

TMS Evaluation and Selection Proposal for **Translation by Design**

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Translation by Design

Translation by Design specializes in providing customized language and cross-cultural solutions to help organizations communicate effectively in a global context.

Translation by Design provides document translation across all languages, including rare and indigenous ones. Their expertise spans legal, financial, medical, environmental, and publishing sectors. Except for translation, website localization is another pillar of its business; one of its missions is to adapt websites to resonate with diverse cultural audiences worldwide.

The biggest advantage of Translation by Design is that their translators are highly qualified professionals with advanced degrees and are sensitive to cultural, social, and political nuances, ensuring accurate and contextually appropriate translations. However, They **don't publicly state** which TMS or tools they currently use. Their website focuses more on services (e.g. legal/medical translation, cross-cultural training) than on tech infrastructure.

This suggests they might rely more on **traditional tools** (email, Word, manual QA) than modern automation or integration. That's where this proposal of evaluating and selecting a Translation Management System (TMS) comes into play.

Business requirements of translation by Design

Business Requirement	Stakeholder
Automated Workflow Management	Project Managers
Integrated CAT Tools	Translators & Editors
Quality Assurance & Audit Trail	Quality Control / Legal Clients
Real-Time Progress Visibility	Operations & Management
Scalable Vendor Management	Vendor/Resource Managers
Multi-Format & API Integration Support	Localization Engineers / IT Team
Secure Client Portal & Collaboration Tools	Clients / Business Development

Importance Scale

Score	Definition
5 = Critical	Essential for core operations, client retention, or compliance. Not meeting this would directly hurt revenue, client trust, or legal standing.
4 = High	Strongly impacts efficiency, scalability, or quality. Not critical for survival, but vital for growth and competitiveness.
3 = Moderate	Adds value and improves operations but isn't mission-critical.
2 = Low	Nice to have, minor impact on business operations.
1 = Minimal	Very limited relevance to the company's current focus or service model.

Current Gap Scale

Score	Definition
5 = Major gap	Translation by Design doesn't currently meet this need at all, causing serious inefficiencies or risks.
3 = Moderate gap	Translation by Design have partial coverage, but it's not optimal or scalable.
1 = No gap	Translation by Design's current system fully meets this need, no pressing improvement necessary.

Business Requirement	Importance (1-5)	Current Gap (1-5)	Weighted Score
Automated Workflow Management	5	4	20
Integrated CAT Tools	5	4	20
Quality Assurance & Audit Trail	5	4	20
Real-Time Progress Visibility	4	3	12
Scalable Vendor Management	4	3	12
Multi-Format & API Integration Support	4	3	12
Secure Client Portal & Collaboration Tools	3	3	9

Evaluation of TMS Candidates

Score	Definition
0	No support at all
1	Minimal/basic functionality
2	Partial support with major limitations
3	Mostly supported, with minor gaps
4	Well supported, robust functionality
5	Fully supported, best-in-class implementation

Evaluation of TMS Candidates

#	Business Requirement	XTM (0–5)	Justification	Lokalise (0–5)	Justification
1	Automated Workflow Management	5	Robust custom workflows, triggers, automated task assignment	3	Basic task assignment; limited custom workflow support
2	Real-Time Progress Visibility	4	Advanced dashboards, reporting, vendor tracking	3	Activity logs and task views available, but not enterprise-level
3	Integrated CAT Tools	5	Built-in CAT tool, TM, termbases, QA, segment-level editing	2	Not a full CAT tool; uses integrations (e.g., with Phrase or Git)

Evaluation of TMS Candidates

#	Business Requirement	XTM (0–5)	Justification	Lokalise (0–5)	Justification
4	Scalable Vendor Management	5	Vendor profiles, rates, automated matching, availability tracking	2	Primarily built for internal teams; lacks strong LSP support
5	Secure Client Portal & Collaboration Tools	4	File sharing, review cycles, user access control	4	Clean UI for clients, commenting features, in-context review
6	Quality Assurance & Audit Trail	5	Built-in QA checks, audit logs, ISO 27001 support, change tracking	2	QA is minimal; lacks deep audit trail support

Evaluation of TMS Candidates

#	Business Requirement	XTM (0–5)	Justification	Lokalise (0–5)	Justification
7	Multi-Format & API Integration Support	5	Rich format support (XLIFF, XML, JSON), strong APIs	3	Excellent for JSON/YAML, limited outside software/app context

Selection of TMS Candidates

Price

XTM	Lokalise
<ul style="list-style-type: none">• Team Plan: Starts at \$16,500/year .• Business Plan: Starts at \$60,000/year .• Enterprise Plan: Custom pricing based on needs .• Designed for enterprises with high translation volumes and complex workflows.	<ul style="list-style-type: none">• Start Plan: \$120/month for 10 seats; additional seats at \$12/month .• Essential Plan: \$230/month for 10 seats; additional seats at \$23/month .• Median Annual Spend: Approximately \$17,400/year .• Offers flexible pricing suitable for startups and SMBs

Speed of Deployment

XTM	Lokalise
<ul style="list-style-type: none">• Offers customizable workflows and integrations, which may require a more extended setup period.• Suitable for organizations needing tailored solutions and complex configurations.	<ul style="list-style-type: none">• Emphasizes quick onboarding with user-friendly interfaces.• Supports integrations with platforms like GitHub, GitLab, and Bitbucket, facilitating rapid deployment .

Vendor Stability

XTM	Lokalise
<ul style="list-style-type: none">• Established provider with a focus on enterprise clients.• Offers robust security measures, including ISO 27001 certification and GDPR compliance .• Provides a comprehensive suite of localization tools, including XTRF and Rigi.	<ul style="list-style-type: none">• Founded in 2017, headquartered in Delaware, USA.• Achieved ISO/IEC 27001 and ISO/IEC 27017 certifications as of November 2020 .• Rapidly growing with a strong focus on agile development teams.

Support

XTM	Lokalise
<ul style="list-style-type: none">• Provides tiered support options, including Silver customer support for Business and Enterprise plans .• Access to a comprehensive customer resource center with documentation and support .	<ul style="list-style-type: none">• Offers 24/7 live chat support with a median response time of approximately 1 minute .• Provides extensive documentation and a help center for self-service support .

Conclusion

As many other Mid-Sized LSPs, Translation by Design shares the pros and cons like:

- Have excellent linguists and project managers,
- But lack centralized platforms, and
- Often use manual QA, spreadsheets, or siloed CAT tools.

Based on the introduction of Translation by Design, its prioritized business requirements, and other factors, this proposal evaluated the performance of XTM and Lokalise in aligning with the business type and needs of Translation by Design. In a nutshell, XTM stands out with its overall high performance.