TRADOS

Scalable Language Technology

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■ 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

Multinational Enterprises	Translation Departments	Service Providers	Professional Translators
•Create Content •Contract Work •Proof Quality •Provide Funds	•Manage Project •Translate •Contract Work •Proof Quality	•Manage Project •Translate •Contract Work •Proof Quality	•Translate

- **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
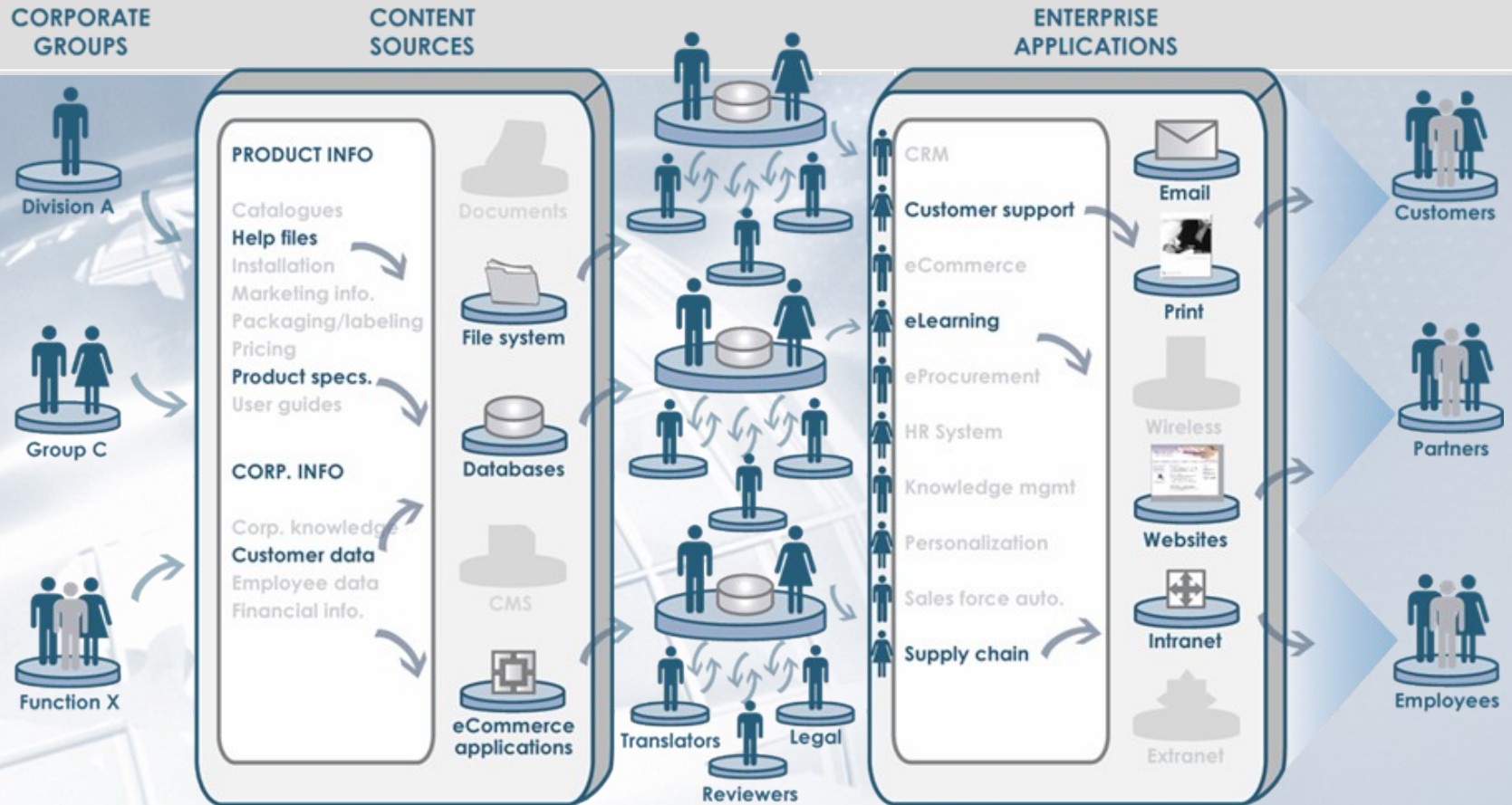 - Or additional head count!
- **Need:**
  - To automate procurement
  - Manage multilingual content
- **Prefer:**
  - A "throw-over-the-wall" process

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**
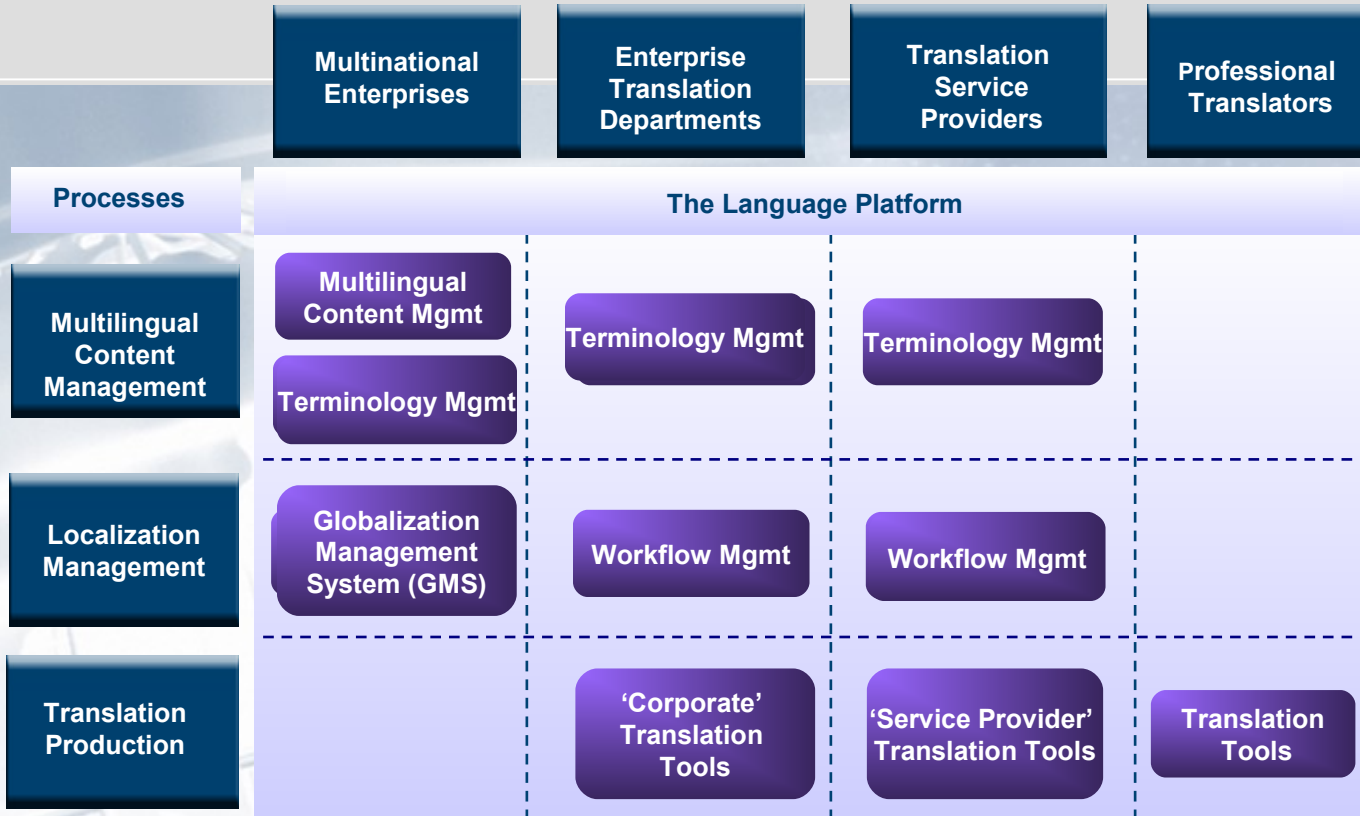- **Have to perform all kinds of non-standardized production tasks**

■ 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

Processes	Multinational Enterprises	Enterprise Translation Departments	Translation Service Providers	Professional Translators
The Language Platform				
Multilingual Content Management	Multilingual Content Mgmt / Terminology Mgmt	Terminology Mgmt	Terminology Mgmt	
Localization Management	Globalization Management System (GMS)	Workflow Mgmt	Workflow Mgmt	
Translation Production		'Corporate' Translation Tools	'Service Provider' Translation Tools	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
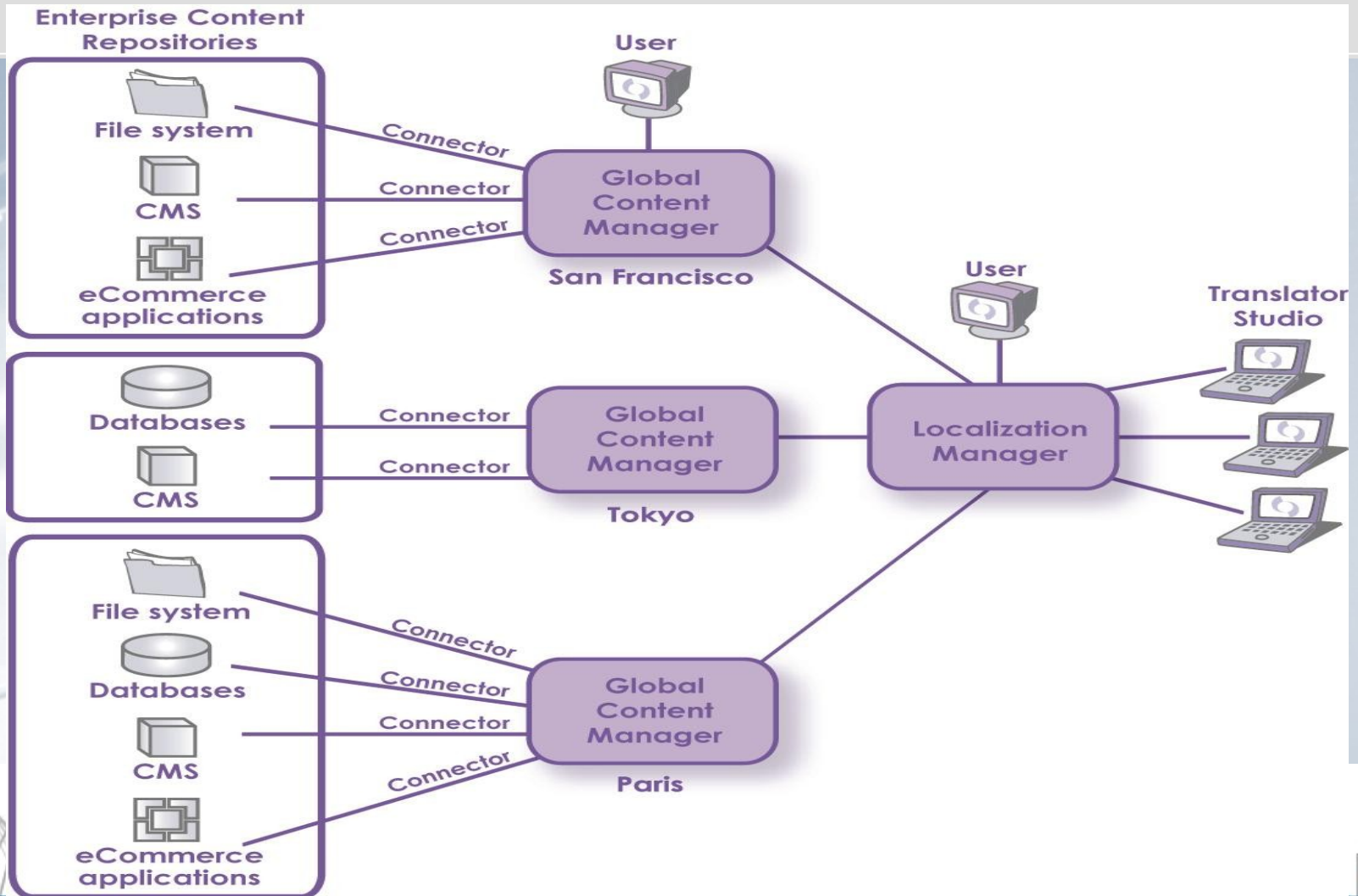
Nice Vision. And the Reality?

- **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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