Global Leaders Research

How can you obtain the highest quality services at the best possible price? How do you know if what you're spending is normal? What should you pay your employees, and what do your peers in other companies earn? What criteria should you use for selecting a technology vendor?

You need to know how to make a strong business case to your upper management, while defending your hard-earned budget and leading your team.

As a buyer of language services, you need research, data, and benchmarking information to help your organization succeed.

Our proprietary [methodology](#) and [independence](#) allow you to make the most effective and informed decisions for your business.

A Research Program Designed Exclusively for Global Leaders

Common Sense Advisory has developed a full research service that addresses the concerns of buyers of language and globalization services. The research focuses on the specific best practices, processes, technology needs, and solutions leveraged by corporations, governments, and non-governmental organizations operating internationally – or in domestic markets with large multilingual populations – enabling our clients to globalize their business processes and shorten their learning curve.

Our research for buyers is informed by a variety of inputs, incorporating interviews and surveys with executives and practitioners, briefings with service and technology suppliers, market data, and consultation with subject matter experts. The topics we address in this service include return on investment, international product design and development, website globalization, authoring for multilingual content, global content management, vendor management, translation pricing, and more.

What's included in the Global Leaders Research Program?

The Global Leaders Research membership includes:

- **12 reports per year.** Comprehensive monthly reports on topics critical to language and globalization services buyers.

- **Research database.**

- **24 briefs per year.** Two monthly market-driven briefs on timely topics.

- **Quarterly webinars.** Interactive webinars on featured research.

- **Client inquiry service.** Unlimited access to our analysts.

How Will the Global Leaders Research Program Help Me?

Our research will help you:

- Profitably grow your global market share
- Gain access to new markets and new customers
- Improve global brand consistency
- Benchmark against global frontrunners
- Implement successful globalization, localization, and translation strategies
- Avoid reinventing the wheel and making costly mistakes
- Move more quickly through the stages of localization maturity
- Increase the visibility of the translation function
- Identify the most profitable languages for your website
- Develop streamlined localization processes
- Negotiate more efficiently with language service providers (LSPs), suppliers, and vendors