



## Building the Enterprise Infrastructure for Arabic Communication



For governments and enterprises operating across Arabic and global markets, language is not an auxiliary service. It is a core operating function, shaping how policies are communicated, how institutions engage citizens, how regulated information is disclosed, and how organizations scale across borders. In Arabic-speaking contexts, the stakes are even higher. Dialect variation, cultural nuance, and terminology governance intersect with regulatory oversight, public trust, and national identity.

Tarjama& is an Arabic-first enterprise language infrastructure company, enabling governments and large organizations to operate, govern, and scale multilingual communication through a single, secure, AI-enabled delivery system. By combining proprietary platforms with expert human delivery, Tarjama& transforms language from a fragmented service into a governed, enterprise-grade capability, designed for quality, speed, and institutional control.



# Why Arabic Communication Is an Enterprise Problem

Arabic localization is fundamentally different from most global language challenges. It is not simply a matter of translation accuracy. Enterprises and governments must manage:

- Significant dialect variation alongside Modern Standard Arabic,
- Cultural and contextual sensitivity across audiences,
- Strict terminology consistency in legal, financial, and public communications,
- and heightened expectations around confidentiality, accountability, and auditability.

At the same time, content volumes have expanded dramatically. Digital government services, large-scale national programs, global events, e-commerce platforms, and always-on media operations generate multilingual content at a pace that traditional translation workflows cannot sustainably support.

Historically, organizations addressed this through fragmented vendor chains, multiple agencies, freelancers, tools, and internal processes stitched together manually. The result has often been long handoffs, inconsistent quality, limited visibility into progress and cost, and difficulty enforcing standards at scale. For regulated and public-sector environments, these shortcomings are not merely inefficient; they introduce operational and reputational risk.

Tarjama& was founded in response to this structural gap: the absence of a governed, scalable system for Arabic communication that could meet enterprise and government requirements without sacrificing speed or quality.



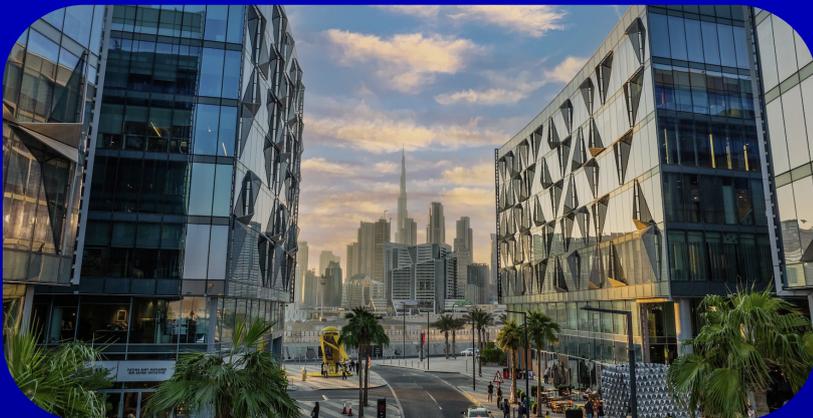
# From Fragmented Vendors to a Governed System

A defining strategic choice in Tarjama&'s evolution was to move away from the traditional language-services vendor model. Rather than competing solely on execution capacity, the company reframed the problem itself.

Enterprises do not need more translators. They need control: visibility into workflows, enforceable quality standards, secure handling of sensitive content, and the ability to scale output without multiplying operational complexity.

Tarjama& addressed this by building a platform-led ecosystem that allows organizations to manage all language activity, translation, localization, transcription, interpretation, content services, through a unified, governed system. This shift replaced transactional engagements with repeatable workflows and turned language delivery into an operational function that can be measured, audited, and optimized over time.

For governments and large enterprises, this approach aligns language operations with how other mission-critical functions are managed: through systems, policies, and accountability rather than ad hoc coordination.



# The Tarjama& Platform: Language as Infrastructure

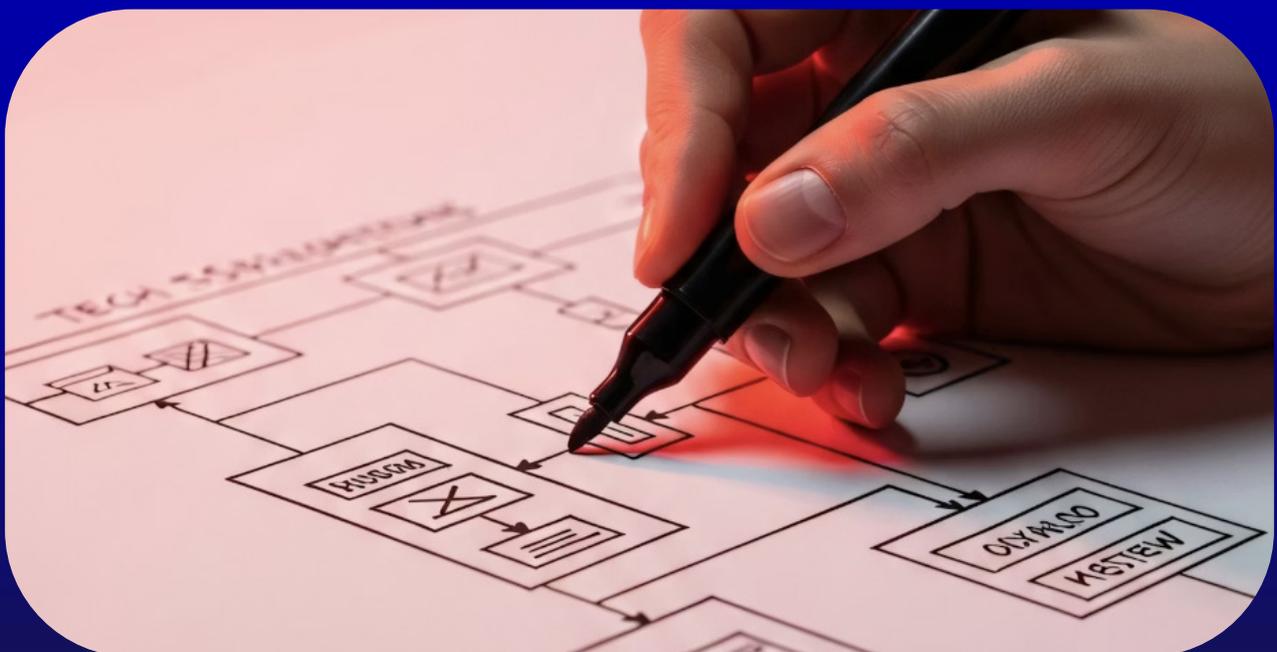
Tarjama&'s platform ecosystem is designed to treat language as infrastructure rather than a collection of tools or services.

At a high level, the system provides:

- a single-entry point for ordering and oversight,
- workflow automation across diverse content types and services,
- built-in quality assurance, terminology control, and review gates,
- and reporting that gives stakeholders real-time visibility into progress, performance, and spending.

Core components include an Arabic-centric translation management system, a client governance portal, machine translation and API services, transcription and media workflows, and a connected expert marketplace. These components are integrated so that internal teams, expert reviewers, and AI-assisted processes operate within a shared framework rather than in isolation.

This infrastructure enables organizations to scale output while maintaining consistency, security, and accountability, which is particularly important for large programs that span departments, languages, and markets.



# Trust, Compliance, and Enterprise Readiness

Trust is central to Tarjama&’s role as an enterprise and government partner. The company operates under ISO/IEC 27001:2022 certification, reflecting a comprehensive information security management system. Its controls include data classification by sensitivity, encryption during storage and transmission, least-privilege access, continuous monitoring, and formal incident response procedures. GDPR-aligned operating controls further support work with international organizations.

For regulated and public-sector clients, Tarjama& applies stricter access and segregation policies, vendor security assessments, and governance mechanisms aligned with institutional requirements. Confidential client content remains the property of the client under contractual terms, and any use of data for model improvement is governed by explicit approvals.

These measures enable Tarjama& to operate in environments where security, auditability, and continuity are prerequisites, not differentiators.



## Impact at Scale: What This Enables in Practice

Tarjama&’s system-level approach has translated into measurable scale and continuity across sectors.

The company reports:

- 700+ retained clients with 98% customer retention,
- 20+ billion words processed,
- support for 100+ language pairs and 22 Arabic dialects,
- operations across 8 markets, including Saudi Arabia and Doha,
- and a global expert capacity of 35,000+ subject-matter specialists.

These capabilities underpin a wide range of high-profile programs. Tarjama& supported the G20 Riyadh Summit with real-time interpretation and multilingual services. It has enabled scalable localization strategies for major e-commerce platforms such as Noon, accelerating time-to-market while maintaining quality and consistency. Government ministries and cultural institutions rely on Tarjama& for bilingual documentation and specialist support on strategic initiatives.

One of the most illustrative examples is the Abu Dhabi Translation Hub, where Tarjama& is implementing a unified system serving over 60 entities. By centralizing workflows under a single governed platform, the initiative standardizes quality, reporting, and oversight across government bodies, demonstrating how language infrastructure can support institutional efficiency at scale.

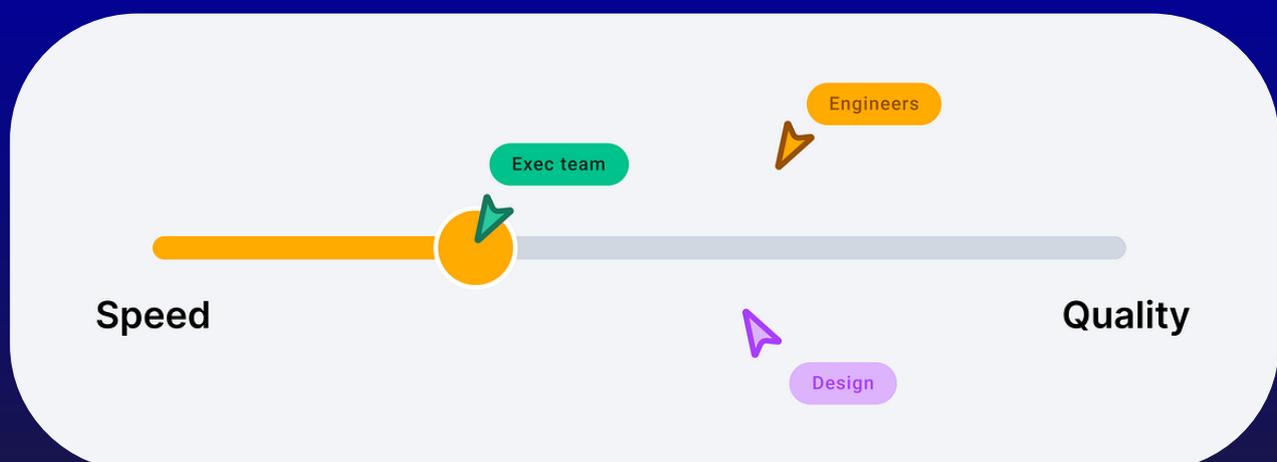
## AI Where It Matters, and Nowhere It Shouldn't

Artificial intelligence plays a significant but deliberately governed role in Tarjama&'s operating model.

AI is used to increase throughput, reduce manual coordination, and improve consistency through terminology and workflow automation. Machine translation portals, APIs, and transcription workflows support high-volume use cases where speed and efficiency are critical.

Equally important is what Tarjama& does not automate. Sensitive, regulated, or high-impact content flows through a human-in-the-loop model, where expert linguists review outputs for accuracy, tone, and domain correctness. Automated checks are combined with human QA, escalation paths, and feedback loops that continuously strengthen terminology and future consistency.

This balance allows Tarjama& to deliver measurable gains in speed and cost efficiency while preserving accountability, nuance, and trust, key requirements for enterprise and government adoption.



# Talent as a Strategic Asset

A distinguishing feature of Tarjama&'s model is its approach to expert capacity.

The company maintains a global network of 35,000+ subject-matter experts, covering regulated and technical domains where generic language skills are insufficient. Structured sourcing through its marketplace and internal operations enables capacity to scale on demand, while standardized QA processes and reviewer escalation maintain consistency across programs.

This expert layer is not peripheral; it is integral to Tarjama&'s ability to support legal, financial, healthcare, and public-sector content where accuracy and accountability are paramount. Diversity and inclusiveness are embedded through multi-market sourcing and culturally aware delivery practices aligned with Arabic nuance.



## Enterprise Economics and Operating Model

Tarjama&'s commercial model reflects its dual role as a platform provider and managed services partner.

Revenue streams include managed language services, platform and workflow solutions, usage-based AI services, specialized staffing and content programs, and custom enterprise deployments. Pricing is structured through enterprise MSAs with SLAs and volume commitments, subscriptions or licensing for platform capabilities, and usage-based pricing for APIs and high-volume workloads.

This flexibility allows Tarjama& to align commercial terms with how clients operate, whether through ongoing programs, platform adoption, or large transformation initiatives, while maintaining continuity and predictability for both parties.



## Scaling Arabic for the World

While deeply rooted in the GCC, Tarjama&'s ambitions extend beyond the region. The company competes internationally by leaning into its Arabic specialization, enterprise governance capabilities, and platform-led delivery model rather than attempting to replicate generic global approaches.

As organizations outside MENA engage with Arabic-speaking markets, Tarjama&'s combination of linguistic depth, operational discipline, and scalable infrastructure positions it as a partner of choice. Expansion is supported through partner channels, enterprise integrations, and secure deployment patterns aligned with local regulatory requirements.

The roadmap emphasizes Arabic-first AI evolution, deeper domain adaptation, agentic workflows, sovereign and enterprise-grade deployments, and enhanced speech and media localization, strengthening Arabic's role as a first-class language in global enterprise systems.

## Leadership Perspective

A pivotal decision in Tarjama&'s journey was the move beyond a traditional vendor model toward a platform-led ecosystem. This allowed clients to adopt a governed system, ordering, workflow, QA, reporting, and AI enablement, rather than assembling fragmented solutions.

The company's leadership underscores that sustainable advantage in Arabic language technology comes from combining linguistic nuance with operational discipline: governance, quality assurance, security, and workflow integration. Model performance alone is not sufficient.

This philosophy defines Tarjama&'s role today: enabling institutions to communicate, govern, and operate confidently across Arabic and global markets through infrastructure built for scale, trust, and continuity.