Lionbridge

GeoWorkz Marketplace Beta Guide

Finding and Bidding on a Job in the GeoWorkz Marketplace

Version 1.6
May 7, 2011

Contents

The GeoWorkz Marketplace Beta

The GeoWorkz Marketplace is a new offering on GeoWorkz.com. At the GeoWorkz Marketplace, you can find and bid on jobs from Lionbridge offices around the world—24 hours a day, 7 days a week! Lionbridge's global network of offices is now posting translation, linguistic quality assurance, and other localization jobs on Geoworkz.com, to increase the velocity of placing the right job with the right expert.

While anyone can search for and view these jobs, only paid subscribers can reply to the jobs. If you are not a paid subscriber, GeoWorkz will prompt you on how to upgrade your subscription in order to reply to a job. If you are a subscriber, but not a Lionbridge supplier, GeoWorkz directs you to the supplier on-boarding process when you select a job.

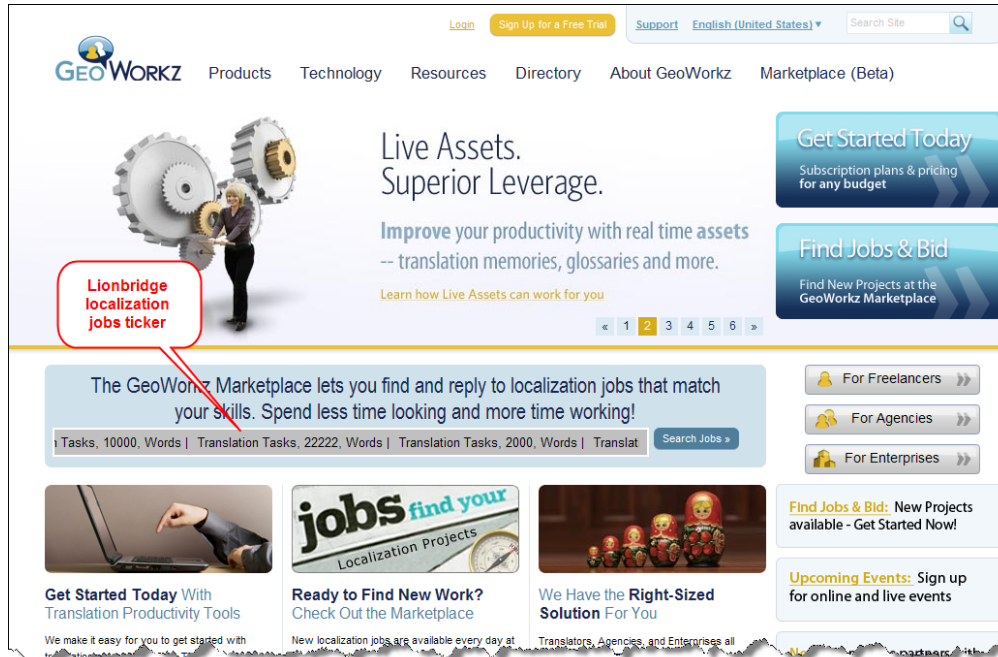## What Types of Jobs Are Available in the GeoWorkz Marketplace Beta?

The GeoWorkz Marketplace contains all of the jobs that Lionbridge project managers, language leads, and others are posting to their suppliers via Lionbridge's own internal marketplace. These jobs consist of translation, proofreading, QA and other localization-related tasks for Lionbridge's own customer base of global enterprise customers. Lionbridge has long partnered with language experts around the world to execute important work ranging from translation to proofreading to technical tasks such as desktop publishing and localization engineering. With the release of the Marketplace Beta these jobs will be available on GeoWorkz.com 24 hours a day, as they are posted by each Lionbridge office. This means that every GeoWorkz subscriber will be able to see and reply to these jobs in real-time. It also means that experts who do not have prior experience with a particular Lionbridge office will have the exact same access to jobs from that office as those experts who are local to that office. In other words, the GeoWorkz Marketplace increases both the velocity of work placement, and the accessibility of jobs to all interested experts.

Within each job posting, the GeoWorkz Marketplace provides the key information about this job—including its activity, volume of work, and dates. Because of the complex nature of localization, many projects will have multiple activities within them. For example, a document may need to be translated into a set of languages, have desktop publishing (DTP) done on it per language, and then be proofread in each language. Each of these steps—translation, DTP, and proofreading—in each language could be one job on the GeoWorkz marketplace. In each case, the activity of a job lets you know what task needs to be performed on that particular job.

The other fields in a job posting let you know the source and target language of the job in question, the volume of work, and the dates associated with the job. When additional information, such as the subject matter of the job, is available, it is posted as well.
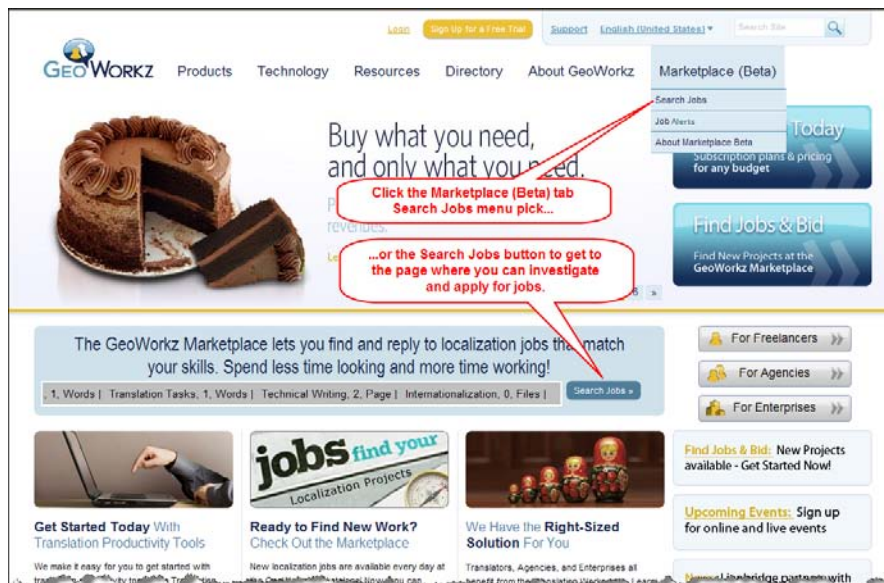
The Job Ticker

Lionbridge jobs are displayed in a ticker on the GeoWorkz home page:
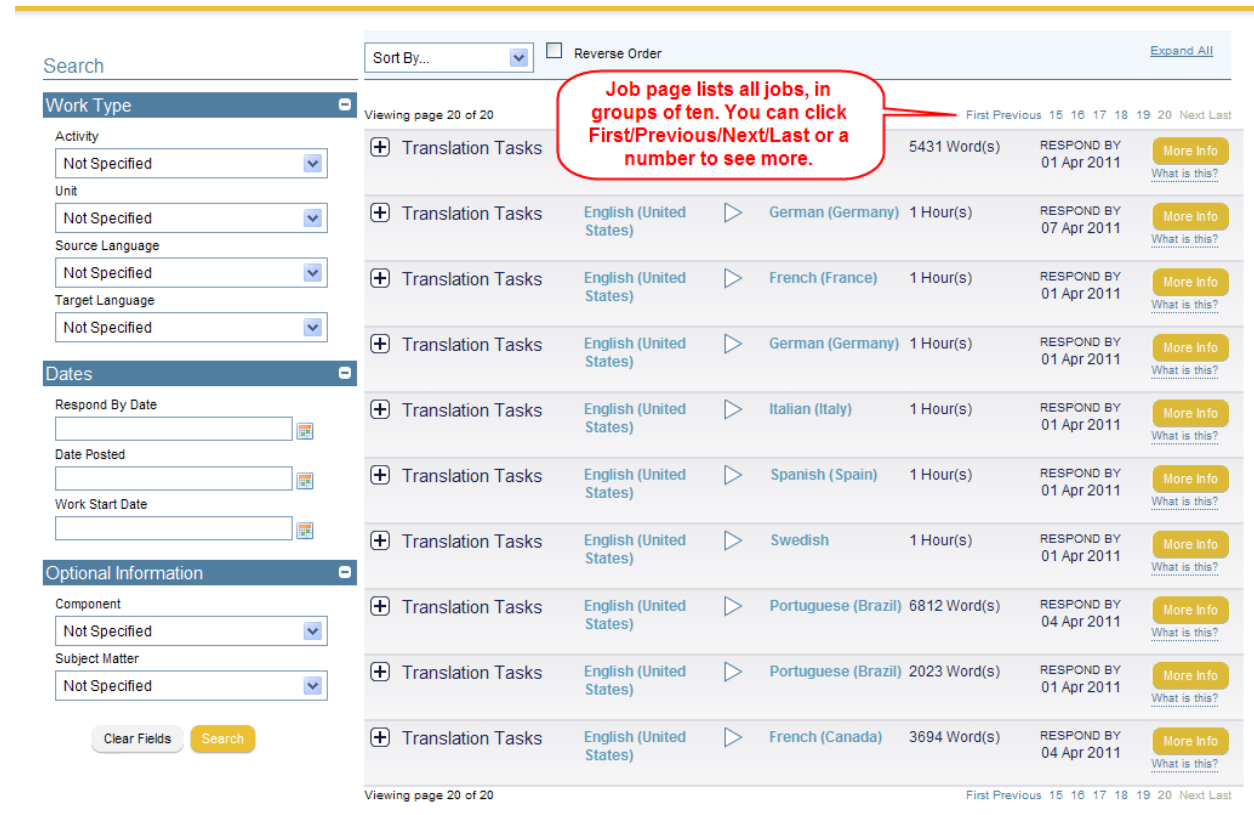

The ticker gives an abstract of available jobs—job types, sizes, and language direction (if it is a translation job). You can stop the ticker at any point by placing the cursor over it. When you move the cursor away, the ticker resumes.

You can investigate the jobs listed in the ticker by going to the Marketplace Beta page. You can get to this page by clicking the **Search jobs** button or by clicking the **Marketplace Beta** tab:

The Marketplace Beta Page

On the **Marketplace Beta** page, all visitors can browse and search for Lionbridge jobs:
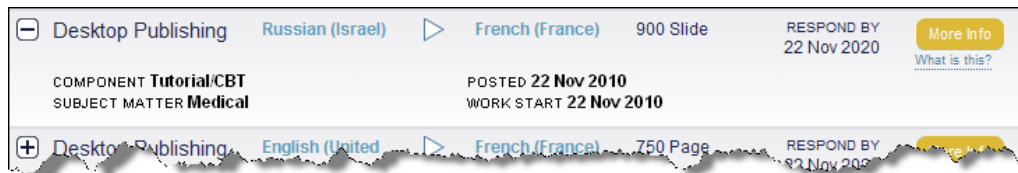

The jobs list has columns for job type, source and target languages, job size, and deadline by which to respond.

> **Note:** If the unit of volume is words, bear in mind that these are likely to be *weighted* words. Weighted words are the number of words needing translation after the leveraging from TMs is taken into account. It is the result of a mathematical formula that defines the approximate effort needed to complete a particular translation while using translation memory. The most common way to think of this is:

```
(New Word Count)*(1)+(75% - 89% Word Count)*(0.66)+(90%-99% Word
Count)*(0.33)+(100% Match Word Count)*(0)
```

The bands of match rates, and the relative weight applied, will vary according to the contents of the materials to be translated and the type of file.
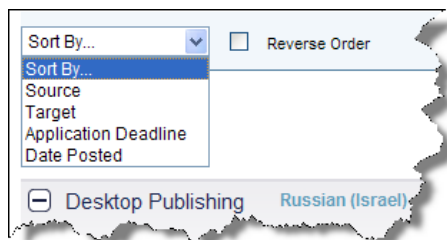
If you click the **+** sign for a job, you obtain additional information, including when the job was posted and the job start date:

You can display this additional information for all jobs by clicking the **Expand All** button. If you are a logged in subscriber, you will also see Client information for the job.

Sorting Jobs

You can sort the list of jobs by language (source or target), date posted, or application deadline:

If you sort by **Date Posted** or **Application Deadline**, the most recently posted job, or the job with the nearest application deadline, will be at the bottom of the list. If you select **Reverse Order**, you can make these appear at the top of the list.

Searching Jobs

You can also search for jobs using the following search criteria:

- Work type (Activity type, Unit type within activity type, Source language, Target language)
- Dates (Respond by, Date posted, Work start date)

The job listing also includes, optionally, information about what component it is, and its subject matter.

These criteria are **AND**ed; that is, all criteria you selected must be matched in the result. To be sure you don't inadvertently have a criterion from a previous search interfering with your current search, you can click the **Clear Fields** button before you enter new search criteria.

Activity Type

To help you locate jobs matching your expertise, you can narrow your search by specifying an activity type.

Activity	Description
Not Specified	Accepting this default means all activities will be included in the result set.
Audio Production	Jobs involving adding audio, for example to a Flash demo or QuickTime movie
Cultural Adaptation	Jobs involving adapting content for particular cultures
Cultural Evaluation	Jobs involving assessing the appropriate approach material should have for particular cultures
Desktop Publishing	Jobs requiring page layout and graphics skills and, usually, specialized software
Development	Jobs involving programming
Graphic Creation/Maintenance	Jobs requiring graphics skills, and, usually specialized software
Internationalization	Jobs involving adapting content and computer software to function in different languages and regions
Translation Tasks	Jobs involving translating content from one language to another, which can mean translation, proofreading, or various linguistic quality assurance tasks, depending on the job
Localization Engineering	Jobs involving preparing content for translation, and restoring the translated content to its original format
Media Production	Jobs involving developing content in different media, for example videos or webinars
Production Management	Jobs involving managing the localization workflow
Technical Writing	Jobs involving the writing of technical material, for example help systems, manuals, and marketing collateral
Testing	Jobs involving testing translated material, usually a software user interface or e-learning.
Video Production	Jobs involving the creation of videos, for example, in Flash or QuickTime format

Units

You can further narrow your search by specifying a unit of job measurement. The unit you select tells, for example, whether a translation job is paid by the word or hourly. Together with the volume, the unit indicates the size of a job.

Job Notification

You can also set up to have GeoWorkz notify you, via email, when jobs of interest to you are posted. See Job Alerts Page.

Once You've Found a Job in which You Are Interested

When you've found a job, if you are logged in, click the **Submit Bid** button to the right of the job.
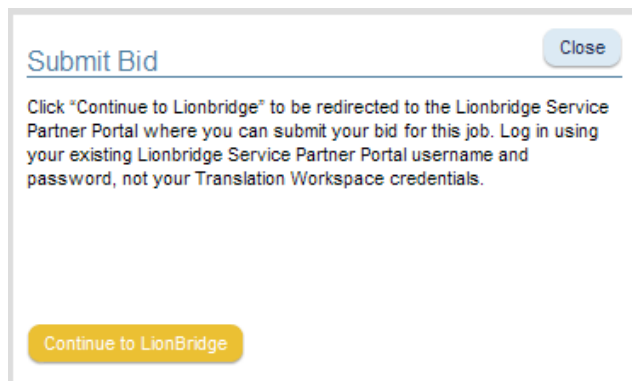

Your experience will vary, depending on what type of user you are—a Subscriber, a Free Trial user, or a Translation Workspace System User. For more information on the different types of users on GeoWorkz and Translation Workspace, see the GeoWorkz Frequently Asked Questions.

> **Note:** If you are a visitor—neither a subscriber, free trial, nor system user—you will instead see a **More Info** button, which, when you click it, gives you a prompt to login. That is, you must become a paid subscriber to bid on these Lionbridge jobs.

Subscriber Users

When you find a job that you want to bid on, click the **Submit Bid** button to the right of the job. You will be redirected to the Lionbridge jobs engine.

Click the **Continue to Lionbridge** button. Depending on whether you are a Lionbridge supplier or not, you will be directed to the supplier on-boarding page at the Service Partners Portal (Lionbridge's extranet portal for its partners) or to the job application page directly.
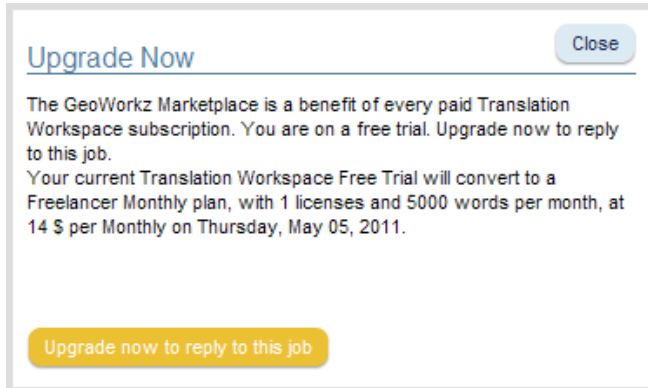
See the Lionbridge Jobs Engine section.

Note: If you are a Translation Workspace subscriber, but have not logged in (or if you are a visitor), instead of a **Submit Bid** button, you will see a **More Info** button. Users who click the **More Info** button are prompted to login. When you login, the button becomes a **Submit Bid** button.

Free Trial Users

If you are a Free Trial user, when you click the **Submit Bid** button for a job, you will see the following screen:
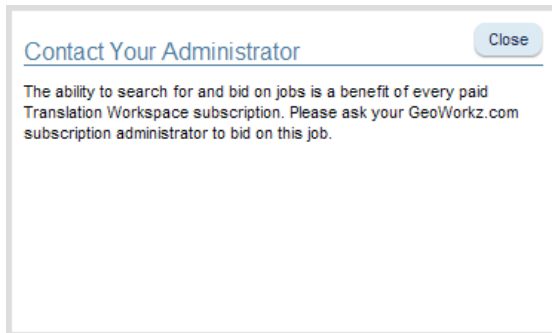

You can click the **Upgrade now to reply to this job** button to immediately upgrade to a paid plan and bid on the job. You are redirected to the **Checkout** page, where you can purchase your plan. When you then return to the **Marketplace Beta** page and click the **Submit Bid** button for the job, you will be directed to the Lionbridge Jobs Engine.

System Users

If you are a Translation Workspace system user, when you click the **Submit Bid** button for a job, you will see the following screen:
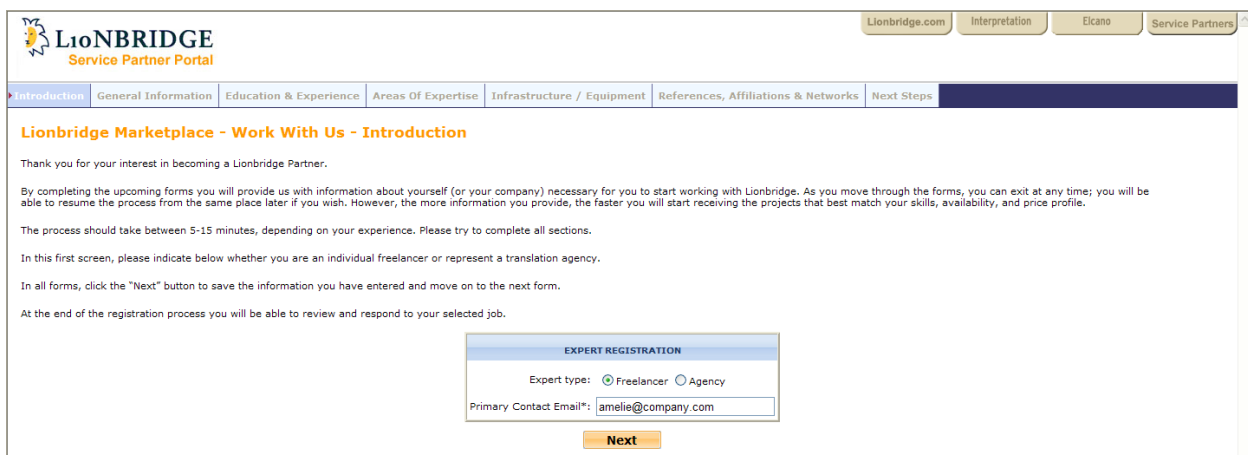

System users cannot bid on jobs; only their subscriber user can bid. If you are a system user and see a job you would like to bid on, talk to your tenancy subscriber.

Lionbridge Jobs Engine

When you click the **Submit Bid** button for a job, you will be taken directly to the job application page or, if you are a GeoWorkz subscriber but not yet a Lionbridge supplier, to the supplier on-boarding page in the Lionbridge Service Partner Portal.
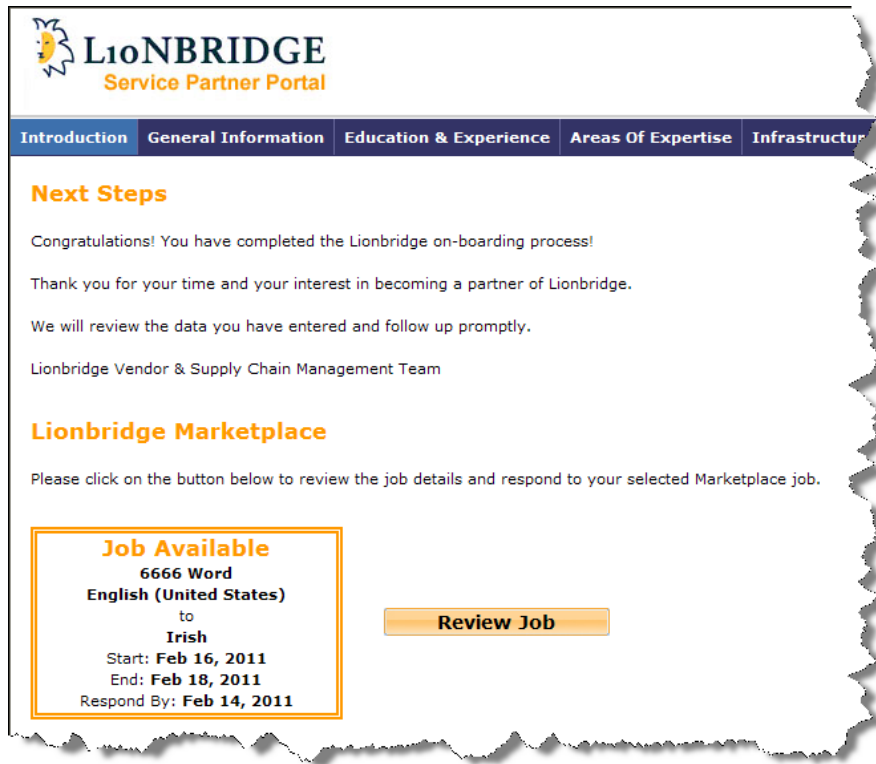
Registering to be a Lionbridge Supplier

If you are not yet a Lionbridge supplier when you click the **Submit Bid** button for a job, you will be directed to the on-boarding page at the Lionbridge Service Partners Portal:
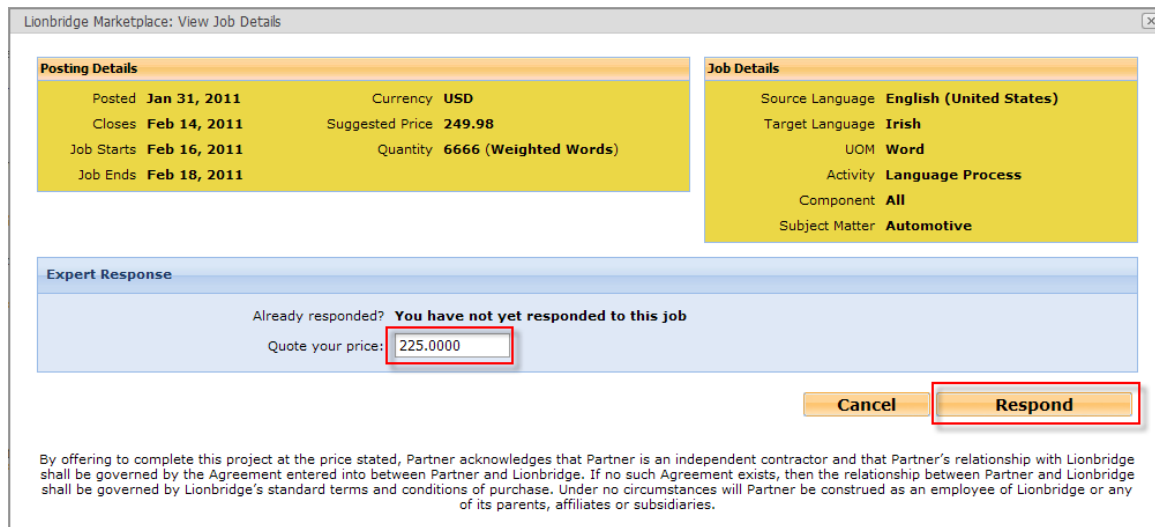

Here you will be asked to supply contact information, education, experience, areas of expertise, references—similar to what you put in your GeoWorkz Directory profile. You can add documents demonstrating your capabilities and you can indicate your rate per unit for the different language pairs you support.

Note: If, when you click the Continue to Lionbridge button, you have not yet created a GeoWorkz Directory profile, you will first be directed to the **My Profile** page, to fill out a Directory profile. The reason for this is that your profile data is used to pre-fill some of your Lionbridge Service Partners Portal on-boarding information.

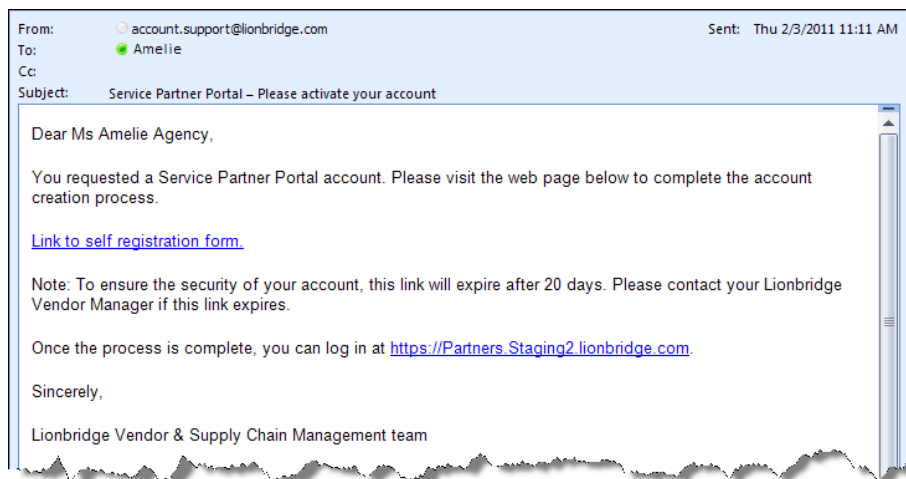When you have finished the on-boarding process, you will see the following screen:

You can, at this point, click **Review Job** to view the job details, specify a bid quote price, and click **Respond** to submit your bid:

You will be returned to the Next Steps screen, which will now say at the bottom, "Thank you for responding to this Job."

After Lionbridge reviews your request, you will receive an email asking you to complete the account creation process:

Click Link to self registration form and complete your registration. When you have finished registering, and have received a Confirmation screen indicating that your Service Partners Portal profile is up-to-date, you can bid on the job you selected. You will also get a confirmation email that your Service Partners Portal account is fully active.

Bidding on the Job

If you are a GeoWorkz paid subscriber and a Lionbridge supplier, when you click the **Submit Bid**, then **Continue to Lionbridge** for a job, you are taken to the Service Partner Portal "Lionbridge Marketplace" login page, with details of the job you are bidding on displayed:

When you login (using your SPP credentials), you will see the job details. Specify your bidding price and click **Respond**:

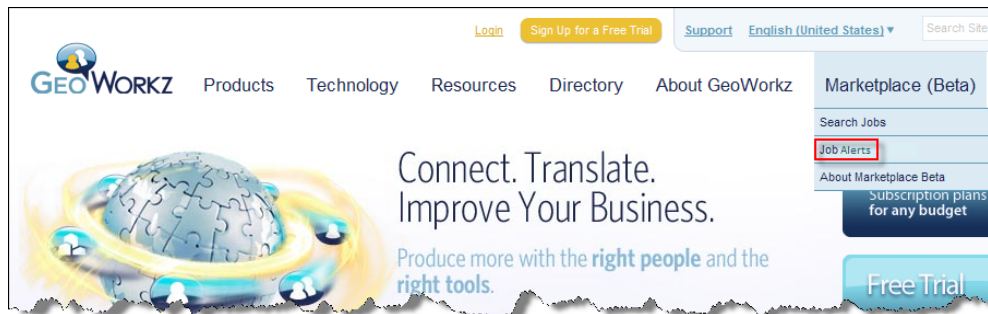You have now bid on the job, and you are shown your bid:

While the job bidding is still active you can return to the Service Partners Portal and change your quote price.

If you are awarded the job, you will be notified via email.

If the job is no longer listed in the **Lionbridge Marketplace: Search Job** list, this means the job has been assigned or has been removed.

Job Alerts Page

The GeoWorkz Marketplace Job Alerts page allows GeoWorkz subscribers to sign up for a Web feed (RSS or Atom) of Lionbridge jobs. You access the Job Alerts page from the GeoWorkz Marketplace Beta drop-down:

This feed is a continuous stream of jobs that you can choose to access via your Web browser or email client. You can decide which types of jobs you are interested in—for example, all English to European Spanish translation jobs, or all DTP jobs regardless of language—and receive only those postings in your feed. You can choose to receive this feed to any number of mobile devices as well, so, wherever you are, you will have immediate access to the GeoWorkz Marketplace jobs that matter to you.

GeoWorkz provides an interface for configuring Web feeds to alert you when jobs with a particular activity or language are posted:

When a job matching the criteria you have configured is posted, you will be notified at the email address in your GeoWorkz account information.
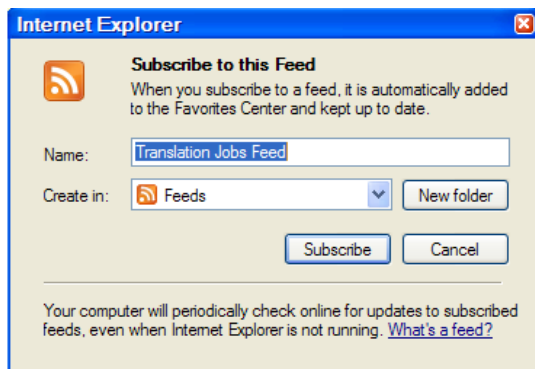
You must select an Activity. You can, optionally, create as many language pairs as you like. To create a language pair, select a source and target language and click the **Create Language Pair** button. You can

select all variants of a language for the pair (for example, French (Algeria), French (Belgium), French (France), and so on; or you can select a particular variant.

Once you have configured the Activity and (optional) Language Pair, and have selected that your notification be either via RSS or Atom feed, click **Preview**. A list of feeds associated with your selections displays:

When you click **Subscribe to this feed**, the following dialog pops up:

When you subscribe to the feed, feeds of job posts matching the feed criteria are put in the feed area of your browser. Or you can copy the auto-generated URL for the feed from your browser to any feed reader and you will get the updates there.
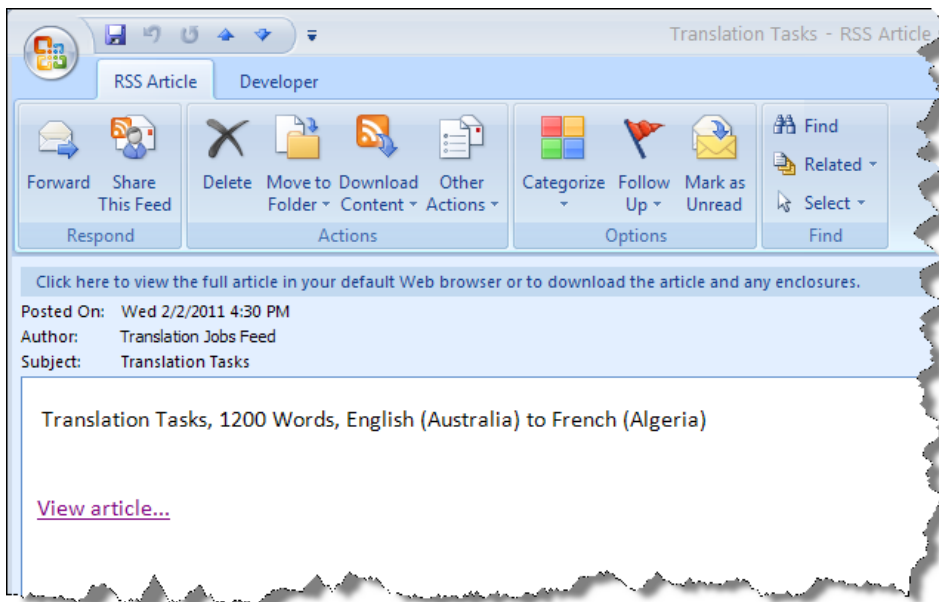
A job feed looks like this:

Clicking the active link (Translation Tasks here) takes you to the jobs listing in the Marketplace Beta page.

If you are a Microsoft Outlook user, you can receive notifications in your Outlook RSS Feeds area:

When you click **View article…** it takes you to the GeoWorkz Marketplace jobs page, where you can click the **Submit Bid** button.

Glossary of Terms

Expert

An Expert is an entity (freelancers and agencies) that provides Lionbridge with localization services like translation, desktop publishing, audio, multimedia, technical writing, testing, software development, and internationalization services.

GeoWorkz Marketplace

The GeoWorkz Marketplace is a site on GeoWorkz.com where Lionbridge localization jobs are posted for you to bid on. The Marketplace offers a search feature for finding jobs of interest, and a job alerts feature for being automatically notified when jobs of interest are posted.

Jobs engine

 Lionbridge's jobs engine, hosted on the Service Partner Portal (see below) is the posting, tracking, and processing software for Lionbridge jobs. You use the jobs engine to see more information about a job, including the suggested price, and to submit your bid.

Service Partner Portal

The Service Partner Portal is Lionbridge's extranet portal for its partners. With the GeoWorkz Marketplace, the portal can be accessed via GeoWorkz.com.

Supplier

See Expert.