

# Found in translation

**Q&A**  
with  
**Elaine Green**

**WHEN** your customers include Intel, Nokia and Red Hat, it's hard not to be noticed.

Dimitris Glezos (*photo*), Indifex founder and the company's chief engineer, entered the technology field as a volunteer translator of a Linux-based operating system and invented

a better way to run it.

We found out why the prime minister, George Papandreou, identified Patra-based software developer Indifex as being at the forefront of technological innovation.

**Athens News: How do you think companies such as yours can help the**

**Greek economy at this time of crisis?**

Dimitris Glezos: A recession challenges us to do something which we instinctively avoid when things are going well - change. Indifex is a high-tech, high-growth innovative startup. Companies of this kind have certain characteristics which inherently facilitate change. They are innovators, bringing value by improving established processes.

**How did you start the company? And why focus on providing translation services with your Transifex software?**

I used to be a volunteer translator of a Linux computer operating system. I thought to myself, 'Hey, this can be done in a better way,' and soon developed software to manage

the whole translation process. My team and I used our own capital to start it.

**What made Transifex a success?**

Transifex was soon adopted by the open-source leader enterprise Red Hat and by a number of large open-source projects and companies. The market's desperate need for a modern, robust translation management service was evident. Less than six months after it was founded, we closed a deal with the computer-chip manufacturing giant, Intel, and started discussions with a number of investors.

**What is different about your software?**

It represents a small revolution in online publishing. It combines the automatic management of translatable content and the utilisation of a worldwide community of translators. We can create online publishing in multiple languages and make it, literally, a click away.

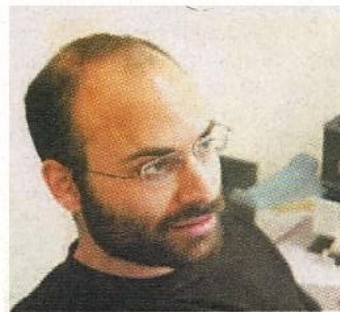
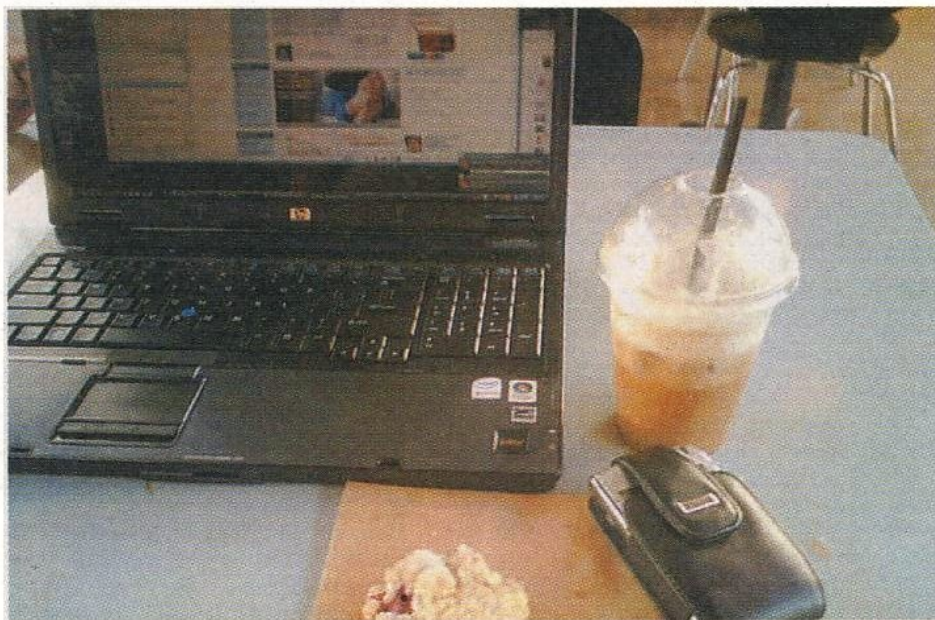
**How does it work?**

Transifex acts as an 'intermediate proxy' between the creators of the text and human translators. In this way it allows the translation of content which was either very expensive or impossible to translate

until now. Most importantly, Transifex can compliment traditional translation tools and professional translation services, offering the advantages of both.

**What is your technological goal?**

We aim to disrupt the way global publishing works. Our dream is to succeed in allowing millions more people read content and use computers in their native language.



## Currencies against the euro

Indicative spot rates on  
September 16

US dollar	1.308
Japanese yen	111.93
British pound	0.837
Swiss franc	1.323
Australian dollar	1.396
Canadian dollar	1.342
Swedish krona	9.446
Norwegian krona	7.955
Turkish lira	1.955
Russian rouble	40.587

Data compiled from European Central Bank

## **Interview to Athens News**

### **Original full answers by Dimitris Glezos**

#### **How do you think companies such as yourself can help the Greek economy at this time of crisis?**

To answer the question, I believe we first need to consider how we got here. While economic activity slowdowns have historically happened in an organic, 'moody' kind of way, their roots are well understood. During prosperity, the rate at which value is consumed tends to grow, but sometimes the rate at which value is created either stalls or even decreases. This leads to market suffocation, similarly to how an athlete slows down when he's out of breath. Activity, spending and investment all drop, and the market is inevitably led, to a downwards spiral.

Both in the micro level, like in the small internal ecosystem of a company, as well as in the macro level, like the a country's own market and economy, a recession challenges us to do something which we instinctively avoid when things are going well: Change.

Indifex is a high-tech, high-growth innovative startup. Companies of this kind have certain characteristics which inherently facilitate Change. They are innovators, bringing value by improving established processes. They are sprinters, with 'fast growth' engraved in their core business model. They are effective, and focus in niche markets allowing them to compete with established players. And most of these companies tend to be extrovert and social, often targeting an international market and acting as a catalyst for further change.

Companies like Indifex aim in creating value fast, efficiently and effectively. I believe such companies are key for a country like Greece at this time of crisis.

#### **How did you start the company? Why translation services?**

I used to be a volunteer translator of a Linux computer operating system. When elected as the translation coordinator, I had the chance to study how Fedora's one thousand translators worked together. I thought to myself "hey, this can be done in a better way", and soon developed a computer software to manage the whole translation process. I named the software 'Transifex', which is a play of latin word roots, translating to 'Translation Artisan'.

Transifex was soon adopted by the open-source leader enterprise Red Hat and by a number of large open-source projects and companies. The market's desperate need for a modern, robust translation management service was evident. The green light to turn Transifex into a profitable world-class product was signalled, so I soon founded Indifex to work on this. Less than 6 months later, we closed a deal with the computer chip manufacturer giant, Intel, and started discussions with a number of investors.

#### **I understand that Google were one of your sponsors - can you say more about this grant?**

Google runs an annual program and awards grants for the development of open-source projects, with more than 6000 applications every year. Transifex received three grants from Google, summing to almost one man-year of research and development time of the core competitive features of our product.

## **What is different about your software as opposed to others on the market?**

Transifex represents a small revolution in online publishing. Our goal is to make online publishing in multiple languages, literally, a click away.

Transifex combines in a unique way the automatic management of translatable content and the utilization of a world-wide community of translators. Transifex acts as an 'intermediate proxy' between the creators of the text and human translators. This way, it allows the translation of content which was either very expensive or impossible to translate until now.

Contrary to traditional translation offices, Transifex sports an large online community at its main website, [www.transifex.net](http://www.transifex.net), which allows for translations to happen cheaper, faster and from a native language speaker. In addition, we've developed Transifex in a way which allows translation to happen at the same time the content is written, achieving shorter translation turnaround times.

But probably most importantly, Transifex can work complimentary to traditional translation tools and professional translations, offering the advantages of both methods.

## **What is your company revenue - are you in profit mode yet, if so how much? If not when do you expect to turn profitable?**

Indifex was founded using own capitals 1.5 years ago. By focusing on niche market positioning and high-tech consulting services, we succeeded in turning profitable in 6 months' time. We'd be happy to discuss specific figures directly with potential investors.

## **Which other companies do you work with? Red Hat etc was menioned.**

Some of our enterprise customers include Intel, Nokia and the Linux Foundation, and with Red Hat we're official partners. Other companies we're working with include Mozilla (creators of the popular Firefox web browser), Creative Commons (the non-profit organization behind the popular open content licenses) and tens of companies behind the almost 1000 software being translated on Transifex.net.

## **What are your strategic plans? Have you been approached by investors for a strategic stake? Up to what size of stake would you be willing to sell?**

Our ultimate goal is to disrupt the way global publishing works. In heart, we dream to succeed in allowing millions more people read content and use computers in their native language.

We deeply believe that, to achieve this, our team should be complimented with more talents. We need people experienced in closing 7-figure enterprise deals, successful entrepreneurs who know what it takes to lead a successful startup, and investors providing the necessary fuel to push the next gear in the gearbox.

We have had discussions with both Greek and international investors in the past, including a few with Venture Capitalists, some of which lead to real offers. We chose to go with self-funding for the R&D phase of the first version of our product, a decision I know today was the right one. Having said this, I believe Indifex is ready for a Round A investment, which will greatly accelerate our market penetration and product monetization.