Terminology Life Cycle Management

Increasing Company-Wide Terminology Collaboration
Who we are

- Translation, Terminology and Authoring tools
- Major technology partnerships
- Sister of eurocom Translation Services, Vienna
- Software extending SDL products:
  - quickTerm
  - globalReview
  - smartQuery
  - expertTools
Why Terminology – Communication?

- Clear
- Precise
- Unambiguous
  - Synonyms
  - Homonyms

„Heat treated aluminum hand bender“
Why Terminology - ROI?

- Clients, Markets
  - Reduced Transaction Costs
  - Internal Processes
  - Legal Implications
- Partners, Suppliers

Why Terminology
- ROI?

• Complaints
• Support
• Brand value
• Company image
• Penalties

• Delays
• Misunderstandings
• Wrong deliveries

• Misunderstandings, friction, efficiency
• Knowledge management
• Training
• Frustration

• Delays
• Patent and trademark issues
• Liability
• Defense costs
Terminology Processes

- **„Organic approach“**
  - Typically several initiatives already exist
  - Terminology-systems coexist

- **„Grand approach“**
  - Enterprise-wide, cross-disciplinary,
  - Centralized, steering committees, regulative body
  - End-to-end workflow (from creation to controlled use)

*) Terms stolen from Ronan Martin, SAS
Terminology Processes Today

- Collaboration
- Participation
- Acceptance

WHO WE ARE | WHY TERMINOLOGY | TERMINOLOGY PROCESSES | HOW TO ENGAGE | WORKFLOWS AND STRUCTURE | PEOPLE AND ROLES | KEEP IT ALIVE | CONCLUSION
Life-Cycle Management: Our Vision

- Sustainable terminology process
- Collaboration and acceptance
- Fun and useful!
The Big Questions

- How can we engage people?
- How can we structure the workflow?
- How can we keep it alive?
The Big Questions

- How can we engage people?
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Engage!

- Crowdsourcing @ Facebook
  - 100,000 words, 70 languages
  - FR translated by 4,000 users in 24 hours – voluntarily (*)

- WHY?
  - Cause-driven
  - Product-driven
  - Community-driven

Engage!

- Terminology is part of the product or cause
- Build a community and
- Self-market terminology
  - Frequent news
  - Articles
  - Attractive online offerings (Term Quiz, Term of the Week)
  - Live Chat...
Engage!

- Build a forum for people and subject matter experts to:
  - Contribute
  - Voice their opinions
  - Participate
  - Give feedback
  - Vote
Example: Teaminology at HP

- Source: LCR September 2012 welocalize, HP
Examples: Term-Edutainment

Term Quiz at Austria’s Central Bank

Termbase of the University of Vienna

Termbase of Kapsch TrafficCom, Vienna

STEOP

The introductory and orientation period (STEOP) allows students to gain an insight into their degree programme during their first semester.

The German abbreviation STEOP is used in English texts too. The full form Studienbeginn- und Orientierungsphase is translated as introductory and orientation period in English.

Idiom of the Week

EN: Go out on a limb
DE: Sich aus dem Fenster lehnen

Oktober-Quiz

Wie möchten Sie jemanden auf Englisch „ablehnen“?

- Get well soon!
- Stop being sick!
- Bless you!
- Many happy returns!

Term or Idiom of the Week
Examples: Online Collaboration

Task list and commands in quickTerm Web

Termbase development statistics
(Key performance indicators)

Liked entries

Collaboration via quickTerm Mobile

End-User Options
The Big Questions

- How can we engage people?
- How can we structure the workflow?
- How can we keep it alive?
Structure

Workflows

People (Roles)

Need -> Request

Feedback

Change

Use

Extend / Translate

Approve

Discuss & Vote

Check & Prepare

Approve

Feedback

Change

Use

Extend / Translate
Workflows

Term request

Research and terminology work in German and English

Approval in terminology group
Workflows (examples)

quickTerm Web
for all XXX employees via intranet

quickTerm Client
Multiterm Client
Excelling MT
for terminologist

quickTerm Client
for approvers in R&D,
Marketing and
Service

Term requests, feedback on terms

Term requests, feedbacks, approvals

Search for terms

Termbase
Is synchronized with the translation service provider

Client XXX

eurocom
Translation Services

Reviewers
(XXX subsidiaries)
Translators

source-language
terminology

'translation'

approval

synchronization

MultiTerm server XXX
MultiTerm server eurocom

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Workflows (examples)
Workflow steps

Must Have
- Term request
- Feedback
- Approval & Signoff
- „Translation“ / Approval
- Monitoring
- „Chat“ Communication

Nice to have
- Change request
- Translation request
- Contribution, definition
- Notification
- Delegation
- Automation
People / Roles

- **Terminologists**
- **Translators**
- **Subject Matter Experts**
- **Approvers**
- **Users**

- Decreasing
  - Terminology know-how
  - Usage intensity

- Different
  - Kinds of access
  - Intentions
  - Feature sets
Terminologist = Moderator

- Power-User
- Traditional terminology tools
- Workflow control
- Metrics, KPI
- Versioning
Translators

- Have or can be taught terminology skills
- CAT/TENT with term recognition
- Translation workflows, Feedback
- Translator queries as term candidates
Subject Matter Experts

- Experts in their field and language
- NOT „terminology“ experts
- Office environment (client or browser)
- Simple access
- No overkill
- Pamper them!
**Approvers**

- Infrequent users
- Not terminologists
- No time
- -> Fast and mobile
- Quality vs. frequency
End User

- Power users
  - Authoring tools
- Occasional users
  - Integrated solution
  - Web, Intranet, Mobile
  - Clear and fast
  - Alternative searching?
- Social elements
  - Lure into termbase
Multilingual Workflow

- No 1:1 equivalence
- Not suited for CAT / TENT / Excel
- Translator needs complete editing environment
- Integration into TM / process?
The Big Questions

- How can we engage people?
- How can we structure the workflow?
- How can we keep it alive?
Keeping it alive

- Find more anchor persons per „division“
- Make it a company process
- Establish interdisciplinary term meetings
- Review and adapt workflows, structures, data models
- Train and empower people
- Constantly market the termbase
- Track and show key performance indicators
- Measure and communicate your success!
Good luck!

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Give it a try: testserver.kaleidoscope.at/quickTerm