Your technology partner for website translation
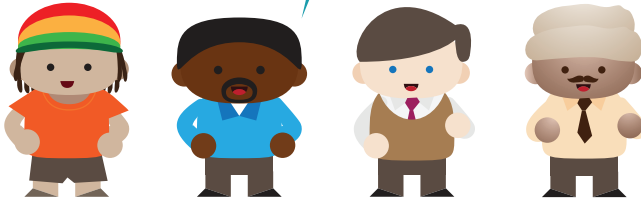
Easyling is a CMS-independent, turnkey website translation solution for LSPs to acquire and deliver projects, providing word count, content extraction, white-labeled Translation Proxy and in-browser website translation.
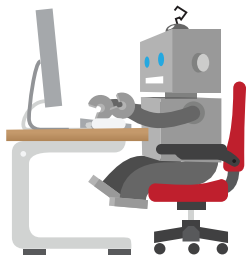
Pricing

Easyling's approach to translation proxy pricing

COST COMPONENTS

Easyling's pricing structure is based on the philosophy of a wallet, which all projects under your account can draw upon. This resource pool is charged by **payments** to your account (for prepaid accounts) or your **monthly invoice** (for postpaid accounts), and drained by operations in the proxy. Easyling identifies four main cost components that are counted against your resource pool:

- **Word counts:** a fast and efficient word count.
  Counted at 1 EUR / 1.2 USD per 1000 pages visited by the crawler.

- **Extracted source words:** content ingested for translation.
  Counted at 2 EUR / 2.4 USD per 1000 words.

- **Translated source words:** source content translated by any method.
  Counted at 10 EUR / 12 USD per 1000 source words.

- **Proxied request:** a request on the localized domain that is
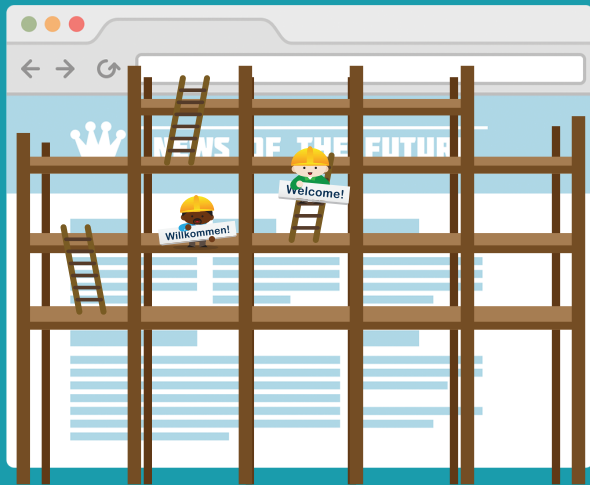 handled by the proxy. Counted at 1 EUR / 1.2 USD per 1000 requests.

COSTS DURING PROJECT LIFE CYCLE

Costs during a project's life cycle can be broken down into three primary phases.

1. **Quotation:** crawling the site cost-efficiently to provide an estimated price. In this phase, you will utilize primarily word count resources before giving your client a quote, and hopefully signing the contract.

2. **Translation:** extracting content and providing translations. In this phase, you will realize the majority of your costs, through extracted words and translated words resources as you prepare content for translation and provide the actual translations. This phase ends with the localized website going live.

3. **Maintenance:** serving the translations and keeping up with new content. In this phase, you will consume proxy requests primarily, as you serve translations to viewers around the globe; with some extracted words and translated words as the client adds new content that is extracted and translated (depending on your contract).

It is important to note that Easyling does not impose limitations on proxied request resources - should you exhaust your resource pool, Easyling will continue serving translations, and your account will accrue costs.

Quote-o-matic

Analysis Result

125k chars | 15k words | 1:14 rep

Quote Details

$0.2 per word | $215 total cost

easyling.com

OPTIONAL ADD-ONS

Website translation can become quite complex. If you need additional assistance with certain tasks, we are here to help.

POST-TRANSLATION LAYOUTING

Easyling offers assistance with post-translation layout fixing. Should this be required (and neither you, nor the client, have in-house resources to carry it out), Easyling expects issue reports in batches, for efficiency.

- **Post-Translation Layouting:** 500 EUR / 600 USD per batch.
- **Post-Translation Layouting for right-to-left languages:** 1000 EUR / 1200 USD per batch.

MANAGED HTTPS

If required (because the client is unwilling or unable to), Easyling can provide a Managed SSL Certificate on a per-domain basis for the localized websites. Commitments are one-year or three-year.

- **Managed SSL for one year:** 50 EUR / 60 USD per protected domain, invoiced annually.
- **Managed SSL for three years:** 100 EUR / 120 USD per protected domain, invoiced tri-annually.

SUPPORT RESPONSE SLA

Easyling offers support SLA on response times, with one-year commitments. All times are assumed to be in a single time zone of agreement, between CET (GMT+1) and ET (GMT-4). In the absence of a dedicated SLA, support is done via email, on a best-effort basis.

- **First response in two workdays:** 100 EUR / month, 120 USD / month (up to 1 hours/month)

- **First response in one workday:** 200 EUR / month, 240 USD / month (up to 2 hours/month)

- **First response in six hours:** 800 EUR / month, 960 USD / month (up to 8 hours/month)

- **First response in two hours:** 2000 EUR / month, 2400 USD / month (up to 8 hours/month)
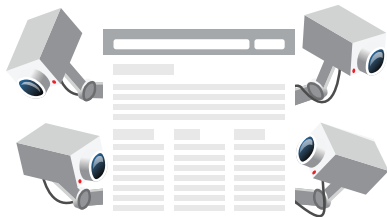
TRANSLATED SITE SEARCH

If the client requires search capability on the localized website, Easyling can either provide guidance on adapting the existing search solution to work with the localized site, or provide an in-proxy search capability. Search resources are counted in "buckets", with overages opening up new buckets.

- **Translated site indexing:** 50 EUR / 60 USD per target language per month per bucket.

    One bucket includes:

    >> **Search queries:** 10,000 per month

    >> **Indexed pages:** 1000

    >> **Re-indexing:** weekly

- **Search implementation:** 500 EUR / 600 USD

Managed Project

Easyling's take on the division of labor

Easyling offers a Managed Project solution, where support specialists work with you to manage the technology aspects of the project. In this case, Easyling will provide XLIFFs to translate, as well as instructions to forward to your client, handling the project setup and configuration for you according to your specifications.

When going with the Managed Project solution, resources will still be consumed at the regular rate, with an additional one-time cost accounting for the labor of configuring the project to your specifications. A notable exception to this is the proxied request resource, which will be consumed in a "bucketed" fashion.

- **Word count:** consumed at a regular rate of 1 EUR / 1.2 USD per 1000 visited pages

- **Extracted source words:** consumed at the regular rate of 2 EUR / 2.4 USD per 1000 source words

- **Translated source words:** consumed at the regular rate of 10 EUR / 12 USD per 1000 source words

- **Proxied requests:** 50 EUR / 60 USD, at a one-year commitment. This accounts for a bucket of 50,000 hits per month, as reported by Google Analytics. Should that be exceeded, another bucket will be opened. This offer is valid if robots (search engine crawlers) are provided with cached content, possibly out of date.

PROJECT SETUP FEES

Easyling distinguishes four different project types. If the project consists of multiple domains for translation, each domain will be categorized and set up separately.

- **S:** 500 EUR / 600 USD; a generic marketing site with static content only, no login, no site search.

- **M:** 1000 EUR / 1200 USD; site search capability, Hubspot/Marketo/JotForm integration (up to five forms).

- **L:** 2000 EUR / 2400 USD; login or protected content, JavaScript-generated content

- **XL:** >5000 EUR / 6000 USD; e-commerce websites, product catalogues with filtering, web applications (custom fees applicable)

It is possible for a given site to step down into a lower tier by removing features from the localized version.

Easyling Whitelabel

Branded Proxy for LSPs

Easyling offers a whitelabel proxy solution that you can brand as your own and customize most features to your company's needs, promoting the proxy as your own product. This option is reserved for larger LSPs, who are ready and able to commit for at least one year with the conditions listed below.

In a whitelabel offering, Easyling provides

- **Branded proxy UI:** Easyling becomes available under your domain, with your logos, being displayed as your product.

- **Pay as you go invoicing:** Easyling removes most limitations on your resource usage and provides a suitably large resource pool to power your projects, with monthly invoices of your costs.

- **Shared wallets:** multiple project managers or Key Account Managers may draw upon the same resource pool, centralizing costs and providing oversight of spending.

The cost structure for the whitelabel solution is the following:

- A **one-time setup fee:** 200 EUR / 240 USD for the creation of the associated structures.

- A **monthly upkeep fee:** 200 EUR / 240 USD, which is charged over the regular resource usage.

- **Technical items:** you will need to provide logos in specific dimensions, domains, and certificates in order to customize the proxy for your brand. These may have costs outside of Easyling's control.

So you can focus on what you do the best

easyling