Pity the poor Translation Project Manager!

- Content often not very “translatable”
- External, often very remote, resources
- Complex Translation tools
- Multiple formats, lack of standards
- Consistent quality very difficult to verify
- Intellectual work which is difficult to automate
- Cost and time pressures
- Supply base can be financially weak
- Translation has no visibility on CxO level
# The Translation Supply Chain

<table>
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<th>Multinational Enterprises</th>
<th>Translation Departments</th>
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<td>• Manage Project</td>
<td>• Manage Project</td>
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<td>• Contract Work</td>
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<td>• Proof Quality</td>
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<tr>
<td>• Provide Funds</td>
<td>• Proof Quality</td>
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- Requires collaboration of heterogeneous groups
- Fragmented: geographically, in process, technology, media, know-how, and so on
- Lack of standards
**Multinational Enterprises**

- **Create:**
  - Content in different formats and in different places

- **Want:**
  - Time, cost, quality

- **But:**
  - Generally have little knowledge about the translation process
  - Not interested in tools
  - Or additional head count!

- **Need:**
  - To automate procurement
  - Manage multilingual content

- **Prefer:**
  - A “throw-over-the-wall” process
Content Flow in Multinational Enterprises
Translation Departments

- Create and maintain linguistic assets
- Manage translation projects
- Sometimes do critical translation work in-house
- Evaluate and contract service providers
- Perform quality assurance (where they can)
- Select and support translation tools
- Process only parts of the enterprise’s translation load
- Little influence on content creation
- Pushed to do more with less

Carry enterprise’s multilingual efforts, but their work is not always very visible
- **Service Providers**

- Do mainly project management
- Need to sustain a global organization like a huge audit or law firm with a fraction of their hourly rates

- Have to:
  - Be compatible with their client’s tools
  - Provide time, cost, quality

- Provide intellectual work, but paid by the word

- Difficult to:
  - Sell on value
  - Scale business model
Professional Translators

- Freelancers or small translation companies all over the globe
- Get their work from Service Providers and maybe a few direct clients
- Subject matter specialists
- Use translation tools
- Have to perform all kinds of non-standardized production tasks
Is Technology the Solution for this Supply Chain?

We say **YES!** But:

- **Software has to be based on the same platform**
  - Linguistic assets are created through the value chain
  - Word counts, for example, should be 100% consistent
- **Solutions must scale up to Enterprise needs, but also down to the freelancer’s desktop**
- **Production steps need to be standardized and supported by customizable Workflow systems**
- **Solutions must:**
  - Integrate into corporate IT (ERP, CMS, etc.)
  - Flexible and customizable (APIs)
Solution Building Blocks

The Language Platform

Processes

Multilingual Content Management
- Multilingual Content Mgmt
- Terminology Mgmt

Localization Management
- Globalization Management System (GMS)
- Workflow Mgmt

Translation Production
- ‘Corporate’ Translation Tools
- ‘Service Provider’ Translation Tools

Multinational Enterprises

Enterprise Translation Departments
- Terminology Mgmt

Translation Service Providers
- Terminology Mgmt

Professional Translators
- Translation Tools
The Language Platform

- Common language processing building blocks
- Ensures consistent sentence segmentation, tokenization, word counting, stemming, and other natural language processing
- Provides fuzzy matching algorithms and basic translation memory technology
- Supplies filters and SGML/XML parsing
- Provides a standard DTD for all tagged and DTP/WP formats
- Exposes its functionality through an API

A solution can only fully support the translation supply chain if all of its components are built on the same platform
Translation Production Software

- Translation memory supporting both database and reference file approach
- Terminology recognition and extraction
- Translation editors integrated into standard applications such as Word, PowerPoint, Excel, etc
- Alignment program
- Quality Assurance tools
- File management
- Links to Globalization Management System (GMS) and workflow

Ergonomic UI and rich feature set mandatory to ensure broad installed base
Workflow Management

- Fully (user) customizable workflow
  - Graphical workflow editor
  - Definition of own activities (human or automatic)
  - Execution of workflow distributed over the value-chain

- Role based user management

- Project and file management
  - Customizable datasets (accounting, specifications, instructions, etc.)
  - Progress tracking
  - Distributed databases
  - Interface to other systems (ERP, HR, etc.) Through API and XML business documents

- XML-based development
  - Worldwide collaboration through browser based clients
  - Scales down to the freelancer and up to large corporations and organizations
Terminology Management

- Multilingual knowledge management
- Indispensable for high quality translations but also content creation
- XML based for easy data modeling and exchange
- Needs to support a distributed work model
- Enterprise wide distribution of information through intranet or even worldwide through the internet
- Same client software for freelancer glossaries and large corporation’s term bases
Global Content Management

- Links / Connects to:
  - Enterprise’s file systems and databases
  - Content management systems

- Automatically:
  - Detects changes in source material
  - Creates projects in the GMS
  - Places translated content into a dedicated location
  - Applies business rules

Functions as the bridge between content and the translation process
Globalization Management System

Based on a scalable central translation memory GMS provides:

- Access to translation technology and resources for translation consumer
- Web interface which hides complexity of the translation process
- Aggregation of all an enterprise’s translation work
- A standard workflow to channel all translation work
- Automated procurement process by interfacing with ERP
- Standard way for service providers to obtain translation contracts
- Links into different content sources such as file systems, databases, CMS, DMS, etc

GMS overcomes the fragmentation of the enterprise translation process
Translation Supply Chain Solution
- TRADOS translation supply chain solution implemented at a leading IT equipment manufacturer
- Used to localize over 900 web sites
- Brought word price down from $.45 to $.25
- Adds potentially up to $100m to their bottom line over the next 5 years!
Questions & Answers

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