



FINTECH INDUSTRY: GOING GLOBAL

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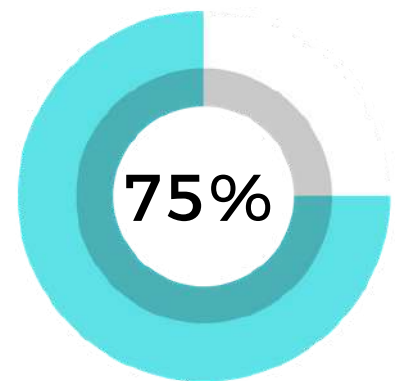
WHAT WE DO

A language service provider with a multifaceted team, supporting all languages and a tailored package to fit your needs.

A BRIEF INTRODUCTION

Fintech is the name given to an innovative tech field based on effectivizing finances through technology. Thanks to fintech, hundreds of thousands are handling their resources with an ease and at a speed that just a few years ago was reserved to exclusive bank clients. Sending and receiving money, doing business internationally and investing is getting simpler and cheaper by the day.

You already know the industry's potential. With a 75% interannual growth, and more than 50 billion dollars invested across 12,000 enterprises, fintech is booming on an international level, and competition is getting trickier.



interannual growth

50 billion
dollars invested





THE FUTURE OF FINTECH: Thinking at a Global Scale

"In discussing strategy and the future, it is important to focus more on the nature of the disruption one could expect to occur in the financial services industry rather than on who the disruptors are today. It is relevant to develop a view of the deeper forces behind disruption. An understanding of those forces, combined with solid analysis, can help explain not so much as which companies will disrupt a business as why."
- **Bernardo Nicoletti**, *The Future of FinTech*

In this whitepaper, we explore the relationship between tech, finances and language, and why localization is key to thriving in this blooming sector.

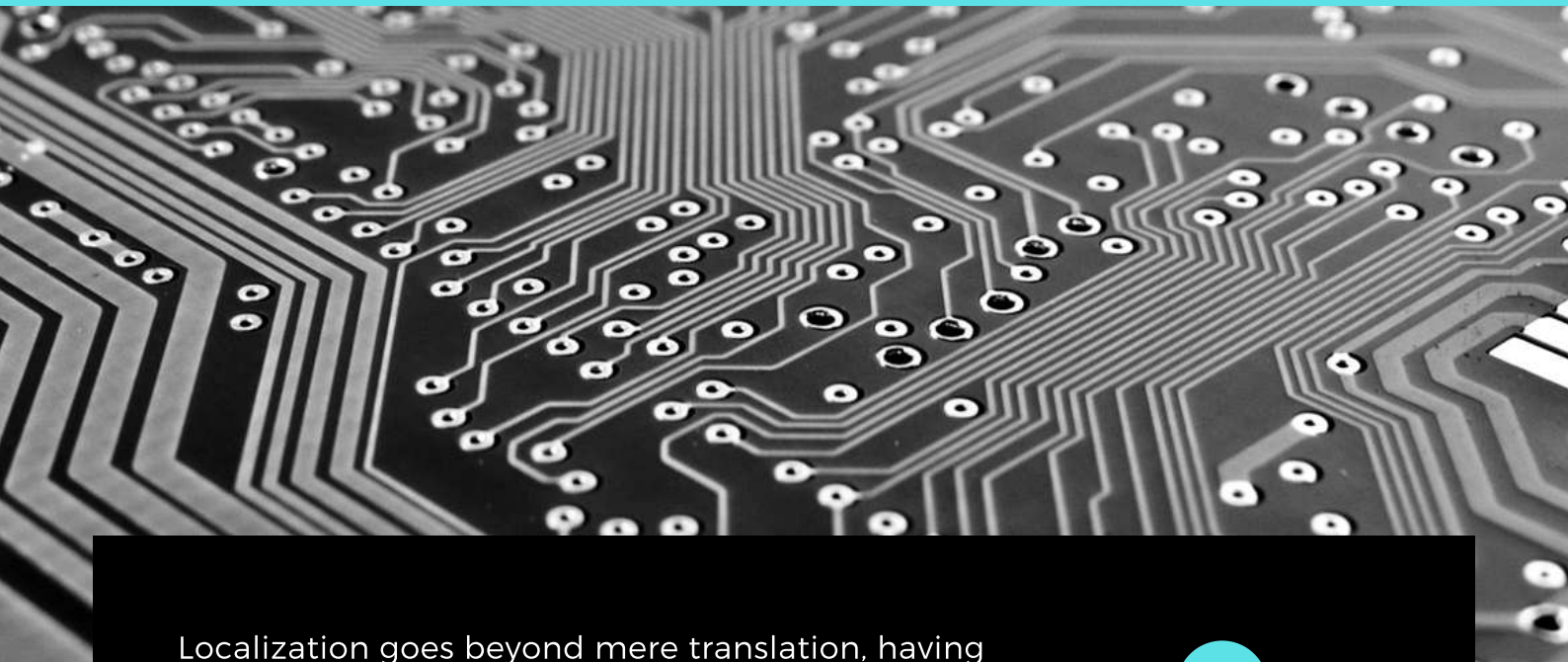
THINKING AT A GLOBAL SCALE.

Your company doesn't have to be constrained by national boundaries.

Going global is a complex process, involving the recognition and evaluation of opportunities abroad, building alliances, finding the right legal counseling, and taking care of a hundred more details to make sure the service will be duly received and resonate with local audiences.

One of the key steps to go global is to translate the product/service itself and its related material (*informative content, user guides, etcetera*), as well as fostering an omnichannel local presence that's able to create the necessary bonds of trust between the company and its new customers.

WHAT IS LOCALIZATION



Localization goes beyond mere translation, having **cultural, contextual and functional issues in mind.**

While translation is, one could say, neutral to cultural differences, localization fully embraces them, making sure the material at hand blends seamlessly with its target culture, so new audiences can interact with it without effort.

Through localization, you give customers the impression that your product was created for them from the very beginning.

Localization teams work with a deep understanding of user experience and how to ensure the new text works as effectively as the original, and pay particular attention to colors and connotations.

When we localize, we adapt the voice of the brand and reproduce an experience, to make sure it's as enjoyable and effective as its original.



/ WHY LOCALIZE /



THERE ARE PLENTY OF REASONS WHY LOCALIZATION IS KEY TO SUCCESSFULLY DISEMBARKING IN NEW CULTURES. THESE ARE THE MAIN TWO:

🛒 Market share: This is the case, in particular, if you provide a solution for handling everyday finances. While investors and specialists will probably speak English, if you're targeting the general public, a product/service that's exclusively available in English will underperform.

Common Sense Advisory's "Won't Read, Can't Buy" survey concluded that an overwhelming majority of consumers (with an international average of 75%) strongly prefer products advertised in their own language. Speaking to customers in their language gives the impression of familiarity, and is the first step towards building trust. Trust is always key, but when it comes to services and products that will mediate the client's finances, even more so.

🔑 Precision: When it comes to finances, getting the right data at the right time, in the most precise language possible can be the difference between making the right decision, and erring and losing. Localization, provided by a highly-trained, specialized team is key to guaranteeing correct terminology management and an efficiency-focused user experience.

WHY DEMAND HIGH QUALITY

RUNNING A BUSINESS INVOLVES RELYING ON TOOLS AND SERVICES ALMOST CONSTANTLY. NOT ONLY DO YOU RELY ON YOUR TEAM, YOU ALSO COUNT ON THE SKILLS OF EVENTUAL CONTRACTORS AND THIRD-PARTY COMPANIES THAT PROMISE TO MAKE YOUR LIFE EASIER, AT COMPARATIVELY LOW COSTS. BUT, IN SOME INSTANCES, CUTTING CORNERS IS CRIMINAL.



In **FinTech**, localization can't be left in the hands of undertrained interns, or outsourced to low-budget companies. This is a regulation-heavy industry, where accuracy is critical for performance.

Partnering with a professional team with a record of success is essential.

That's how we enter the picture.

WHAT WE DO

at  DayTranslations

WE'RE ONE OF THE LEADING COMPREHENSIVE LANGUAGE SERVICES PROVIDERS IN THE WORLD, WITH MORE THAN A DECADE OF EXPERIENCE ACROSS INDUSTRIES, IN MORE THAN 100 LANGUAGES.

We've most recently worked with **Bank of America** (clients since 2015), **JPMorgan Chase & Co** (clients since 2014), the **Federal Reserve Board** (clients since 2015), **Capital Corp Merchant Banking** (clients since 2017), **SunTrust Bank** (clients since 2013) & **Fidelity Bank** (clients since 2017).

A bad localization is an expenditure.
A great localization is an investment.

What are you waiting for?

Reach out to us today, and we'll design a high-quality, cost-effective localization solution for your product.



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WHEN OPPORTUNITIES GO GLOBAL,
SO SHOULD YOU.

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