

WHY LANGUAGE SCIENTIFIC?

Harvard Business Publishing, a leading provider of management training materials and business content, faced a new challenge: translating high-profile business training materials into Arabic for a major client in the Middle East. Unlike other languages they routinely manage using machine translation, Arabic posed significant hurdles from complex linguistic nuances to right-to-left formatting issues. Quality was non-negotiable for this high valued customer. Harvard Business Publishing turned to Language Scientific, recognizing their deep expertise in Arabic translation, business terminology, and meticulous attention to cultural and technical details. Language Scientific's ability to integrate seamlessly into Harvard's systems and deliver flawlessly formatted content made them the perfect partner for this mission-critical project.

The Problem

Harvard Business Publishing needed to translate business training materials, including PowerPoint presentations, into Arabic for a prominent Middle East client. Arabic presented unique challenges:

- Complex, non-Latin script requiring specialized linguistic expertise
- Right-to-left formatting impacting document layout and design
- A need for precise business terminology to maintain brand reputation

Machine translation couldn't meet the required quality standards. Harvard needed a partner who could guarantee accuracy, cultural appropriateness, and deliver a polished, professional product on time.

RESULTS

Improved Compliance, Reach, and Engagement



Delivered Arabic translations with precise business terminology and perfect layout



Integrated seamlessly into Harvard Business Publishing's processes for efficient collaboration



Protected Harvard Business Publishing's reputation for quality and professionalism in new markets

ACTIONS TAKEN

- Expert translation of business training materials into Arabic
- Delivered fully formatted, right-to-left PowerPoint files
- Deployed Arabic linguists specialized in business and management terminology
- Worked flexibly within Harvard's internal systems and delivery processes
- Maintained consistent communication and rapid turnaround times
- Adapted to unique file formats and client-specific requests

"Language Scientific's quality is always top-notch. We knew they would expertly translate the content and deliver a fully formatted PowerPoint on time. Given that we did not have adequate resources or time to do this ourselves, turning to Language Scientific was the next logical step."

— Project Manager, Harvard Business Publishing