



COMMON UNDERSTANDING

APD TALKS TO DR JEAN-MARC SUTER, FOUNDER OF SUTER CONSULTING, ABOUT TRANSLATION SERVICES FOR THE ENERGY INDUSTRY.

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In today's world of communication, everybody can use efficient information technology tools that enable worldwide interaction.

In such a dynamic, evolving environment, clearly written communication is of vital importance to make sure people understand what is being communicated. It is therefore essential that texts destined for your customer be written precisely in any given language.

Suter Consulting writes, structures, styles, summarises, translates and edits technical and scientific documentation of high quality, with special expertise within the energy industry.

APD. What does multilingual written communication mean to you?

JS. Clearly written communication is of vital importance to make sure people understand what is being communicated. Taking a new and critical look at your scientific and technical texts, we put ourselves in the audience's position and improve your documentation, as a teacher does when preparing his lecture. This ensures that people clearly understand your message in a given language. We operate in several languages so translations are also a part of our activities.

APD. Do you have any experience in the field of energy?

JS. Suter Consulting has 25 years of experience in the field of energy. As founder of the company, I was managing a team of researchers at the Paul Scherrer Institute, the Swiss national research centre, and taught renewable energy technology. Thanks to my experience, I have acquired a solid knowledge of written communication in this field. I am recognised for high quality standards in technical and scientific documentation, and am currently chairman of the Swiss Technical Committee for the standardisation of solar energy. I was also responsible for communication of a research programme within the International Energy Agency (IEA) from 1998 to 2002.

APD. How do you produce quality documentation?

JS. When a translation is requested, the documents are translated into the required language by a translator, they are then revised by a second person before the final review and control, which is ensured by us. Concerning the revision/adaptation of a particular document, we take extreme care to deliver a very high quality product, including industry-specific terminology. We are ready to offer a complete package including the layout and preparation of a CD for the printing machine if necessary. We handle, with the same care, websites and user dialogues for data-processing applications.

APD. What does your proofreading entail?

JS. This entails controlling the spelling, grammar and syntax, as well as presentation and conformity to the customer's wishes before printing.

APD. There is translation software available. Why would a customer need your services when it is possible to do without your assistance?

JS. Providing documentation in many languages involves more than just word for word translation. Before you decide to translate documentation, clearly identify who your addressee is. We rewrite the texts in the target language(s) specifically for the required audience(s). To do a good job takes time and planning. Our objective is to get the customer's satisfaction, avoiding costly pitfalls.

APD. Who are your employees and partners?

JS. Our collaborators are all qualified people in their specific tasks and fields. They are carefully selected and networked by us. They communicate by e-mail and speak several native languages between them.

APD. How do you charge for translation?

JS. We charge for our services on a pre-agreed basis; that means we will provide an estimate before any work is started. ■

For more information about Suter Consulter, please use our reader reply card service or visit the Infocentre at www.gdsinternational.com