



# The alignment

**Episode #03**

*supercharging localization speed and scale without  
compromising quality*



# Global App Testing





# The alignment

**What is the alignment?**



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# Our speakers



Abbie Sparks  
**Senior CS Manager**



Fei Liu  
**Head of Content Loc  
at RS Group**



Robert Bauch  
**Product Program  
Manager**



Nora Duong  
**Senior Localization  
Program Manager**



Daphne Chou  
**Localization  
Operations Manager**



Sara Basile  
**Product Director**





Abbie Sparks  
Senior CS Manager



# Why the only way to localize well is to localize fast

- + How a ***slow release*** can disrupt ***software quality***
- + Thoughts on ***agile*** in software development
- + How to get ***localization data*** fast



***It's poll time!***



Fei Liu  
Head of Content Localization  
at RS Group



## Why you don't (always) need translation QA

- + Does **how** eclipse the **why** of LQA?
- + Thinking about **the point and purpose** of LQA
- + Don't avoid but **manage risks** with confidence





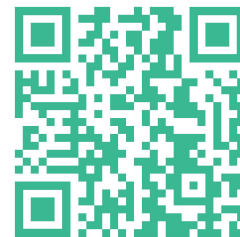
Robert Bauch  
Product Program  
Manager



# ***Building internal alignment & unlocking developer buy-in***

- + How does ***alignment*** impact your speed & scale
- + How to achieve alignment among ***engineers***
- + How I helped take HubSpot ***global*** in 2013









Nora Duong  
Senior Localization  
Program Manager



## What does a scale-ready team look like?

- + Identifying sensible *localization goals*
- + How you can harness *intelligent content*
- + How *documented knowledge* can speed things up

LinkedIn





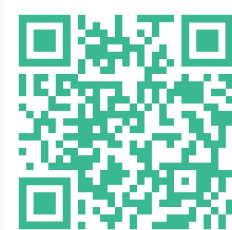
Daphne Chou  
Localization  
Operations Manager



# Achieving Balance in Quality, Speed, and Scale

- + How to use *collaboration* to drive *speed*
- + The way the *vendor relationship* enables speed & scale
- + Where it makes sense to *buy* versus to *build*

LinkedIn





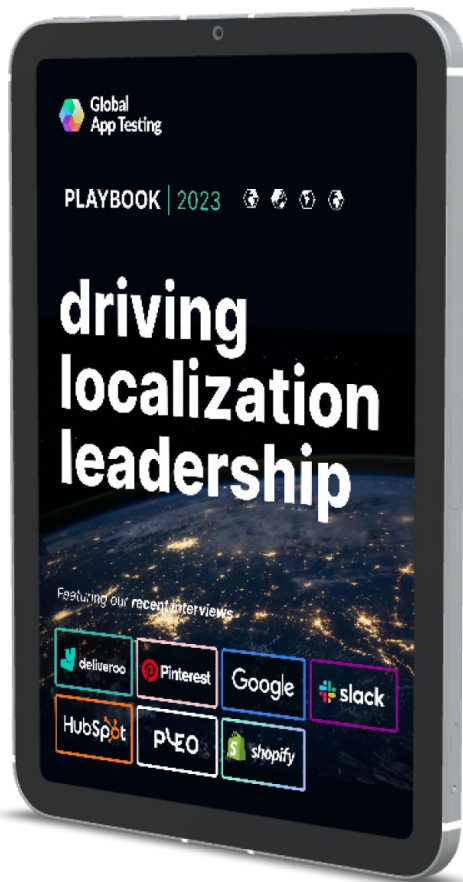
Sara Basile  
**Product Director**

## ***Introducing Sara Basile***



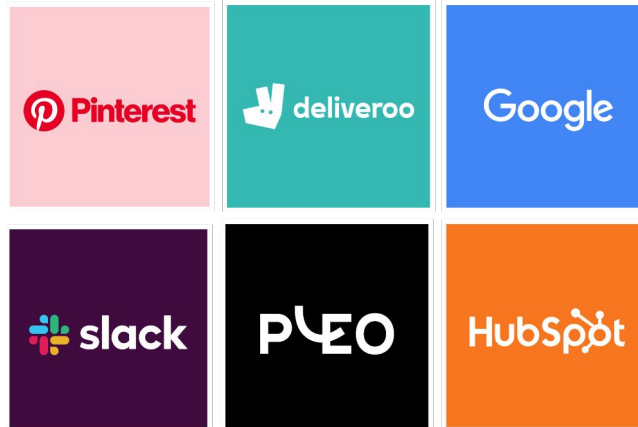
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# Free, ungated playbook

*Ft. our interviews with*



**Let's align: Q&A**



# The alignment



**September 13th**

5PM BST / 12PM ET / 9AM PST

DIRECTOR @  
GAMING CO.



LOC SNR PROF. @  
MESSAGING APP

AUTHOR  
& VP

## Episode #04 – Mystery Panel

**turn up user volume:** using *global data* and *global user voices* for a more effective product process



# Announcing: XTM Assess

Take our XTM Assess quizzes to learn which localization technology features are right for you.

Take the quizzes: [xtm.cloud/xtm-assess/](https://xtm.cloud/xtm-assess/)



## Is a TMS right for you?

Find out if a translation management system is the right tool for your localization program.

[Read more →](#)



## What kind of TMS do you need?

Reliable? Future-proof? Cost-efficient? Find out what features your TMS needs to have to suit your localization program's priorities and goals.

[Read more →](#)



## Global App Testing

# Launch a **free** test in three of your chosen markets

Get a **FREE** functional localization check-in from professional testers on the ground

How it works:

1. Scan the QR code or check the link in the chat
2. Select your **three markets**, any **devices** and **workflows**
3. Our team will be in touch within 24 hours to start the test

Within 48 hours of launch, we'll check for issues that could be impacting growth in your selected locations.



SCAN ME