this largely saturated market. The intense competition is in contrast with continuous revenue increase opportunities. A study conducted on behalf of the European Commission in 2009, determined that the European language industry has an annual growth-rate of ten percent.

In 2008, the industry revenue across Europe was at 8.4 billion Euro, with a rising trend. Due to globalization, the language service industry has become an established, indispensable service provider.



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## Service Portfolio.

Easytrans24.com offers all language services to its customers under one roof. In addition to translations, the service portfolio also includes proof-reading and editorial work, referral of interpreters, as well as layout design and print work (Desktop Publishing, DTP).

All translations are performed in compliance with DIN EN 15038 (Reg.-Nr.: 7U286) standards. Easytrans24.com exclusively employs professional native speakers and certified translators. The final delivery is completed with a two level proof-reading phase. Professional style and linguistic correction of the ordered text, as well as grammar, spelling and typing error correction is also included in the Easytrans24.com service portfolio. The editorial services include the assessment of the linguistic expression as well as the objective and logical content in addition to proof-reading services.

Three types of interpretation services are provided: Simultaneous-, consecutive and bi-lateral interpretation.

During simultaneous translation, the interpreters translate almost synchronised with the presentation. They are working, mostly as teams, in so called interpretation booths and translate the rendition immediately with the aid of conference technology. In contrast, during consecutive interpretation, the individual text blocks or the entire speech is interpreted upon completion. The third type, bi-lateral interpreting, is especially useful for business travel, because both languages are interpreted and therefore enable unproblematic communication.

Easytrans24.com also offers DTP-services and the corresponding expertise, such as layout- and creative design. This is a practical service a customer can book in addition to the translation services. The completed translation is inserted in the brochure-, advertising- or informational material layout and the customer can send it to a printer directly thereafter.



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## Translation Process.

The customer's request begins with the online-calculator on [www.easytrans24.com](http://www.easytrans24.com), which provides the customer with an initial overview in a matter of seconds.

*Founder and Managing Director Yigit Aslan explains, „our calculator determines the word count of the uploaded file (DOC, RTF, PDF, XLS) and calculates the projected total cost in real-time. High volume projects often contain several files to be translated into multiple target languages. Our online calculator is capable of processing an unlimited amount of source texts which can then be assigned several different target languages“.*

After the customer has uploaded the file he or she will receive a firm offer from the Easytrans24.com-team.

*„We individually and diligently prepare our own quotes We rely on our 10 years of experiences and personally select the adequate translator rather than utilizing a fully automated project assignment based on the so called market place principle“, Yigit Aslan.*

The customer will receive a written and firm proposal through the website in addition to the pricing information within 30 minutes.

More than 750 certified translators throughout the world work for Easytrans24.com. This enables us to guarantee a reasonably quick turnaround time. The translation requests are translated by professional translators with expertise in the respective areas. The customer can choose from 11 main categories and 31 specialty areas. Easytrans24.com offers a total of 115 language combinations.

The uncomplicated translation processing procedure and the efficient process guarantees affordable translation rates without hidden costs. On average, Easytrans24.com is approximately 30 percent more reasonable than other Internet translation agencies.



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*Yigit Aslan said „Automation of business processes is very important with respect to remaining competitive and it is also an important component at Easytrans24.com. However, we assign our translators to each individual project based on expertise and individual customer requests“*

The company constantly communicates with the translators. This also guarantees the optimal processing of the translation requests and the correct assignment of a translator.

## The Easytrans24.com Logo and Brand.

The company logo consists of the „easytrans24“ signature line and a bubble containing a globe. The number 24 and the bubble are a different color than the signature line and emphasize the company’s mission statement. The slogan „global translations“ further reinforces the statement.



The name Easytrans24.com represents the advantages the company offers. The simple and transparent entry of translation requests with an online-calculator, the quick and easy order process and last but not least the translation as such. Easytrans24.com provides all of the above and whenever possible, within 24 hours.

## Mission.

„Communication is the greatest method of information exchange, this is why we want to offer the best translation quality with affordable prices to our customers and ensure a global flow of communication.“



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## Globalization.

Due to the great success in the German speaking countries, Easytrans24.com is now exploring foreign markets as well. A subsidiary has been opened in Istanbul in December of 2010.

*„We are happy to have an office in Turkey now and hope to further the success we have enjoyed here in the German market“, explains Managing Director and owner Yigit Aslan, he emphasizes: „Because of my Turkish roots, it been my desire to offer our services there as well for quite some time, and now we have finally accomplished that.“*

## The Competition on the German Market.\*

Traditional translation agencies:

- WORTwelt Übersetzungsagentur e.K.([www.wort-welt.com](http://www.wort-welt.com)), Regensburg
- TypeTime Translations GmbH ([www.uebersetzungsbuero-typetime.de](http://www.uebersetzungsbuero-typetime.de)), Hamburg
- PAEN Communications Ltd. ([www.paen.de](http://www.paen.de)), Berlin
- Apex Translations, Inc. ([www.apex-uebersetzungen.de](http://www.apex-uebersetzungen.de)), USA – Plymouth

Translation Market Places:

- 24translate GmbH ([www.24translate.de](http://www.24translate.de)), Hamburg
- tolingo GmbH ([www.tolingo.de](http://www.tolingo.de)), Hamburg
- express translations Übersetzungsbüro GmbH ([www.express-translations.de](http://www.express-translations.de)), Mannheim

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\*This list does not make a claim to be complete. It only serves the purpose of listing the available variety of language service providers.



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## Summary.

**31**

Specialty  
areas

**30 %**

more reasonable  
than the market  
average

**2001**

Company foun-  
dation

**115**

language  
combinations

Standardized,  
expertise and  
affordable

**10** years of  
experience

Multi- lingual and  
multi-compatible

**online-  
calculator**

**750**

certified  
translators

**2.000**

words  
translated per  
day



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## Internet Contact- and Communication Options.

Easytrans24.com Germany:	<a href="http://www.easytrans24.de">www.easytrans24.de</a>
Easytrans24.com Switzerland:	<a href="http://www.easytrans24.ch">www.easytrans24.ch</a>
Easytrans24.com GB / USA:	<a href="http://www.easytrans24.com">www.easytrans24.com</a>
Easytrans24.com Turkey:	<a href="http://www.easytrans24.com.tr">www.easytrans24.com.tr</a>
Easytrans24.com Austria:	<a href="http://www.easytrans24.at">www.easytrans24.at</a>

## Social Media.

Facebook:	<a href="http://www.facebook.com/easytrans24.de">http://www.facebook.com/easytrans24.de</a>
Twitter:	<a href="http://twitter.com/easytrans24">http://twitter.com/easytrans24</a>
Xing:-Company profile	<a href="http://www.xing.com/companies/EASYTRANS24.COM">http://www.xing.com/companies/EASYTRANS24.COM</a>

## Press contact.

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