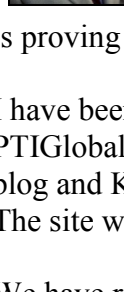


## What's Buzzing Around PTIGlobal



Our newly invigorated Sales and Marketing Department is focused on providing our clients with innovative solutions and the best customer service possible. We are actively seeking clients in the eLearning, gaming and engineering sectors. Industry veteran, Dawni Jacobs, joined the team in 2011 and her expertise in training and development is proving invaluable to our clients.

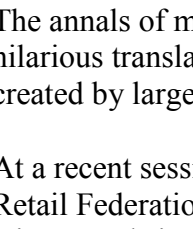
I have been working on a very exciting project, which is a total redesign of PTIGlobal's corporate website. The new site is easy to navigate and features a new blog and Knowledge Zone, with lots of helpful information for your next project. The site will be live by the end of Q3.

We have recently established a mutually beneficial partnership with Valerie Berset-Price, who is a consultant on international best business practices. Valerie is Swiss and has lived in Argentina and Chile, and worked all over the world. She brings incredible insights into how best to navigate the waters of global business. waters of global business. We look forward to working with her on many projects in the future. To find out more about what Valerie does, visit her website at: [www.valerie-antoinette.com](http://www.valerie-antoinette.com).

PTIGlobal will be presenting with GALA at the LAVACON Conference on Digital Media and Content Strategies in Portland, Oregon October 7-9. We will also be exhibiting at the ATA Annual Conference in San Diego, California October 24-27.

*Jeff Williams is the Director of Sales and Marketing at PTIGlobal*  
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## PTIGlobal Welcomes Gary Simmons as Manager of On-site Services



Gary was most recently the IT-QA Manager for the Las Vegas Sands Corporation at the Venetian and Palazzo hotels in Las Vegas Nevada. He held this position for four years and established a QA team that supported the hotels and casinos in Las Vegas, Singapore, and Macao.

Prior to this, Gary held Software QA Management and Technology Validation Engineering positions for 10 years with the Intel Corporation for 10. He built QA teams that interacted directly with various R&D groups to support many Intel products and applications.

During his career, Gary has also held positions at Vidom Systems, AT&T, IBM, and TRT Telecommunications. Gary also served in the US Navy. He and his wife, two daughters, and son enjoy cycling, running, scuba diving, and dogs.

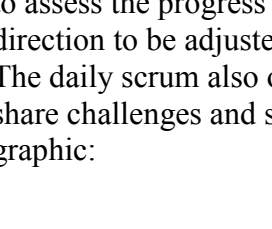
## International Branding Errors Cause Trouble

The annals of marketing campaigns are littered with offensive, often hilarious translations and branding efforts that have backfired – created by large companies that should know better.



At a recent session on “Taking your Brand Global,” at the National Retail Federation's annual Big Show in New York, executives from Disney and Jimmy Choo shoes made the point that you only get one chance to make a first impression. If you blow that, then you have a lot of damage control to do and you may never capture that market. [Read more](#)

## Taking Your Organization Global is More Than Just Translation



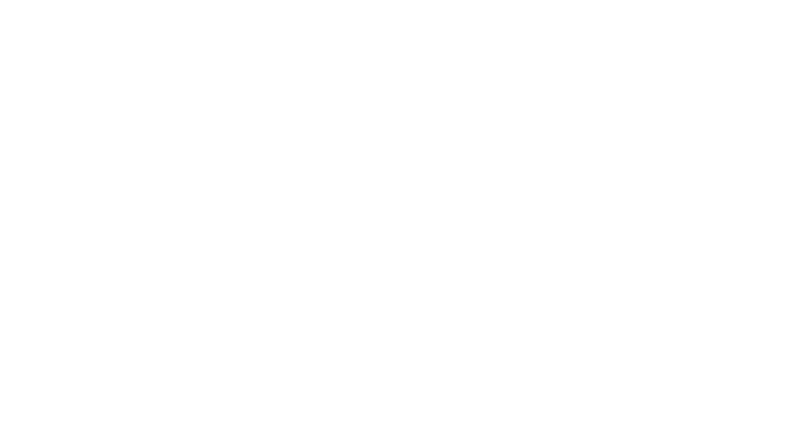
In today's global economy it is more imperative than ever before to make sound decisions based on research and best practices before taking your organization global. As the prospects for continued growth diminish in the United States and Europe, companies must look to other regions, such as the Middle East and China, for future growth, brand development, and profits.

Preparation, as well as the knowledge and acceptance needed to truly embrace another culture, is critical if you don't want to waste money or make your company and product look foolish. This means that not only do you have to professionally translate all your company's materials - from HR and marketing to the software that may drive your product - but you must also acquire the cultural awareness related to every aspect of your company's internal and external messaging. This messaging also includes your employees' behavior. [Read more](#)

## PTIGlobal Staff Participates in SCRUM Alliance

Recently, Manuela Saeger and Namfon Thasanon, QA testers at PTIGlobal, completed SCRUM training. This training represents the leading and fastest-growing segment of the Agile project management methodologies for project management. Namfon, or Maew as she is most widely known, says, “We have been applying this iterative and incremental agile software development methodology to support our current project. Since Agile principles and practices have been used widely in the software industry, we have good potential to support other future projects when the opportunity arises.” The name SCRUM comes from the game of Rugby, when all the players group together to get the ball moving.

The SCRUM approach increases speed and flexibility in the software development process and is able to produce productivity gains for development teams almost immediately. Projects are divided into “sprints,” which have a specified duration. At the end of each sprint, stakeholders and team members meet to assess the progress of a project and plan its next steps. This allows a project's direction to be adjusted or re-oriented based on completed work, not predictions. The daily scrum also occurs during the sprint, whereby team members meet to share challenges and successes. The SCRUM process is shown in the following graphic:



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