



Enterprise Translation Services Sales Kit

Breaking Language Barriers at Enterprise Scale

For government agencies, providing **equitable language access** isn't just a best practice—it's a **legal and moral imperative**. Laws like Title VI of the Civil Rights Act mandate that individuals with Limited English Proficiency (LEP) can fully access vital government services and information.

However, many agencies struggle with outdated translation methods: slow manual processes, generic tools, or expensive, inconsistent external services. This leads to frustrating communication delays, increased compliance risks, and a fragmented experience for citizens.

The SnapApp Enterprise Translation Hub (ETH) solves these challenges head-on.

SnapApp ETH is a secure, cloud-based platform specifically designed to help public sector organizations translate high volumes of documents **efficiently, accurately, and cost-effectively**. Leveraging Google's neural machine translation (NMT) and large language models (LLMs), ETH enables agencies to translate citizen-facing documents, internal communications, and technical files across **135+ languages**. It also offers crucial features like glossary enforcement, metadata retention, and customizable approval workflows.

ETH is more than just automation; it's a powerful tool for **equity, compliance, and building public trust**. It empowers agencies to:

- **Meet Federal and State Mandates:** Easily comply with LEP guidelines by making critical content available in multiple languages.
- **Support Public Safety and Emergency Communication:** Rapidly translate urgent alerts and health guidance during crises to protect all communities.
- **Build Public Trust & Engagement:** Ensure residents understand their rights, responsibilities, and available services, fostering greater civic participation.
- **Reduce Operational Burden & Costs:** Automate translation workflows, cut reliance on expensive manual vendors, and minimize errors with integrated review tools and glossary consistency.
- **Handle Specialized, High-Stakes Documents with Confidence:** Translate complex legal, healthcare, education, and immigration materials while maintaining formatting integrity and leveraging vertical-specific AI models for accuracy and compliance.

Unlocking Equitable Access: The Power of Intelligent Translation in Public Service

The SnapApp Enterprise Translation Hub (ETH) is purpose-built to address specific translation and multi-language usage challenges within the agencies and enterprises catering to the US public sector. Leveraging Google's advanced neural machine translation (NMT) and large language models (LLMs), ETH enables government organizations to efficiently, accurately, and cost-effectively translate high volumes of critical documents across multiple languages.

Ultimately, SnapApp ETH is a citizen-focused solution designed to empower public sector agencies to truly serve all Americans. By automating and standardizing translation, ETH not

only helps agencies meet their legal obligations and reduce operational burdens but also significantly enhances public safety through rapid, multilingual emergency alerts, and fosters greater civic participation. It is a powerful tool for bridging language barriers, ensuring that vital information and services reach every community, thereby building trust and strengthening the fabric of government-citizen relationships across the nation.

Why This Matters for Your Business

Benefit	What It Means for Your Business
Ensure Broad Citizen Access & Trust	Reach Every Citizen: Translate documents into 135+ languages—including Indian dialects—to ensure inclusive communication and build public trust.
Boost Operational Efficiency	Save Time & Cut Costs: Speed up translations with batch processing and smart workflows—freeing staff time and reducing vendor reliance.
Maintain Accuracy & Consistency	Accurate, On-Brand Translations: Use AI with custom glossaries and optional human review for consistent, high-quality messaging—even in discipline specific content such as legal and medical.
Enhance Security & Control	Secure by Design: Control access with SSO, role-based permissions, and Built-in data sharing rules —keeping sensitive data protected.
Streamline Workflows & Oversight	Faster Approvals, Full Oversight: Default ready-to-use workflows and audit logs ensure smooth routing, efficient approvals, and full accountability.
Reduce Costs & Optimize Budget	Predictable Translation Costs: Say goodbye to budget surprises with transparent, page-based pricing and annual allocations that scale with need.
Simple to Use & Scalable	Easy to Use, Built to Scale: Minimal training required. The cloud platform supports 200+ users and grows with your agency—no IT burden.

Messaging for Customer Conversations

Use these talking points to position **Enterprise Translation Hub** to your clients:

Core Translation Functionality

- *With SnapApp ETH, you gain immediate access to AI-powered translation for over 135 languages, including complex, low-resource languages, at the click of a button. This is powered by Google's latest NMT and LLM technology, ensuring high quality.*
- *Crucially, our glossary support allows your agency to build and enforce custom terminology. This means your legal, medical, or technical documents are*

translated with the exact precision and consistency required for public service, avoiding misinterpretations.

- *You can translate entire documents, or just the content, and even process large batches of files from cloud storage, drastically speeding up your workflows.*
- *Our built-in language detection ensures content is automatically routed for the right translation, eliminating manual errors.*
- *Every translation action is fully auditable, providing a clear record for compliance.*

Document Handling

- *SnapApp ETH natively supports all common government document formats – Google Workspace, Microsoft Office, and Adobe PDFs. You simply drag and drop your files.*
- *Whether you have a single document or hundreds, our batch processing handles it effortlessly. We also support very large documents, over 100 pages, ensuring no information is left untranslated.*
- *A unique advantage is our ability to extract, translate, and reinsert document metadata, like accessibility tags. This ensures your translated documents remain fully accessible and discoverable.*

Customization & Configuration

- *You can brand the ETH interface with your agency's colors, fonts, and logo, providing a consistent and familiar experience for your internal users.*
- *While security roles are predefined for ease of deployment, you have full control over allocating users to these roles and setting up default translation queues. This ensures translations are routed to the right teams based on language expertise or departmental needs.*
- *We include comprehensive glossary management, allowing you to define and enforce specific terminology across all translations.*

Workflow & Review

- *Our side-by-side viewing allows human reviewers to easily compare the original and translated documents, making quality assurance highly efficient.*
- *For critical or high-stakes content, you can leverage post-editing capabilities for human review, ensuring the highest level of accuracy.*
- *An integrated approval workflow allows you to route translations to specific users or departments for review and final sign-off, ensuring content meets your agency's quality standards before publication.*

Security & Access Control

- *SnapApp ETH provides strong security features, controlling access to your documents and translation capabilities.*
- *We offer predefined roles (Admin, Supervisor, User) and a self-service capability to add users and assign them to these roles, simplifying user management.*
- *Crucially, we support Single Sign-On (SSO) integration using SAML, allowing seamless and secure authentication within your existing IT infrastructure.*

User Experience

- *ETH is designed for the business user. Its intuitive interface means your staff can start translating with minimal training, boosting productivity immediately.*
- *A simple search function allows users to quickly find and access translated documents, ensuring information is readily available.*
- *The responsive mobile design means users can access and manage translations even on the go.*

Platform & Technology

- *SnapApp ETH is a fully cloud-based, standalone service, eliminating the need for on-premise infrastructure and associated maintenance.*
- *It's highly scalable, supporting over 200 concurrent users, ready to grow with your agency's demands.*
- *For maximum control and data residency, ETH can be installed and configured directly within your agency's Google Cloud Platform (GCP) environment.*

Reporting & Analytics

- *SnapApp ETH includes a predefined reporting dashboard, giving you immediate insights into your translation usage.*
- *Comprehensive audit reports track every document throughout the translation process, from submission to final approval.*

Support & Maintenance / Pricing

- *Our annual support package includes a one-time installation service in your GCP project, ensuring a smooth setup.*
- *You'll receive one annual upgrade to keep your system current, along with prompt electronic support with a 4-hour response time via our support portal for any needs.*
- *The annual fee includes 10,000 translated pages, with a predictable per-page cost of \$0.50 after that, providing a clear and manageable budget for your translation needs.*
- *Comprehensive administration and end-user documentation are provided to empower your team.*

Tech Integration Highlights

Google Cloud Tool	ETH Leverage
SnapApp	Provides a responsive portal for citizens to complete timely submissions easily. Manages the business process workflow for reviews, approvals, and fraud detection.
Cloud Translation API	Provides programmatic text translation for up to 135 languages.

Sales Tools & Incentives

Resource	Link
Demo environment	
Partner Sales Card	
ETH One Pager	https://app.asana.com/0/home/1209773941074051/1210563737380390
Pitch Deck Slides	
Overview Demo Video	

Target Personas to Engage

Key Contact	Job Title	What They Care About	Questions
	Government Program Director (Budgetary & Strategic Focus)	Cost & Predictability: Avoiding unpredictable, high translation costs. Compliance & Risk: Meeting federal/state mandates (Title VI) to prevent legal issues and reputational damage. Control & Efficiency: Streamlining workflows, reducing admin burden, and gaining oversight. Scalability & Reliability: A robust system that handles high volumes and grows with needs. Public Trust: Fulfilling the agency's mission through inclusive communication.	How can I reduce our significant translation spend without compromising quality? Are we truly compliant with Title VI, and how do we prove it during an audit? Can this system integrate easily and not add more headaches for my IT team? Will this solution actually help us serve more citizens more effectively? Is this a long-term, scalable solution that won't require constant reinvestment?
	Operations Management/ Staff Supervisors (Team & Process Efficiency Focus)	Efficiency & Accuracy: Rapid, precise document processing. Ease of Training: Simple tools for high-turnover teams. Data Security: Protecting confidential citizen information. Auditability & Controls: Tracking and approving public-facing data. Staff Productivity: Empowering teams to work effectively.	How can I get documents translated faster without sacrificing accuracy? Is this system intuitive enough that my new hires can use it quickly? How does this solution ensure the sensitive data my team handles remains secure? Can I track who translated and approved what, and when? Will this actually make my team more productive, or just add another step?
	Staff (Daily Workflow & User Experience Focus)	Simplicity: A straightforward tool that works without technical expertise. Speed: Quick translations for timely citizen service. Reliability: Accurate translations they can trust.	Can I just get this document translated into Spanish with one click? How long will it take to get this form translated for my client waiting here? I'm not super tech-savvy; will this be easy for me to use?

Key Contact	Job Title	What They Care About	Questions
		Direct Impact: Effectively helping non-English speaking citizens.	Will this really help me communicate better with the people I serve every day? How do I know the translation is correct and won't cause issues?
	Citizen (End-User Focus)	Understanding Their Rights & Services: Being able to fully comprehend government information (forms, guides, laws, benefits) in their preferred language. Equal Access: Ensuring they have the same access to vital services and information as English speakers. Safety & Emergency Information: Receiving clear, timely, and understandable alerts during crises. Trust & Participation: Feeling included, valued, and empowered to engage with their government. Clarity & Accuracy: Getting precise information without mistranslations, especially for legal or health matters.	Can I get this form in my language so I know exactly what I'm signing? If there's an emergency, will I get the safety instructions in a language I understand quickly? How can I understand what my rights are or how to access these government benefits if everything is in English? Why is it so hard to get information from the government in my language? Will the government agency actually understand my needs if I can't speak English well? Is this document accurate? Can I trust what it says in my language? Can I participate in this public meeting or understand a public notice if I don't speak English?

Detailed Email Drafts for Sales Team Communication:

Email 1:

Subject Line: Ensure Language Access Compliance—Simplify Translation with SnapApp

Body:

Hi [Name],

Language access is no longer optional—it's a legal and operational necessity. Government agencies are expected to provide clear, timely information in multiple languages to ensure equitable access to services for all residents.

But managing document translations manually or with scattered vendors can be costly, time-consuming, and difficult to scale.

That's why agencies are turning to **SnapApp Enterprise Translation Hub**—an AI-powered platform built to help you meet compliance requirements while reducing operational strain.

With SnapApp ETH, you get:

- **Compliance at Scale** – Translate forms, notices, and instructions into 135+ languages while meeting public sector language access requirements.
- **Faster Turnaround** – Automate high-volume translation with batch uploads, custom glossaries, and structured approvals.
- **Lower Costs, Less Complexity** – Eliminate reliance on expensive external vendors with a predictable, page-based pricing model.

We're helping agencies modernize their communication workflows while saving time, money, and effort. Let's connect for a 15-minute walkthrough to explore how SnapApp ETH can support your team.

Best,

[Your Name]

Email 2:

Subject Line: Speak Every Language—Elevate Citizen Engagement with SnapApp ETH

Body:

Hi [Name],

When residents receive communications in their own language, it drives **trust, transparency, and participation**. But with limited resources, how do you scale inclusive, multilingual service delivery?

SnapApp Enterprise Translation Hub empowers your staff to deliver critical information in 135+ languages—**instantly and accurately**. Whether it's public health notices, legal aid materials, or program guides, ETH helps you keep citizens informed and engaged.

Here's how SnapApp ETH supports modern public sectors with:

- **Inclusive Communication** – Ensure every citizen can understand and act on government messages.
- **Fast, Easy Translation** – Upload a document and get a high-quality, fully formatted translation in minutes.
- **Empowered Staff** – An intuitive, web-based platform that requires little training—perfect for non-technical users.

Let's schedule a quick call this week to show you how SnapApp ETH can strengthen your agency's reach and impact.

Best,

[Your Name]

Email 3:

Subject Line: Secure, Scalable Translation—Powered by Google Cloud & SnapApp

Body:

Hi [Name],

If your agency handles sensitive documents—health, legal, immigration—you can't afford translation platforms that compromise on **security or control**.

SnapApp Enterprise Translation Hub, built on Google Cloud, delivers enterprise-grade document translation with **encryption, audit trails, and role-based access control** baked in. It's designed specifically for regulated, high-volume environments like yours.

With SnapApp ETH, you get:

- **Full Data Control** – Deploy within your GCP instance with SAML SSO and user role restrictions.
- **End-to-End Security** – From upload to approval, all data is encrypted and auditable.
- **Predictable Budgeting** – Scalable pricing with annual allocations and no surprise fees.

If you'd like to review the architecture or security documentation in more detail, I'd be happy to walk you through it on a short call.

Follow-Up Email 1: Value-Driven Reminder

Subject Line:

- Option 1: Re: Ensure Language Access Compliance—Simplify Translation with SnapApp
- Option 2: Still Exploring Translation Tools for Public Sector?

Body:

Hi [Name],

Just following up on my note about **SnapApp Enterprise Translation Hub**. With rising pressure to comply with language access laws and serve multilingual communities efficiently, more agencies are moving toward centralized, AI-powered translation.

SnapApp ETH helps you meet compliance goals while reducing manual work and saving on translation costs. It's quick to implement, intuitive for staff, and scalable for growing needs.

Would a short call this week work to explore how ETH could help your agency?

Best,

[Your Name]

Follow-Up Email 2: Benefit-Specific Inquiry

Subject Line: Quick Question: Still Facing [Pain Point—e.g., "Manual Document Translation Bottlenecks"]?

Body:

Hi [Name],

If [Pain Point, e.g., "translation delays or inconsistent quality"] is still a concern for your team, **SnapApp Enterprise Translation Hub** may be worth a closer look.

SnapApp ETH automates translations using AI models and configurable workflows while maintaining accuracy with custom glossaries and optional human review. It's secure, scalable, and already supports agencies like yours.

Would you be open to a 10-minute walkthrough to see how it works? I can tailor the demo based on your agency's most urgent needs.

Best,

[Your Name]

How to Engage with SnapApp

Demo Requests, Joint Calls & Support:

- Email:
- Website:
- Schedule: