



## Capabilities Statement

### Overview

Founded in 1996, inlingua Utah is a language company evolving with the way the world communicates by helping companies connect with the global market. We offer cost effective translation and localization services, language training and a cultural bridge to the Hispanic community. What sets us apart is our personal touch, whether it is as simple as a live person always answering your call, to having your own unique project manager. This helps explain why most of our corporate clients have been with us for over a decade. Today, we are big enough to handle every language need but small enough to provide exceptional personalized service.

### Translation Services

- 20 years of experience in professional translation, in nearly any language.
- Expertise includes websites, subtitling, marketing, technical, legal and medical documents.

**Case Study:** U.S. Customs was holding multiple ocean shipments. In order to have the goods released in a timely manner, a law firm hired us to translate nearly 10,000 documents, from Chinese into English, in order to prove the shipper was following correct procedures. In the end, our work saved the importer well over \$200,000 in demurrage storage charges.

### Audio, Video & Localization

- Localization goes beyond translation by adapting the message to make sure it is sensitive to and matches the culture and language of the target audience.
- Experience includes web localization, audio & talent selection, recording services, marketing and training videos and product demos.

**Case Study:** A global cloud storage company required localized videos for 10 major European markets. We provided translation, recording services, voice talent and video editing which required close collaboration with their overseas teams. By one firm performing all work it guaranteed quality and branding consistency as well as it saved thousands in production costs.

### Language Training

- The “inlingua method” is taught in over 300 centers worldwide.
- In person and virtual programs customized to meet your needs.
- Experience includes training executives moving abroad, or needing to interact with overseas offices or partners as well as training personnel to deal with diverse customer segments.

**Case Study:** A Swiss railcar executive came to us for an 8 week stay to improve his Business English as well as that of his family. With his improved language skills, he put his company in a position to win a multimillion dollar contract to construct an electric rail system from Salt Lake to the mountain ski resorts.



## Hispanic Community Outreach

- Outreach through market research and focus groups, to gain insight into the needs and desires of a specific demographic within the Hispanic community.
- Recruitment of Hispanic professionals.
- Manage client's communication within the diverse Hispanic community (Social media, event planning, etc.)

**Case Study:** The Utah Highway Patrol wanted to increase their number of Hispanic officers in order to improve community connectivity. Our two week recruitment campaign, which targeted a specific audience through social media, allowed them to exceed their recruitment objectives by 75%, by doubling the number of Hispanic officers.

## Government Clientele

FBI  
DEA  
Dept. of Defense  
Dept. of State

Dept. of Homeland Security  
Foreign Service Institute  
Social Security Administration  
Orange Co. Transportation Authority (CA)

University of Utah  
Utah State University  
Utah Highway Safety Office  
Utah Transit Authority

## Corporate Clients



NAIC

541930 Translation Services / 541613 Marketing Consulting / 512110 Video Production / 611630 Language Schools / 541890 Related to Advertising / 512191 Subtitling & Dubbing.

## Certifications



## Contact

### Don Durham | Business Development

801.355.3775 Office  
801.707.0887 Mobile  
[inlinguautah.com](http://inlinguautah.com)  
[don@inlinguautah.com](mailto:don@inlinguautah.com)  
602 East 300 South, Salt Lake City, UT 84102