SDLGlobalWare in 20 Questions

This third tools feature focuses on SDLGlobalWare, a set of translation technology tools developed by SDL International.

1 – Product Information

1. Please provide a short description of your product and/or service.

SDLGlobalWare is a suite of products that meets the diverse multilingual communication needs of global enterprises. The suite's standalone solutions include the *SDLWebFlow* multilingual content management system, the *Enterprise Translation Server* real-time translation server, and the *SDLX* Translation Memory tool.

SDLWebFlow

SDLWebFlow provides the infrastructure, workflow processes, and linguistic tools that enable an organization to automate and synchronize their Web content in multiple languages. *SDLWebFlow* can be purchased as a standalone system with Translation Memory and can also be integrated with real-time translation delivered through the *Enterprise Translation Server.*

SDLWebFlow is the first multilingual content management system to offer an optional integration of real-time translation. The unique combination of real-time translation with Translation Memory efficiently supports multilingual applications such as corporate Web sites, intranets, extranets, and portals.

Enterprise Translation Server

A real-time translation system, the *Enterprise Translation Server* produces draft-quality translations that provide a "gist" or general meaning of foreign-language text. Capable of translating more than 3 million words per hour, the *Enterprise Translation Server* can be used to generate on-the-fly translations of any text-based content, such as e-mail, instant messages, presentations, documents and Web pages, critical to facilitating instantaneous communications among a global workforce. Companies can also take advantage of *the Enterprise Translation Server's* speed to provide their customers with on-demand translations of content that would otherwise be impractical to translate.

The *Enterprise Translation Server* translates from one language into another without relying on human translators. Its linguistically sophisticated machine translation technology, comprehensive dictionaries, and collection of linguistic rules produce translations in real-time. The *Enterprise Translation Server* interprets the structure of sentences in the source language, and generates a translation based on the rules of the target language. The process involves breaking down complex and varying sentence structures, identifying parts of speech, resolving ambiguities, and synthesizing the information into the components and structure of the new language.

With the dictionary editing tools included with the server for select languages, translation administrators can easily create and update topic-specific dictionaries, in which they can control vocabulary and define translation rules, e.g., specifying words or phrases that should not be translated. This flexible feature ensures that corporate brands and terminology unique to a company and/or industry are properly treated by the system.

SDLX

SDLX is a Computer Aided Translation (CAT) tool that can be used by translation professionals—whether freelance or localization agencies and global corporations—to increase their efficiency and productivity. By leveraging a stored database of previously translated phrases and terms (known as Translation Memory), *SDLX* enables translators to instantly generate first-pass translations of any text. The re-use of Translation Memory typically saves up to 40 percent of translation volume over time, leading to as much as 40 percent savings in cost.

SDLX breaks text down into translatable content that is stored in Translation Memory. As documents are processed through *SDLX*, repeated content is translated automatically using the existing Translation Memory. By integrating the *Enterprise Translation* Server, translators can obtain instant first-pass translations of text not found in Translation Memory, further increasing productivity and reducing costs.

From any workstation, junior as well as experienced translators can easily begin translating using the suite of tools for alignment, editing, analysis, etc. without the need to open separate applications during the translation process. SDLX also provides Wizards for common tasks such as project import and export, file analysis, and document conversion.

2. What are the most appropriate applications for your product? Who are the targeted users?

SDLGlobalWare enterprise solutions enable multinational corporations to implement a globalized e-business communications infrastructure, from Web sites, intranets and extranets to e-mail and instant messaging.

Web sites, intranets, extranets

SDLWebFlow ensures that a corporation's Web content is consistent across languages and cultures. *SDLWebFlow* streamlines the process of updating and managing multilingual content by providing a customized workflow and tools to automate the detection of changes to Web content. *SDLWebFlow* prepares content for translation, leverages previously translated content, manages the workflow of translation resources, and publishes the multilingual content directly to the site. The workflow engine defines customizable rules and profiles that dictate how specific content is routed.

The integration of the *Enterprise Translation Server* supplements any Web site, intranet or extranet by generating real-time translations of content that can be accessed but does not require time-consuming, human-quality translating. For example, global corporations can provide real-time translation on a central intranet, where international employees can obtain instant translations of corporate, product, competitive, and marketing information.

E-businesses can also choose to "translate-enable" their Web site, offering visitors the ability to generate on-demand translations of any Web page.

E-mail and Instant Messaging

The *Enterprise Translation Server* can be integrated into standard e-mail and instant messaging applications including Microsoft Exchange and Outlook and Lotus Notes and Sametime, as well as other workgroup collaboration systems to enable international colleagues, vendors and partners to communicate in real-time although they do not speak the same language.

The *Enterprise Translation Server* can also be integrated into a Customer Relationship Management (CRM) application allowing real-time cross-language international customer support via e-mail, instant messaging, document viewing, and extranets. Real-time translation can also be integrated into other e-business systems such as knowledge management, ERP, and workflow.

II - Product Components

3. Please check which components are part of your technology

Component	Y/N
Translation Memory?	Yes
Software UI Localization?	No
Translation Workflow Management?	Yes
Terminology Management?	Yes
Machine Translation?	Yes
Web Content Change Detection?	Yes
Multilingual Content Management?	Yes

4. Does your product include a Translation Memory Engine?

Both *SDLX* and *SDLWebFlow* include a Translation Memory (TM) engine that uses standard database technology. The TM engine supports fuzzy matching, bi-directional and multi-byte text (for example, Arabic, Hebrew and all Asian languages). Each TM can consist of one or more language pairs such as English to French, French to Chinese, and Greek to Arabic.

5. Does your product have collaboration features for translator teams and/or publishers and localization service providers?

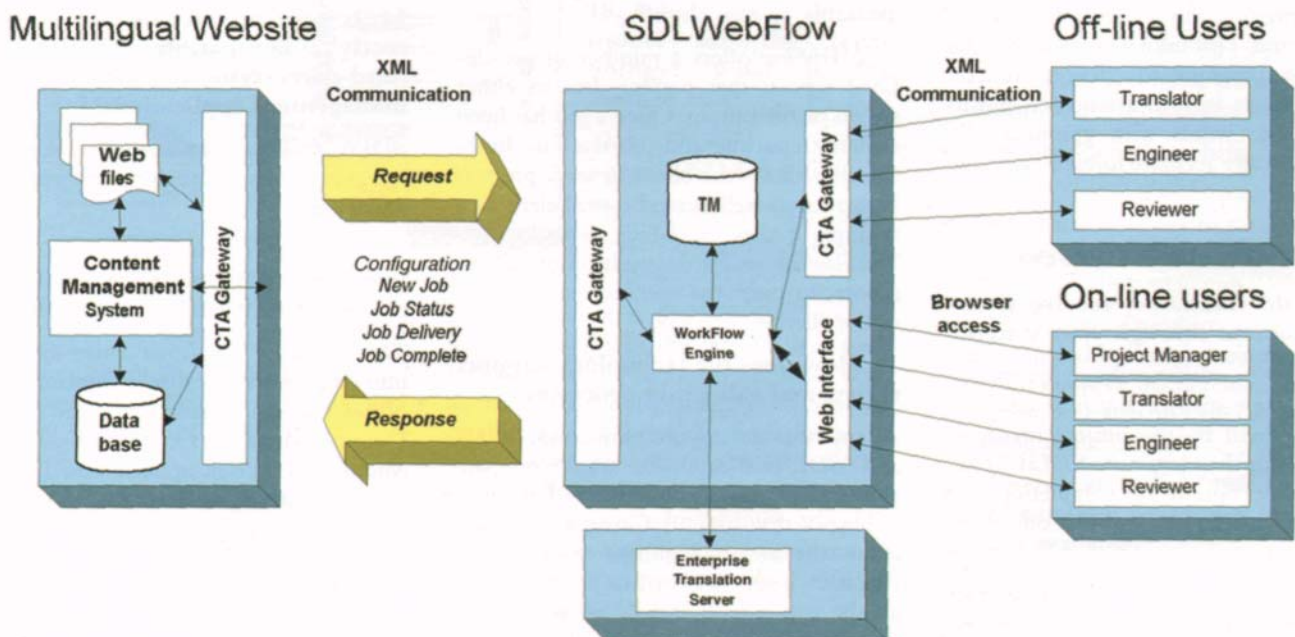Both *SDLX* and *SDLWebFlow* offer users TM collaborative capabilities such as:

(a) **Multi-user TM access.** Each TM engine solution provides the ability for the TM to be shared between users. This allows the users to get maximum leverage from their own work and also that of other translators in their team.
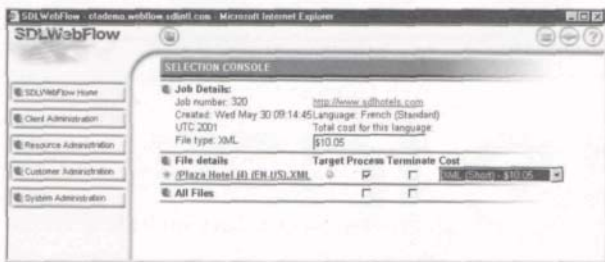
(b) **Multi-user terminology access.** The terminology database can be shared between translators. This enables the translators to use consistent terminology throughout the project.

(c) **Segment locking.** Each translatable segment in a document can be locked. This allows locking of exact matches from the TM for example.

(d) **Frequently Occurring Units.** TM allows the export of all the frequent segments from a project. This allows these segments to be translated first, ensuring the consistency of the translation throughout the project.

6. Does your product have a terminology management component?

SDLTermBase, a concept-oriented terminology management system, is available with *SDLX*. The database is fully customizable, allowing the user to add as many text and attribute fields to the database as necessary. The terminology database is fully integrated with the rest of the software, allowing users to add terminology to the database as they translate. The terminology database can be shared between users.

The *Enterprise Translation Server* includes a dictionary management program, which allows users to create, edit and sequence dictionaries to maximize the accuracy of translation output. Each dictionary entry contains detailed grammatical and syntactical information about a source word and a target word. This information allows the translation program to identify exactly how words are used in a sentence and to replace those words with grammatically and syntactically accurate foreign-language equivalents.

III - Translation Process

7. How do translators receive translatable content through your system?

SDLWebFlow notifies the appropriate translator via e-mail of any new tasks assigned to them by the project manager. The translator then logs onto SDLWebFlow and has the option of completing the translation online or working offline in *SDLX*.

SDLX uses the OpenTag format to extract translatable text from various file types. These OpenTag files are then imported into a proprietary file format called Inter-

mediate Translation Document (ITD). The ITD holds both the source and the translation segments for the file. The translator receives the ITD file and works on the documents using a translation-oriented editor and returns the final translation.

8. Does your product automate the translation/localization workflow?

SDLWebFlow contains a highly customized and automated workflow. Each language and content type is setup with one or more independent workflow rules and profiles, permitting wide flexibility when assigning human resources. When content is modified, it is transferred to *SDLWebFlow* using the Content Transfer API. *SDLWebFlow* then generates and sends notification and translation pricing to the client's Web localization representative via e-mail. The project manager reviews the content and determines what requires localization and into which languages.

Once a job has been created, it enters the client's pre-defined workflow, which then routes the job to the appropriate resource via an e-mail alert. The resource logs on to SDLWebFlow using a Web browser and completes the assigned task. This process continues until each resource in the defined workflow has completed their assigned task. The localized content is then made available for retrieval using the Content Transfer API.

9. What level of translation job status tracking and job management is available to the client?

SDLWebFlow offers a number of pre-defined reports that present data to either screen or file output. Once a job has been created, reporting and job tracking functionality allows the client to track projects in process as well as send e-mail alerts to a resource if they are falling behind. *SDLWebFlow* allows for the creation of custom reports to meet the specific requirements of the client.

10. How does the technology support review and validation processes?

At any time during the translation, *SDLX* and *SDLWebFlow* offer translators the ability to generate finished files. For those file types that support formatting, SDLX allows the user to highlight the segments that have been translated or changed. This allows easy identification of these segments, making the review and validation process much easier.

11. How does the technology support translation of frequently updated (Web) content?

SDLGlobalWare enterprise solutions support the translation of frequently updated Web content by automating the translation workflow process, leveraging previously translated content, and providing instant first-pass translations of new text. Integrating multilingual content management, real-time translation and Translation Memory into a dynamic online initiative reduces the time and cost needed to deliver frequent updates of multilingual Web content.

12. Can "translation jobs" be created?

Yes, a translation job is created through *SDLWebFlow* once the client localization representative has determined that content changes to the site need localization.

IV - Technical Specification

13. Which file types and content type are supported?

SDLWebFlow can offer localization workflow for any content type and offers Translation Memory for the following formats: HTML, ASP, JSP, XML, GIF, JPEG, VBScript, and Java Script.

SDLX supports DOC, RTF, MIF, HTML, ASP, JSP, XML, SGML, RC (Program Resources), Text, Code files (VC++, VB etc.), Delimited files (CSV, tab-delimited, etc.), PowerPoint.

The *Enterprise Translation Server* supports TXT, RTF, HTML, SGML, and DOC files.

14. Is your product directly or indirectly compatible with any third-party systems such as content management applications?

SDLGlobalWare solutions are designed to integrate into various global enterprise architectures.

SDLWebFlow is compatible with Vignette, InterWoven, MediaSurface, and other proprietary content management systems.

The *Enterprise Translation Server* integrates into the products that comprise Lotus Notes, Lotus Sametime and Lotus Domino, Microsoft Office 2000 as well as Microsoft Outlook applications. The *Enterprise Translation Server* is also easily integrated into Web sites, intranets, extranets and portals. The *Enterprise Translation Server* provides a documented application programming interface (API) that allows any application or system to become a client of the translation server.

The *SDLX* API allows for third party developers to integrate *SDLX* functionality into their own applications. *SDLX* supports the industry standard Translation Memory Exchange (TMX), making translation memories easily portable between products. *SDLX* is also fully compatible with Microsoft Windows 2000, Microsoft Office 2000, and XML/SGML.

15. What language types are supported: single-byte, double-byte, bi-di? Is the technology Unicode compliant?

SDLWebFlow and *SDLX* support 147 languages bi-directionally including multi-byte languages such as Chinese, Japanese, Hebrew and Arabic. All text is held internally in Unicode.

The *Enterprise Translation Server* delivers real-time translations in 20 language directions including Chinese, Japanese, and Russian and the major western European languages.

16. On what platforms does the system run; on what platform is it administered?

SDLWebFlow runs on a Windows NT 4 Server. The system is accessed via a Web browser.
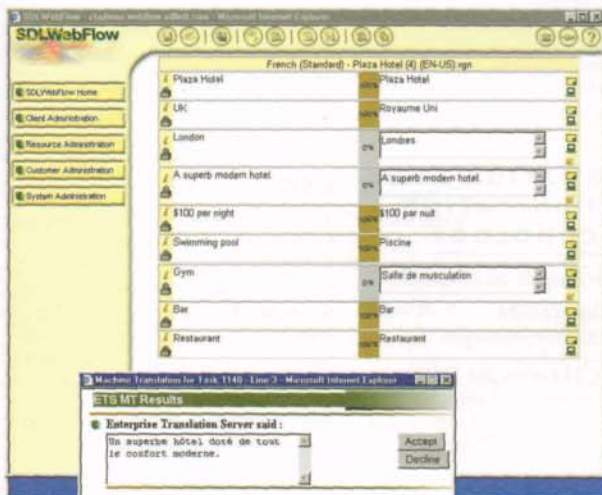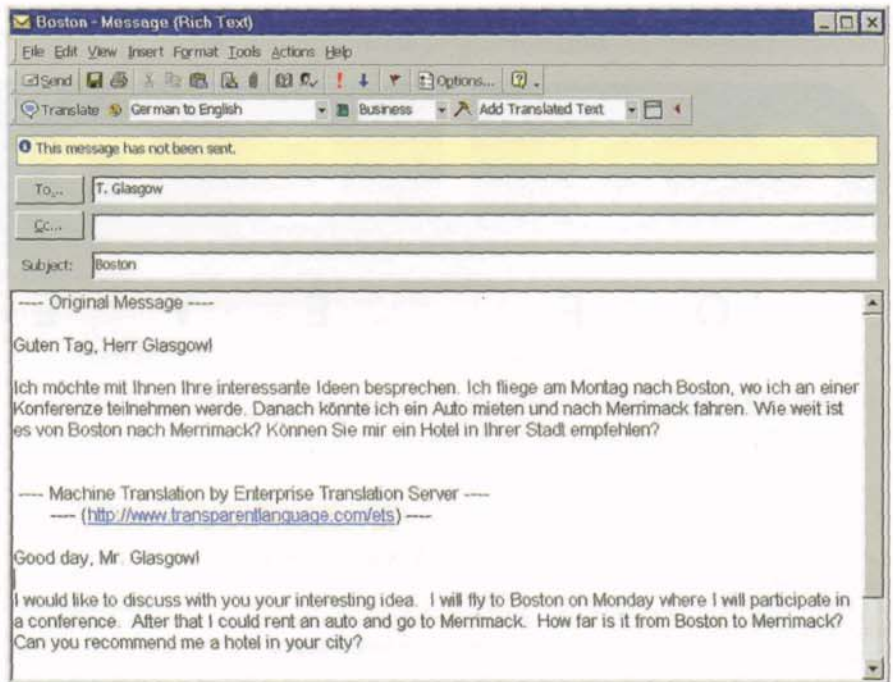

The *Enterprise Translation Server* runs on a Windows NT/200 server over a TCP/IP networking environment.

SDLX runs on all Windows 32-bit operating systems including Windows 95, 98, ME, 2000, Windows NT 3.51, 4.

V – Implementation

17. How long are average implementation times?

The *SDLWebFlow* standard installation and set-up is approximately five days (actual time may vary). Training is estimated at five days (actual time may vary).

The *Enterprise Translation Server* standard configuration is approximately one week. Custom configurations typically include a pilot program that can run from one to six months.

The implementation of *SDLX* varies depending on the user's understanding of the technology. Users with Translation Memory experience typically need only one day while novice users may require a week.

18. What is the pricing model for the technology? What is the average cost?

The *SDLWebFlow* starting price is USD $50,000.

The *Enterprise Translation Server* starting price is USD $25,000.

SDLX Standard is $129.00 and provides translators with all the features and tools necessary for the translation process. With its integrated editing suite, *SDLX Standard* can be used without the need for additional word processing software. *SDLX Professional* is designed for translators and project managers who require an additional analysis tool for project preparation and estimation and a batch file translation tool for multiple files and is priced at $349.00.

19. What other products/services are offered in conjunction to the technology?

In addition to its enterprise solutions, *SDLGlobalWare* also offers a range of language tools to meet the diverse multilingual communication needs of individuals, small businesses, translators and localizers, including *Transcend, EasyTranslator, HelpQA, HtmlQA* and *ToolProof*.

SDL International offers a complete range of globalization services, including:

- Translation provided by more than 2,000 in-house and freelance translators.
- Consulting on globalization issues.
- Engineering and testing to prepare source code and other technical specifications for localization.
- Web development to help clients create global Web sites.
- Project management to ensure fluid processes in planning and executing on globalization strategies.
- Localization of products and materials, including user interfaces, online support, documentation, training manuals and sales and marketing information.

20. Where can more information on the technology be found? Is a demo version available?

Additional information on SDLGlobalWare can be found on the SDL International Website at www.sdlintl.com.