

# CETRA<sup>®</sup>: Professional Translation Services

## General Services Administration

### Authorized Federal Supply Schedule List

Schedule for: Translation and Interpretation Services

Federal Supply Group: 738

Class: 738 II

Contract Number: GS-10F-0128L

Contract Period: 01/10/2001 through 01/09/2006 with three five-year renewal options

Amendment 01: Effective Date: October 18, 2002

Business Size: Small

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Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!<sup>™</sup>, a menu-driven database system. The Internet address for GSA Advantage!<sup>™</sup> is: <http://www.fss.gsa.gov>.

# TABLE OF CONTENTS

<b><u>EXECUTIVE SUMMARY</u></b>	<b>2</b>
<b><u>SIN 382-1: TRANSLATION SERVICES</u></b>	<b>2</b>
LANGUAGES OFFERED	3
METHODOLOGY	3
TRANSLATION TOOLS	4
QUALITY ASSURANCE	5
CONFIDENTIALITY AGREEMENTS	5
RUSH PROJECTS	5
<b><u>AWARD PRICE LIST</u></b>	<b>6</b>
PROMPT PAYMENT	7
IFF REDUCTION DISCOUNT	7
VOLUME DISCOUNTS	7
BLANKET PURCHASE ORDERS	7
DISCOUNTS BASED ON LENGTH OF TIME	7
RUSH ORDER SURCHARGES	8
<b><u>FREQUENTLY ASKED QUESTIONS</u></b>	<b>8</b>
<b><u>CUSTOMER INFORMATION</u></b>	<b>10</b>

## EXECUTIVE SUMMARY

CETRA, Inc. was founded in 1994 by Jiri Stejskal, Ph.D., a professional translator and language teacher. CETRA was incorporated in Pennsylvania in March of 1997 under the name of Central European Translations, Inc. In 1998, CETRA opened an office in Prague, Czech Republic. In 2002, the company changed its legal name to CETRA, Inc. CETRA is a corporate member of the American Translators Association.

The services offered by CETRA include analysis and preparation of the source text, translation, editing, and quality assurance procedures. CETRA is thoroughly acquainted with the linguistic and cultural issues inherent in the process of cross-cultural communication and is able to select from its vast pool of professional linguists the right translator for your project. The value added by the company is the ability to locate and test professional linguists with a specific area of expertise and to ensure the quality of translation by the editing and proofreading process, as well as to provide the information you need for conducting international business and for communicating with people who live in very different cultures.

Dr. Jiri Stejskal, President of CETRA, earned M.A. and Ph.D. degrees in Slavic Linguistics at the University of Pennsylvania, an Executive MBA degree at Temple University, and has more than 20 years of experience as a translator. He has also taught undergraduate and graduate courses in Czech and Russian as a part-time lecturer at the University of Pennsylvania since 1990. He is an active member of the American Translators Association (ATA). Jiri served as ATA Treasurer from 2001 to 2005, and currently serves as ATA President-Elect. Jiri also serves as Treasurer of the American Foundation for Translation and Interpretation (AFTI), and Chairman of the Status Committee of the International Federation of Translators (FIT).

## SIN 382-1: TRANSLATION SERVICES

CETRA, Inc. provides translation services to US government agencies under Special Item Number 382-1. These services include translation of printed and electronic documents by technically qualified and experienced native-speaking language specialists, editing, quality assurance procedures, glossary development, and final output in the required media format. In addition, CETRA provides comprehensive support services to agencies by providing project management and consultation services. CETRA provides quality multilingual translations that are accurate, clear, and culturally and politically sensitive to the social environment of the target audience.

## ***Languages Offered***

CETRA provides translation services in all world languages. For pricing purposes, the languages are divided into the following four groups:

- GROUP 1: Latin America
- GROUP 2: Central & Eastern Europe
- GROUP 3: Western Europe
- GROUP 4: Asia, Middle East, Africa, and Other

The individual languages are:

- GROUP 1: Portuguese and Spanish
- GROUP 2: Byelorussian, Bulgarian, Croatian, Czech, Estonian, German, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Serbian, Slovak, Slovene, Ukrainian
- GROUP 3: Danish, Dutch, Finnish, Greek, Flemish, French, Italian, Norwegian, Swedish
- GROUP 4: Afrikaans, Albanian, Arabic, Armenian, Azeri, Balinese, Chinese, Creole, Farsi, Georgian, Gujarati, Hebrew, Hindi, Indonesian, Japanese, Korean, Punjabi, Pashto, Tagalog, Turkish, Urdu, Vietnamese, and all other languages

## ***Methodology***

The methodology used in a typical project involves the following four steps:

1. Document analysis and preparation
2. Translation
3. Editing
4. Quality assurance procedures

The first step in the process is to analyze the document from both the linguistic and technical points of view. Linguistic issues include use of other alphabets than English, expansion or contraction of the target text, conversion of measurements, and choice of the right language or dialect for the target audience. Among technical issues are the selection of a computer platform, operating system and application, and desktop publishing and other software requirements. The original text is then prepared for the appropriate translation method, ranging from distribution of hard copies to translators to loading of files to sophisticated translation memory tools. When working with electronic files, a decision has to be made at this stage on whether to provide the translators with native files, whether the text should be separated from formatting codes, or whether translation memory tools should be utilized. (See the “Translation Tools” section on this topic.)

The next step is the translation itself, the process of converting the written text of a source language into the written text of a target language. It is an art and science that requires advanced skills on the part of the language professionals participating in the process. The translator is typically a native speaker of the intended target language with appropriate linguistic education and expertise in the given field.

After the translator has produced a text in a foreign language and localized all units of measurements, numeric separators, etc., the editor compares the translated material with the source text. In addition to correcting grammatical, typographical and spelling errors, the editor checks for missing or mistranslated parts, and verifies the integrity of the entire document in terms of style, consistency, punctuation, hyphenation, capitalization, etc.

Finally, the reviewer reads the edited translation. Among the reviewer's duties are verification of crucial information such as numbers and proper names, making sure that alphabetized lists are in correct alphabetical order for the given language, that use of titles is consistent throughout the document and the table of contents, that there are no sections missing, and that the layout of the translation corresponds to that of the original.

## ***Translation Tools***

In addition to standard text-editing, spreadsheet, and presentation applications, CETRA utilizes state-of-the-art translation software by Trados®, which facilitates sophisticated glossary development and maintenance, as well as “translation memory” for large and/or repetitive projects.

Translation memory (TM) programs are tools which allow translators to store and retrieve text. Using TM software saves time and money, and ensures better quality and consistency in the translation. The software program stores translated sentences with the original ones, creating a “translation memory.” Once the memory and terminology database are created, any new text is compared to entries in the translation database to find and retrieve previously translated text.

In the last few years, commercial TM software, such as Trados Workbench, has become available and is now widely used as a leveraging solution for repetitive projects. TM contains both the text and formatting codes, and provides statistics on the re-usability of material across product releases or between project components. TM automates the leveraging process in order to maximize the quality and consistency of shared contents in translated materials, while minimizing the impact of updates on schedules and budgets.

TM is not to be confused with “machine translation,” which is a sophisticated computerized translation process which is available only for certain languages and is very costly. A TM program does not do the translation; instead, it captures quality translations done by professional translators to be re-used later. TM, therefore, is only as good as the database it contains. It is important that only experienced professionals provide the translation that will serve as the basis for future work.

## ***Quality Assurance***

To CETRA, quality means providing you with translations that are technically accurate and culturally appropriate for the audience for which they are intended. To meet the highest standards, our process includes cross-checks throughout the translation cycle. CETRA follows the guidelines of DIN 2345, a European Translation Quality Standard.

CETRA has an extensive proprietary base of freelance translators and editors and is able to locate professional linguists with a particular area of expertise (such as lawyers, engineers, etc.) for each language. CETRA selects only the best translators in terms of experience and specialization, who are certified for the given language combination (if such certification is available). CETRA always makes an effort to use the same team of linguists for ongoing projects, and uses advanced terminology management and translation memory tools to streamline the translation and localization process and to provide a premier quality service.

As a corporate member of the American Translators Association (ATA), CETRA subscribes to the ATA Code of Conduct. CETRA also adheres to the Best Business Practices drafted by the ATA Translation Company Division, of which CETRA is a founding member.

## ***Confidentiality Agreements***

If security requirements for a particular project are not strict, a clause attached at the bottom of all CETRA's Purchase Orders concerning confidentiality usually suffices. The clause reads as follows: "All material provided to contractors is the property of CETRA or its client and may not be reproduced, disclosed or divulged. CETRA prohibits subcontracting assignments by contractors without prior consent."

For projects requiring stricter policies and procedures for safeguarding of information, CETRA's contractors must sign a detailed Confidentiality Agreement prior to the receipt of materials for translation and/or editing. A number of CETRA contractors hold security clearances. If clearance is required for a particular project, CETRA will take the necessary steps to contract language professionals with the required security clearance level.

## ***Rush Projects***

For large volume rush orders, each project is typically divided among several translators, with a single editor unifying the translation to ensure consistency of style and terminology. CETRA owns a proprietary database of more than 3,000 translators worldwide. CETRA is thus able to select multiple translators and to take advantage of different time zones when selecting a translator for a particular rush assignment. Emergency rush orders are handled on an individual basis, based on the language combination, deadline, and difficulty of the text. For rush surcharges, see the section "Rush Order Surcharges" below.

## **AWARD PRICE LIST**

In the US, translation services are customarily charged per translated word. For other services such as consulting, desktop publishing, etc., hourly rates apply. CETRA is able to offer very competitive rates for translation services thanks to its strategic alliances with professional linguists throughout the world.

Because the rates charged by independent contractors vary by language combination, CETRA offers a tiered price structure based on language groups.

- GROUP 1: Latin America<sup>1</sup>**
- GROUP 2: Central & Eastern Europe<sup>2</sup>**
- GROUP 3: Western Europe<sup>3</sup>**
- GROUP 4: Asia, Middle East, Africa, and Other<sup>4</sup>**

- 1 Portuguese and Spanish
- 2 Byelorussian, Bulgarian, Croatian, Czech, Estonian, German, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Serbian, Slovak, Slovene, and Ukrainian
- 3 Danish, Dutch, Finnish, Flemish, French, Greek, Italian, Norwegian, and Swedish
- 4 Afrikaans, Albanian, Arabic, Armenian, Azeri, Balinese, Chinese, Creole, Farsi, Georgian, Gujarati, Hebrew, Hindi, Indonesian, Japanese, Korean, Punjabi, Pashto, Tagalog, Turkish, Urdu, Vietnamese, and all other languages

CETRA’s per-word rates for the US government clients are as follows:

<b>ENGLISH → GROUP 1:</b>	<b>\$0.17 per source word</b>
<b>ENGLISH → GROUP 2:</b>	<b>\$0.19 per source word</b>
<b>ENGLISH → GROUP 3:</b>	<b>\$0.21 per source word</b>
<b>ENGLISH → GROUP 4:</b>	<b>\$0.24 per source word</b>
<b>GROUPS 1-3 → ENGLISH:</b>	<b>\$0.21 per source word</b>
<b>GROUP 4 → ENGLISH:</b>	<b>\$0.24 per source word</b>

All per-word rates include the translation itself, editing, and quality assurance procedures through internal review. The per-word rate is based on the source language, unless another arrangement is made. If the source document is not available in electronic form, the target language word count is used instead. Rates for language pairs not involving English language are negotiated on an individual basis.

CETRA’s hourly rate for the US government clients is as follows:

<b>\$59.85 per hour for consulting, desktop publishing, and other related services</b>
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The per-word charges are normally all-inclusive and hourly charges apply for additional services only after a mutual agreement is reached between CETRA and the client.

## ***Prompt Payment***

CETRA's invoices are payable within 30 days net. A **2% discount** applies to payments made within 15 calendar days.

## ***IFF Reduction Discount***

As of January 1, 2004, all rates are subject to a 0.25% discount in connection with the IFF (Industrial Funding Fee) Reduction.

## ***Volume Discounts***

- A discount of 3% applies to individual orders exceeding 10,000 words.
- A discount of 5% applies to individual orders exceeding 25,000 words. This discount replaces the 3% discount above once the specified word count is reached.
- A discount of 10% applies to individual orders exceeding 50,000 words. This discount replaces the 5% discount above once the specified word count is reached.
- A discount of 20% applies to individual orders exceeding 100,000 words. This discount replaces the 10% discount above once the specified word count is reached.

## ***Blanket Purchase Orders***

- A 5% large volume discount will be applied provided that the Blanket Purchase Agreement includes the following clause: “The Government estimates, but does not guarantee, that the volume of purchases through this Agreement will be 25,000 words per year or more.” The volume discount will then apply regardless of the size of the individual order.

## ***Discounts Based on Length of Time***

- A 3% large volume discount is applied for projects of 90 days if the project consists of multiple individual task orders that are not covered under a Blanket Purchase Agreement, provided that the total word count reaches or exceeds 10,000 words in the 90-day period.
- A 5% large volume discount is applied for projects of 90 days to 1 year if the project consists of multiple individual task orders that are not covered under a Blanket Purchase Agreement, provided that the total word count reaches or exceeds 25,000 words in the specified period.

## **Rush Order Surcharges**

Standard delivery for translation is 2,500 words per translator per day, and 7,500 words per editor and reviewer per day. For orders exceeding the standard delivery terms, the following rush order surcharges apply:

- 25% for Rush above Standard Delivery, non-technical
- 35% for Rush above Standard Delivery, technical
- 35% for Rush within 2-5 business days above Standard Delivery, non-technical
- 45% for Rush within 2-5 business days above Standard Delivery, technical
- 50% for Rush within 24 hours, technical or non-technical

## **FREQUENTLY ASKED QUESTIONS**

### **How do I order translation service from CETRA?**

You can contact CETRA via phone (+215.635.7090), fax (+215.635.6610) or e-mail ([info@cetra.com](mailto:info@cetra.com)), 24 hours per day, 7 days a week.

### **How fast can you deliver the translation?**

Standard delivery for translation is 2,500 words per translator per day, and 7,500 words per editor and reviewer per day. For orders exceeding the standard delivery terms, rush order surcharges apply.

### **What is a Federal Supply Schedule?**

A Federal Supply Schedule, also known as a Multiple Award Schedule (MAS), is a listing of contractors that have been awarded a contract by GSA that can be used by all Federal agencies.

### **How does GSA award these contracts?**

GSA awards competitive contracts to those companies who give the same or better discounts than their best commercial customers, after it determines the prices to be fair and reasonable. The Federal Supply Schedule program mirrors commercial buying practices more than any other procurement process in Federal Government.

## How will I benefit from using this schedule?

You benefit from using this schedule by:

- Competition: All competition requirements have been met
- Hassle-Free Volume Purchase Prices: GSA negotiated the discounts for you
- Easy Payment Options: CETRA accepts the GSA SmartPay Card
- Flexible Purchasing Options: Blanket Purchase Agreements save you time and money
- No Commerce Business Daily (CBD) synopsis requirements: GSA has already issued the synopsis
- Schedule orders count toward small business goals
- Access to state-of-the-art technology and quality services

## What are the ordering procedures?

Federal Supply Schedule allows you to purchase commercial services without ever leaving your desk. When contacting CETRA, let us know that you are a Federal customer so that you can take the advantage of the schedule price. Be sure to cite the GSA Contract number on your ordering documents and when paying with the GSA SmartPay Card. Guidelines for ordering from schedules can be found in Federal Acquisition Regulation (FAR) 8.4 at <http://www.arnet.gov/far>. They are summarized below:

Under the \$2,500 Micro-Purchase Threshold

- Order from any schedule contractor of your choice

Over the \$2,500 Micro-Purchase Threshold

- Look at 3 price lists or "GSA Advantage™"
- Select the "Best Value"

## What is GSA Advantage™?

GSA Advantage™ is an electronic on-line ordering system for Federal employees. By using GSA Advantage™ you can do price reviews and comparisons as stated in FAR 8.404. Visit <http://pub.fss.gsa.gov> and click on the GSA Advantage™ logo.

GSA Advantage™ enables you to:

- Search for specific product information
- Review delivery options
- Purchase with the GSA SmartPay Card

## CUSTOMER INFORMATION

- 1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers: **382-1**
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer should show the range of the lowest price, and cite the areas to which the prices apply: **See Item 6 below**
2. Maximum Order: **\$1,000,000.00**
3. Minimum Order: **\$100.00**
4. Geographic Coverage (Delivery Area): **FOB Domestic Only**
5. Point(s) of production (city, county, and state or foreign country): **Same as Contractor**
6. Discount from list prices or statement of net price: **Government net prices (discounts already deducted).**
7. Quantity discounts: **Yes (see attached Price List for Discounts)**
8. Prompt payment terms: **2% 15 Days, Net 30 Days**
- 9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Contact Contractor**
10. Foreign items (list items by country of origin): **None**
- 11a. Time of Delivery: **Specified on the Task Order**
- 11b. Expedited Delivery: **Contact Contractor**
- 11c. Overnight and 2-day Delivery: **Contact Contractor**
- 11d. Urgent Requirements: **Contact Contractor**
12. F.O.B. Point(s): **Destination**
13. Ordering Address(es): **Same as Contractor**

14. Payment Address(es): *Same as Contractor*
15. Warranty Provision: *None*
16. Export Packing Charges: *N/A*
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): *Contact Contractor*
18. Terms and conditions of rental, maintenance, and repair (if applicable): *N/A*
19. Terms and conditions of installation (if applicable): *N/A*
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): *N/A*
- 20a. Terms and conditions for any other services (if applicable): *N/A*
21. List of service and distribution points (if applicable): *N/A*
22. List of participating dealers (if applicable): *N/A*
23. Preventive maintenance (if applicable): *N/A*
24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: *N/A*
25. Data Universal Numbering System (DUNS) number: *01-9797711*
26. Notification regarding registration in Central Contractor Registration (CCR) database: *Yes*
27. Uncompensated Overtime: *No*