



bytelevel / *research*

Web Globalization

Research and Consulting

About Us

Of the 1.2 billion people now using the Internet, fewer than 27% are native-English speakers. By 2010, that figure will drop to less than 25%. Which is why the leading global companies now support an average of 20 languages on their Web sites, a number that is sure to increase in the years ahead.

But successful Web globalization requires more than translation. Companies need new tools, skillsets, workflow, and employees who understand the unique challenges and opportunities of developing and supporting global content.

That's where Byte Level Research fits in.

Since 2000, Byte Level has been at the forefront of helping companies embrace Web globalization and develop best-of-breed Web sites.

We pioneered the practice of global gateway design, and we were the first firm to begin benchmarking global Web sites across all industries. Over the years, we have studied thousands of Web sites and interviewed many of the executives who manage these sites.

We've learned what makes a global Web site truly successful, and we share this information through reports, newsletters, and benchmark services. Our goal is to help marketing and Web teams create Web sites that truly speak to the world, across languages and borders.

Products and Services

Byte Level Research helps clients improve their global Web sites in three principal ways:

Training Services

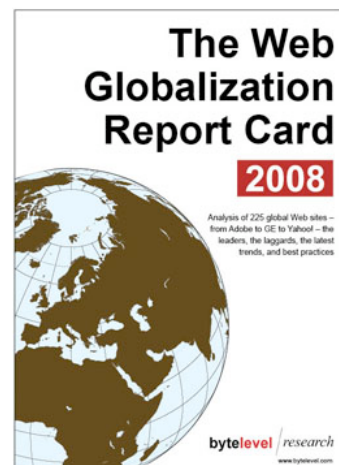
Byte Level Research helps Web and marketing teams better understand the challenges and opportunities of Web globalization. Over the years, we have conducted workshops on a wide array of topics, including content management, writing for a global audience, and global design.

Consulting Services

Byte Level provides clients with objective analyses of their Web sites based on years of evaluating global Web sites across all major industries.

Reports

In 2002, Byte Level Research published the first public “benchmark” analysis of global Web sites. Since then, we have published reports focusing on all aspects of the Web globalization process – from global navigation to our best-selling *Web Globalization Report Card*.



About John Yunker

Byte Level founder John Yunker has consulted with more than one-third of the Fortune 100 companies, providing Web globalization training and benchmark services



In 2002, John authored the first book devoted to Web globalization, *Beyond Borders: Web Globalization Strategies*. Widely acclaimed, the book is used in a number of university and corporate training programs and by most of the Fortune 500.

John has published a number of landmark reports on Web globalization, including:

- *The Web Globalization Report Card (2003-08)*
- *The Art of the Global Gateway*

John speaks widely at industry events, including *Internet Retailer*, the *IQPC Web Globalization Conference*, and the *Information Architecture Summit*. He has been quoted on his expertise in Internet strategies in publications such as *The New York Times*, *The Wall Street Journal*, *Internet Retailer*, and *Multilingual Computing*

John has a bachelor's degree in journalism from the University of Missouri and a master's degree from the Boston University College of Communication. He has additional training in programming and Web development from New York University and Harvard University. He is also a 2008 Fellow of the Society for New Communications Research (www.sncr.org).

Our Clients

Over the years, Byte Level Research has studied the Web sites of hundreds of multinational companies and interviewed the executives who manage these sites. Here are some of the companies to which we've provided Web globalization reports and consulting:

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| ➤ Amazon | www.amazon.com |
| ➤ Autodesk | www.autodesk.com |
| ➤ British Telecom | www.bt.com |
| ➤ Caterpillar | www.cat.com |
| ➤ Deloitte | www.deloitte.com |
| ➤ Dow Corning | www.dowcorning.com |
| ➤ FedEx | www.fedex.com |
| ➤ Google | www.google.com |
| ➤ Intel | www.intel.com |
| ➤ John Deere | www.deere.com |
| ➤ McKinsey and Co. | www.mckinsey.com |
| ➤ Microsoft | www.microsoft.com |
| ➤ Monster.com | www.monster.com |
| ➤ Panasonic | www.panasonic.com |
| ➤ Philips | www.philips.com |
| ➤ SAP | www.sap.com |
| ➤ Seagate | www.seagate.com |
| ➤ Siemens | www.siemens.com |
| ➤ Sony | www.sony.com |
| ➤ Starbucks | www.starbucks.com |
| ➤ Sun | www.sun.com |
| ➤ Toshiba | www.toshiba.com |
| ➤ Voice of America | www.voanews.gov |
| ➤ Volvo Group | www.volvo.com |
| ➤ Wal-Mart | www.walmart.com |
| ➤ The World Bank | www.worldbank.org |

Corporate Information

Byte Level Research is a privately owned company headquartered in San Diego, California. The company was founded in 2000 by John Yunker and Midge Raymond.

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