

August 27, 2010

To Whom It May Concern:

As the editorial manager for Hobsons' Integrated Marketing Solutions division, my team prepares content for printed, online, and multimedia tools for colleges to recruit students from all over the world to their undergraduate, graduate, and ESL programs.

In 2008 my team was tasked to find a translation company to help provide translated versions of various products and customized client materials. In looking for a translation company, our primary objectives were to find a company with highly skilled, native translators; the ability to handle a large volume of translation projects in a variety of delivery formats under tight time constraints; and the willingness to provide a very consultative relationship. We interviewed four very qualified translation companies from across the United States and our clear choice was Confluent.

We have now been working with Confluent on an ongoing basis for nearly two years—and have completed nearly 200 individual translation projects—and have been extremely happy with the services they have provided. Confluent has helped us produce a wide variety of products in over 32 languages in both print and Web formats, providing desktop publishing for all foreign character set languages. Confluent has met every challenge we have presented them with an unwavering commitment to meeting our needs and an expectation of very high quality. One notable client of ours with much experience in translated materials stated that their experience with Confluent was the best they had ever experienced. This year, this client signed on for even more projects involving translations.

Perhaps the strongest benefit I've personally seen from Confluent is the consultative nature of their business. I have worked with other translation companies in the past and know very well that translations are an art, not a science. Confluent has been very proactive with us in ensuring the intent of the content to be translated is retained by translating the meaning, not just the words. Confluent has helped us better understand translations, cultural norms, and meet client expectations by helping us develop guidelines and documentation to complete at the start of a project. The project manager and translators at Confluent have always been forthcoming and timely in answering questions and offering guidance on what is translatable terminology and offering cultural advice. These are qualities that we simply could not put a price on.

I would not hesitate to recommend Confluent to any business looking for a full-service, highly committed translation company that they can trust to produce high-quality, accurate translations.

Sincerely,

*Laureen Ranz*

Laureen Ranz

Editorial Manager

Hobsons US

[lrantz@hobsons-us.com](mailto:lrantz@hobsons-us.com)