Content Management
&
Translation Management

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Business Consulting

SDL TRADOS Technologies

@ 1. European RedDot User Conference
London/Stansted

- **SDL TRADOS Technologies**

- Some Terminology: e.g. Global Information Management (GIM)

- What is Translation Management

- Link between Content & Translation Management

- A short "live" example

- **SDL TRADOS Technologies** is a division of **SDL international**

- Headquarter: Maidenhead (UK)
- London Stock Exchange: 'SDL'

- Former German company **TRADOS** was acquired in 2005
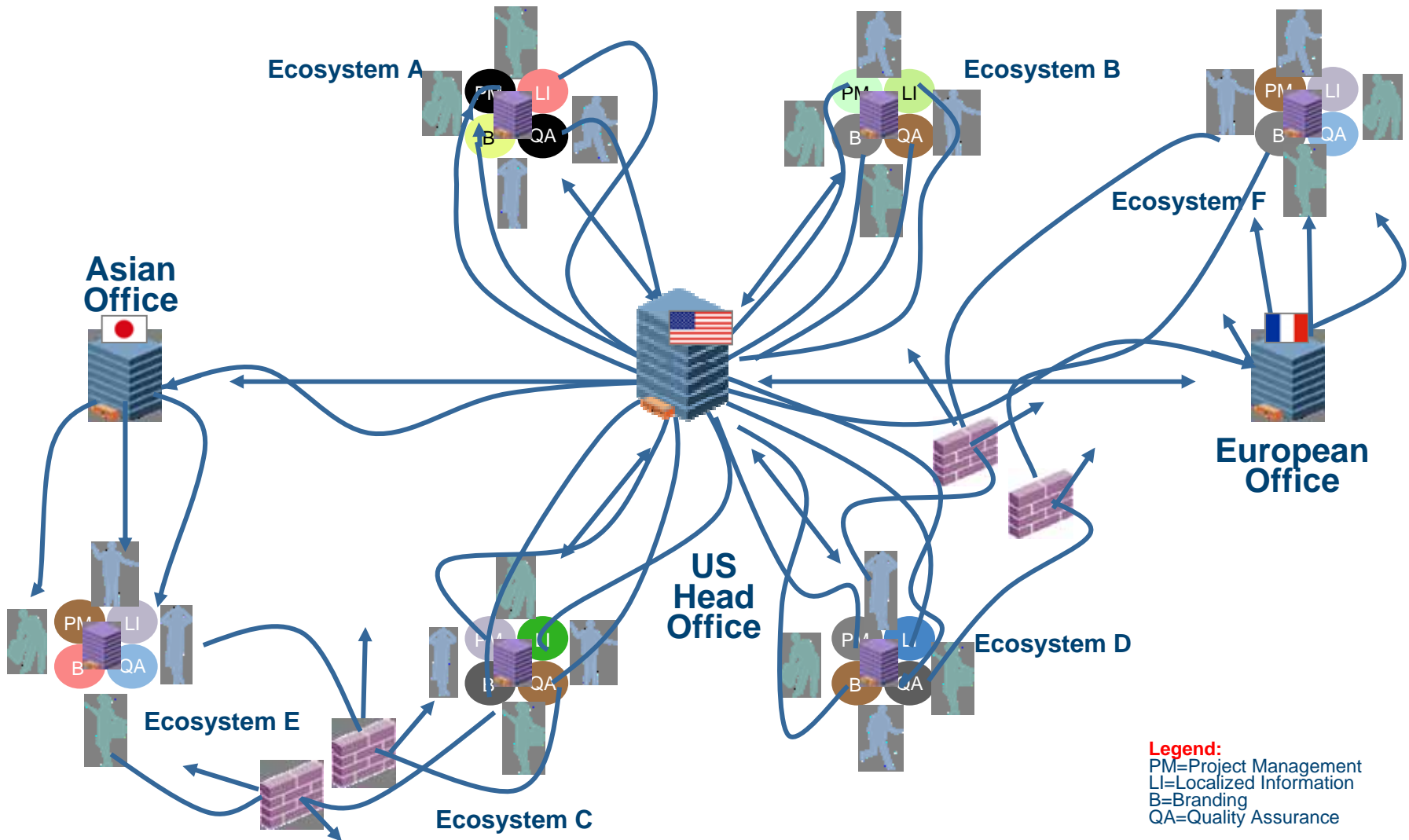
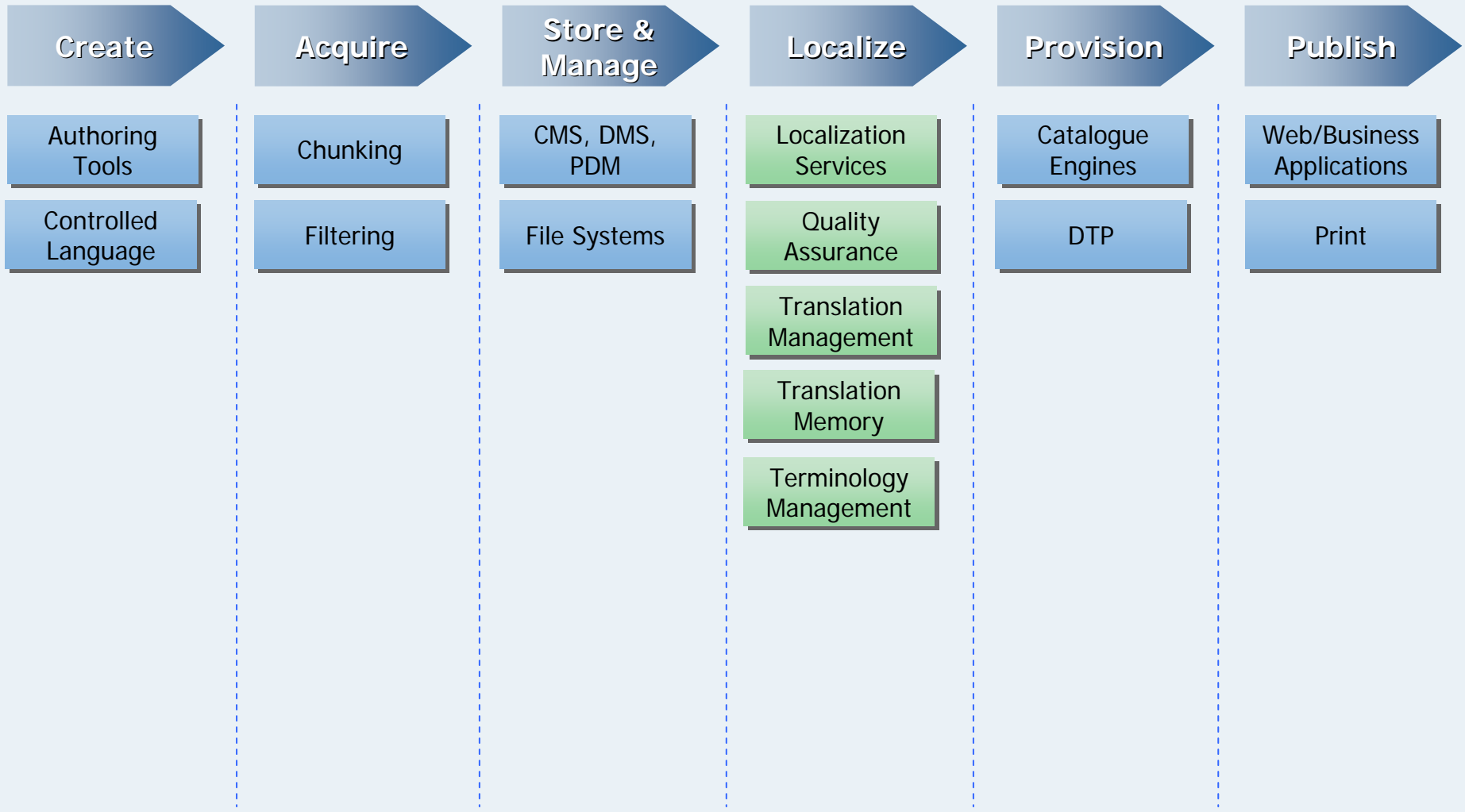 ➔ SDL TRADOS Technologies

Accelerating Global Content Delivery

Accelerating Global Content Delivery

- **50 offices across the world**
- **More than 130,000 licenses in the market**
- **Over 130 Enterprise solution installed**
- **Most consistently profitable translation solutions company**
- **Generated $billions of revenue opportunities for our customers**

- SDL TRADOS Technologies
- Global Information Management (GIM)
- What is Translation Management
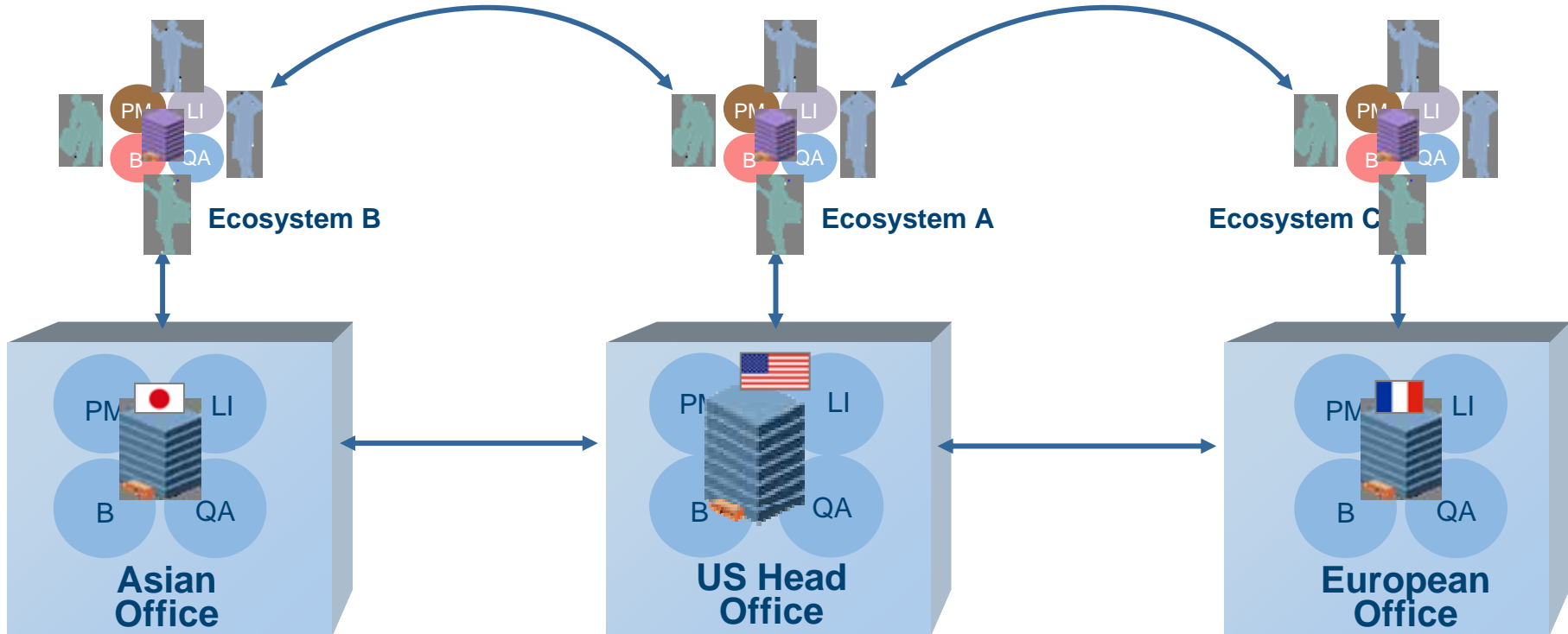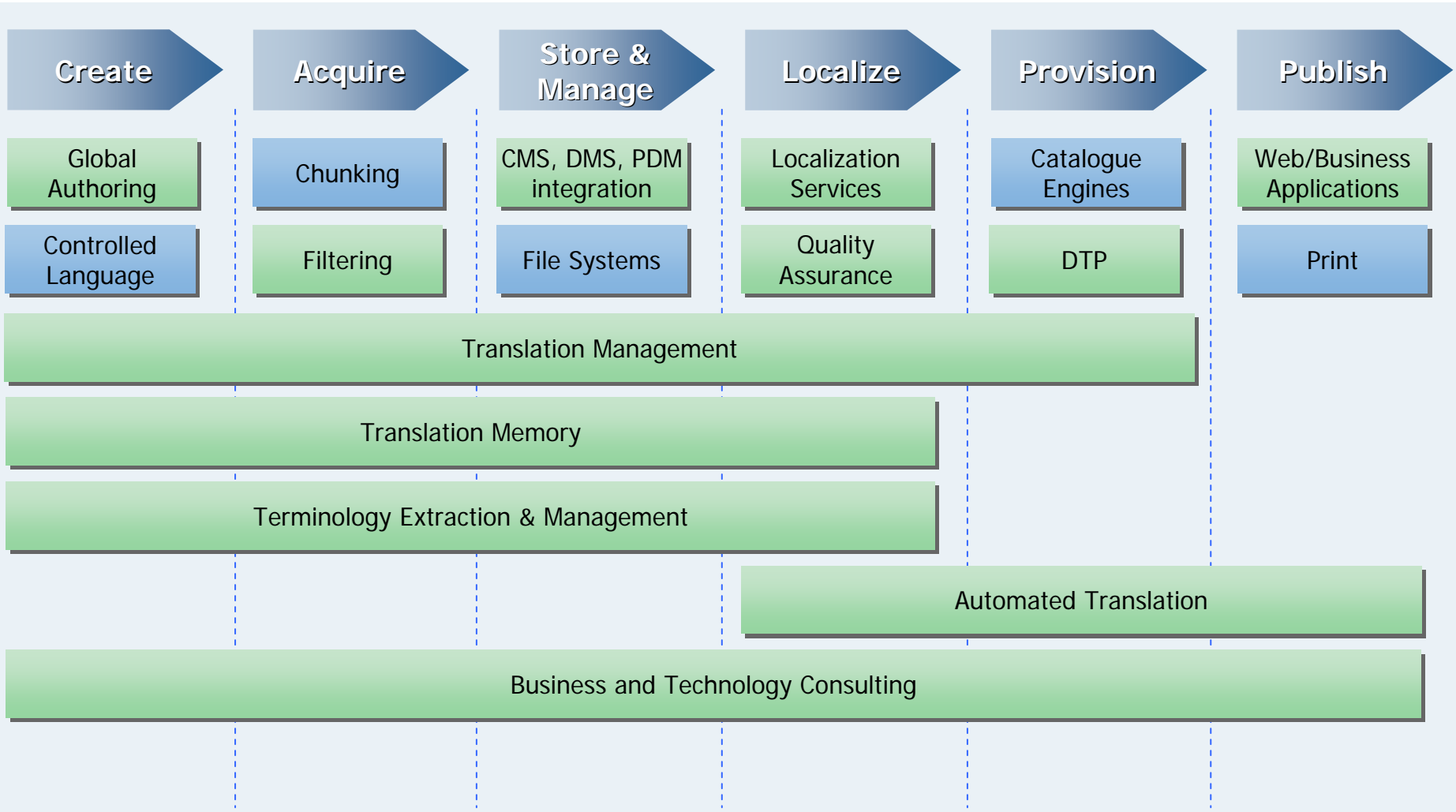- Link between Content & Translation Management
- A short "live" example

Create →

- Authoring Tools
- Controlled Language

Acquire →

- Chunking
- Filtering

Store & Manage →

- CMS, DMS, PDM
- File Systems

Localize →

- Localization Services
- Quality Assurance
- Translation Management
- Translation Memory
- Terminology Management

Provision →

- Catalogue Engines
- DTP

Publish →

- Web/Business Applications
- Print

Legend:
PM=Project Management
LI=Localized Information
B=Branding
QA=Quality Assurance

- Common technology platform, standards-based integration
- Common processes, enforced consistency

Create	Acquire	Store & Manage	Localize	Provision	Publish
Global Authoring	Chunking	CMS, DMS, PDM integration	Localization Services	Catalogue Engines	Web/Business Applications
Controlled Language	Filtering	File Systems	Quality Assurance	DTP	Print

Translation Management

Translation Memory

Terminology Extraction & Management

Automated Translation

Business and Technology Consulting

Create → Acquire → Store & Manage → Translate → Provision → Publish

SDL Global Information Management

Enterprise Services

| Global Authoring | Global Content Management | Translation/ Localization | Global Publishing |

Translation Management

| Administration | Process Management | Quality Assurance |

Knowledge-based Translation
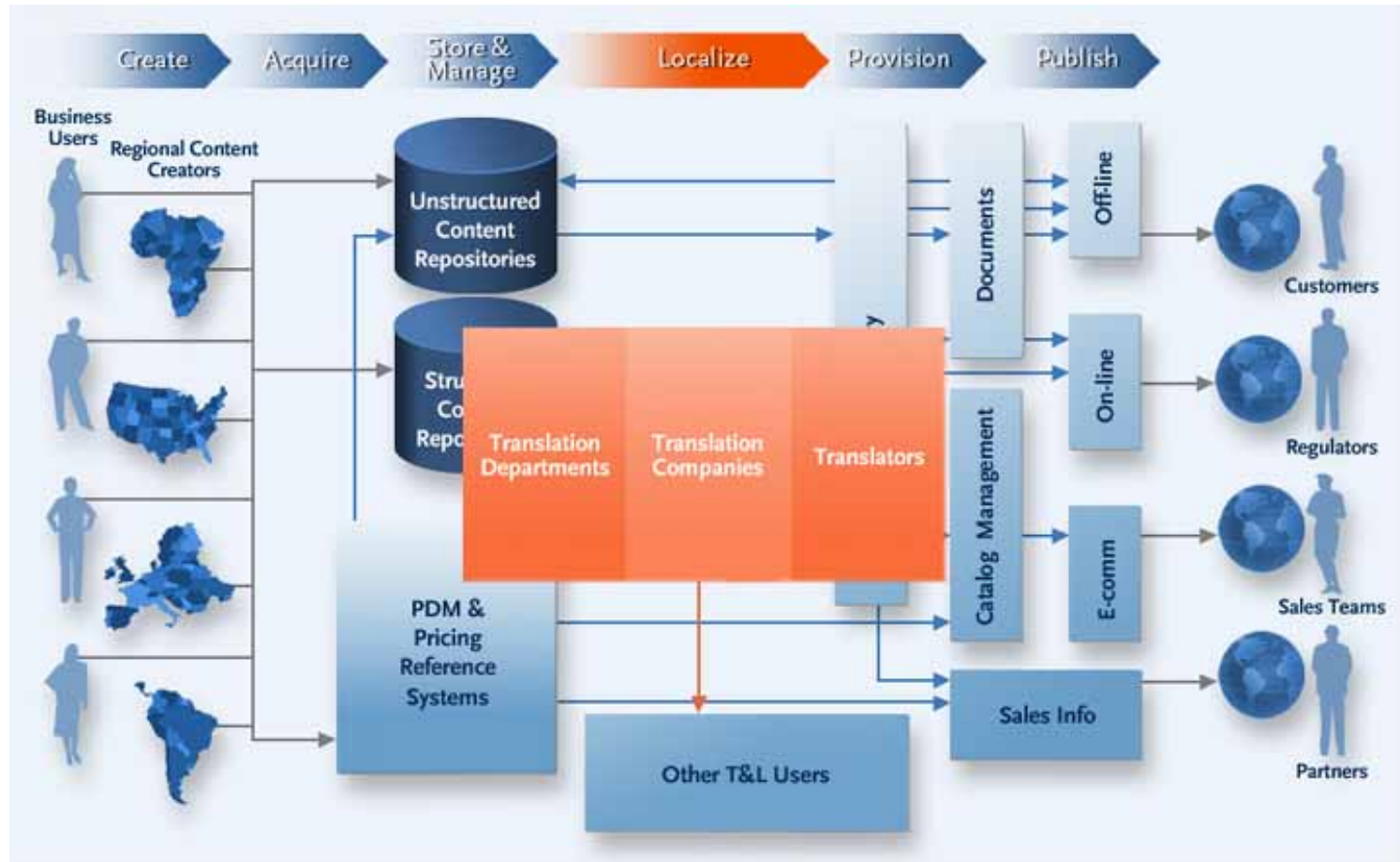
| Translation Memory | Terminology Management | Automated Translation |

APIs and Connectivity Framework
Integration with Enterprise Systems

- SDL TRADOS Technologies
- Global Information Management (GIM)
- What is Translation Management
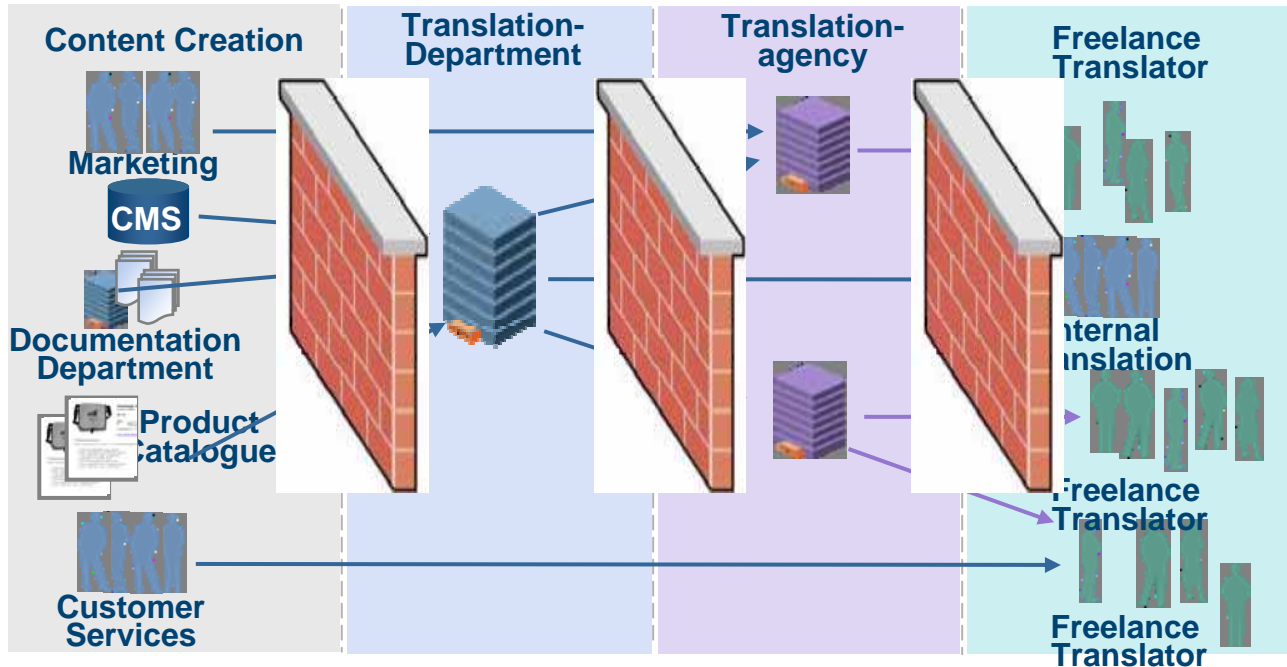- Link between Content & Translation Management
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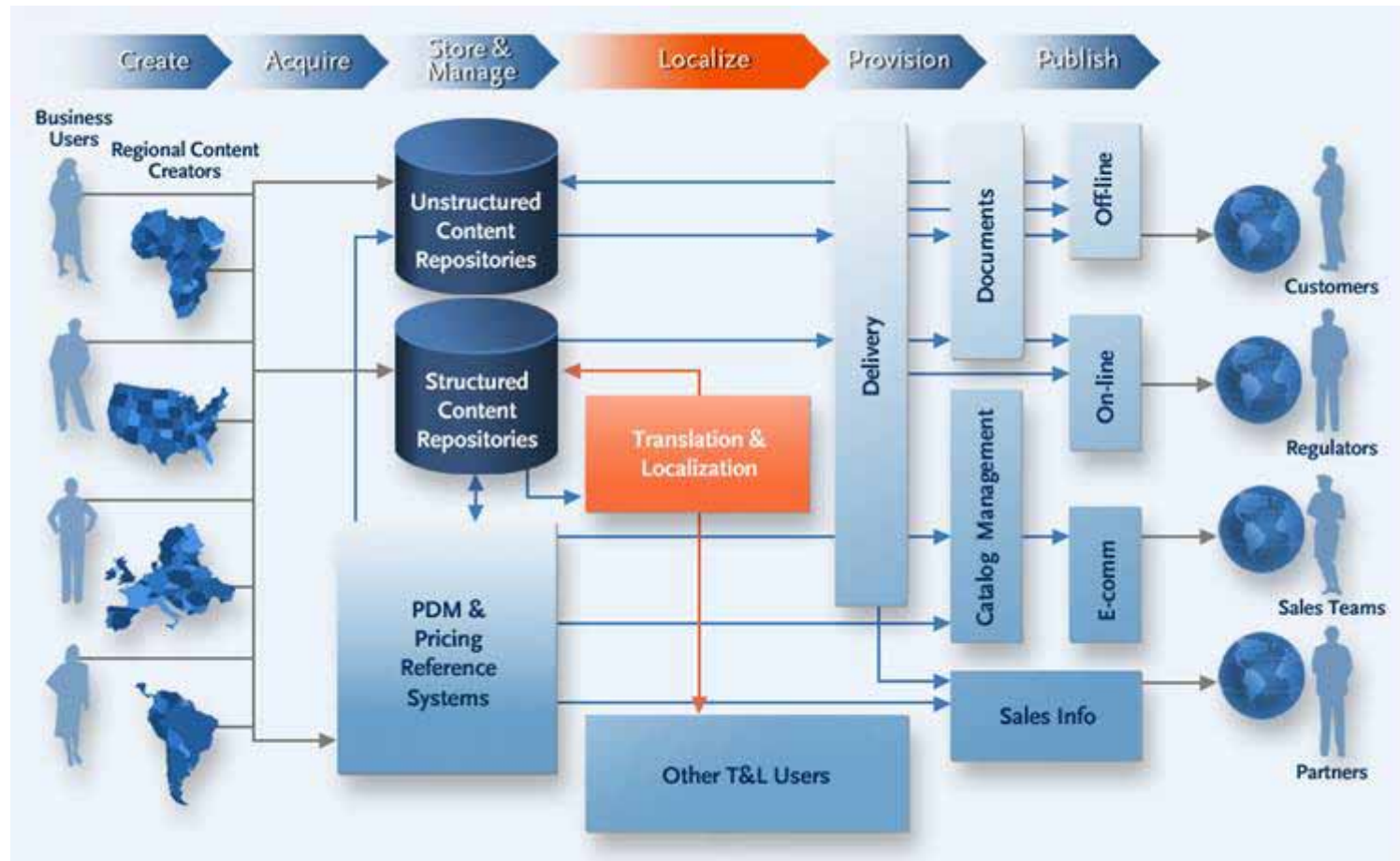
Localization is
adapting product-related information for use in local markets.
= Translation PLUS adaptation

Localization is
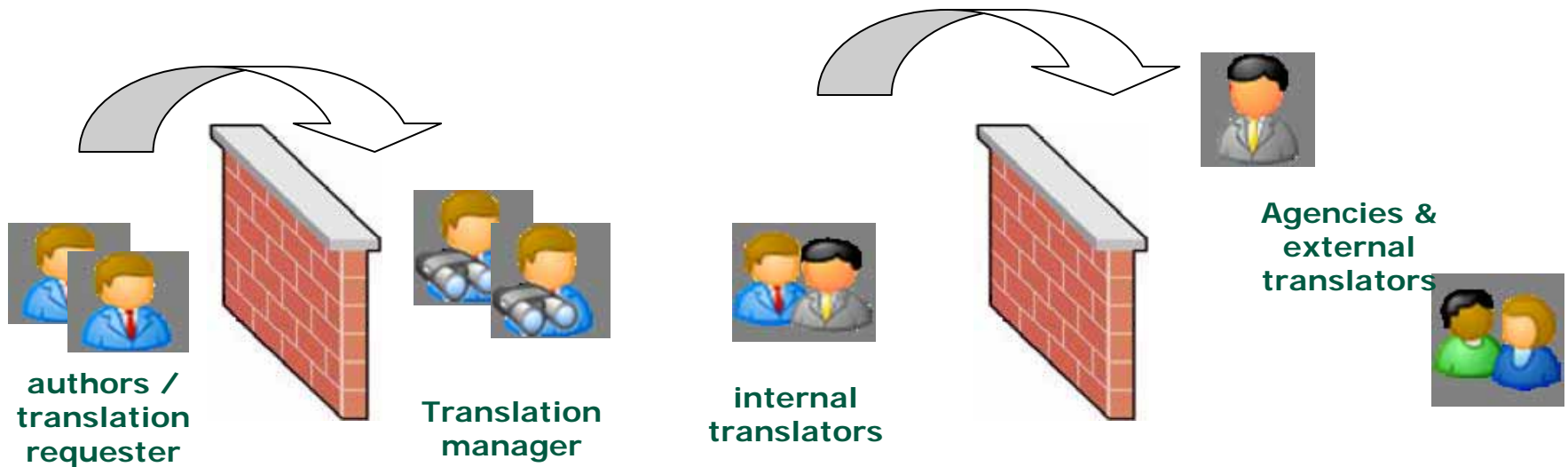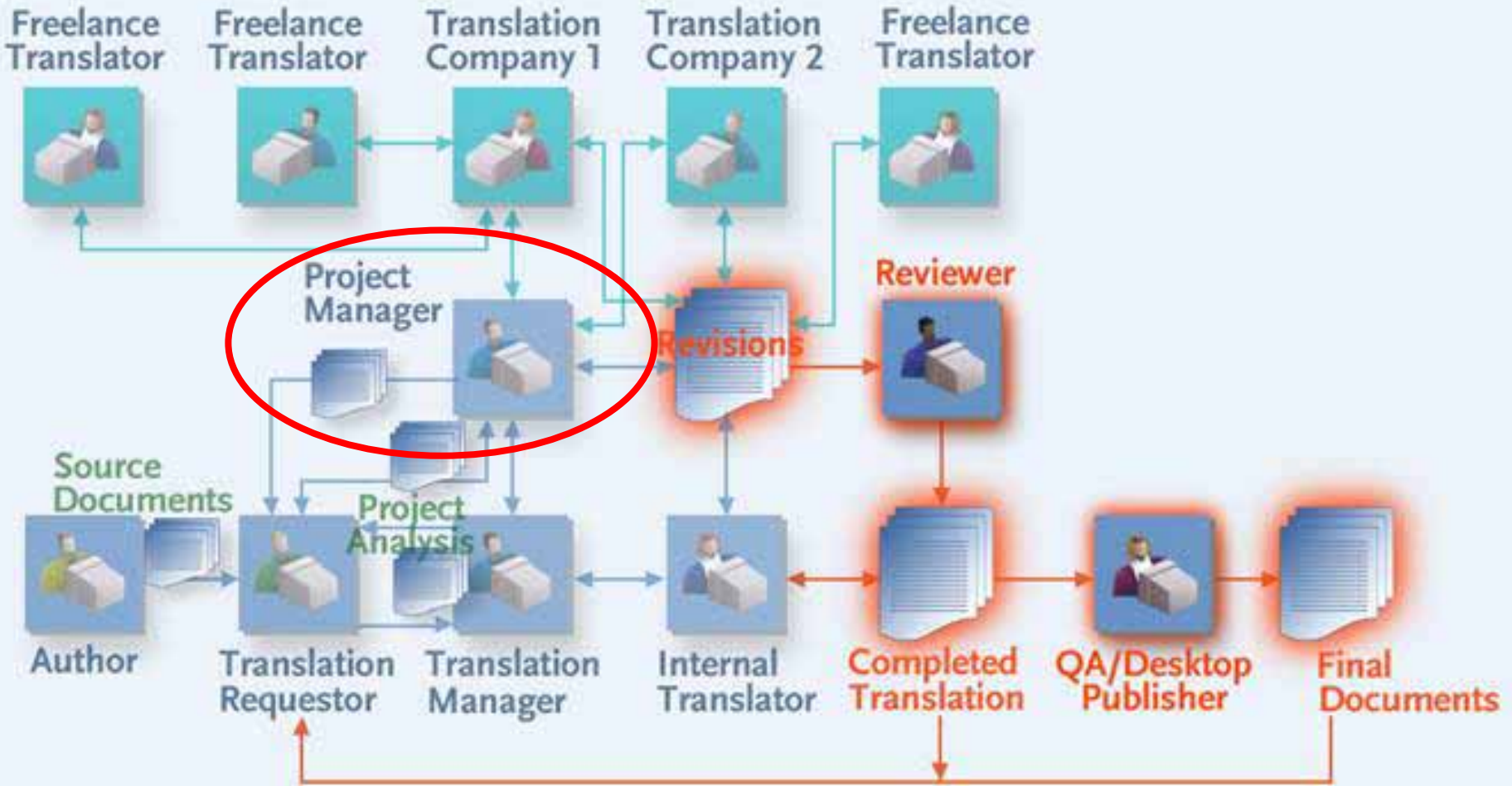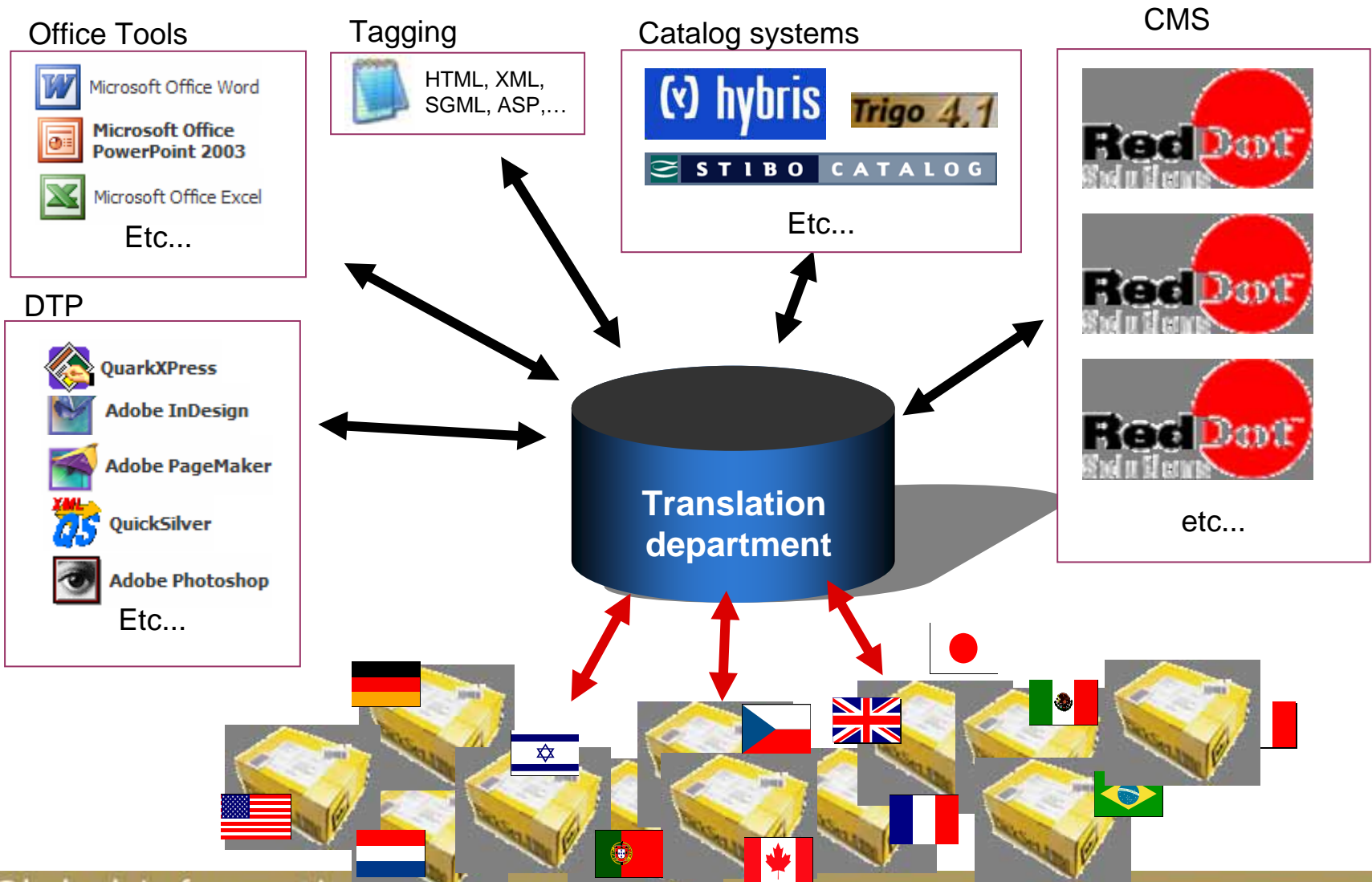adapting product-related information for use in local markets.

![SDL International - e-nabling global business]

Content Creation	Translation-Department	Translation agencies	Translators

Marketing

CMS

Documentation Department

Product Catalogue

Customer Services

Internal Translator

Freelance Translator

Freelance Translator
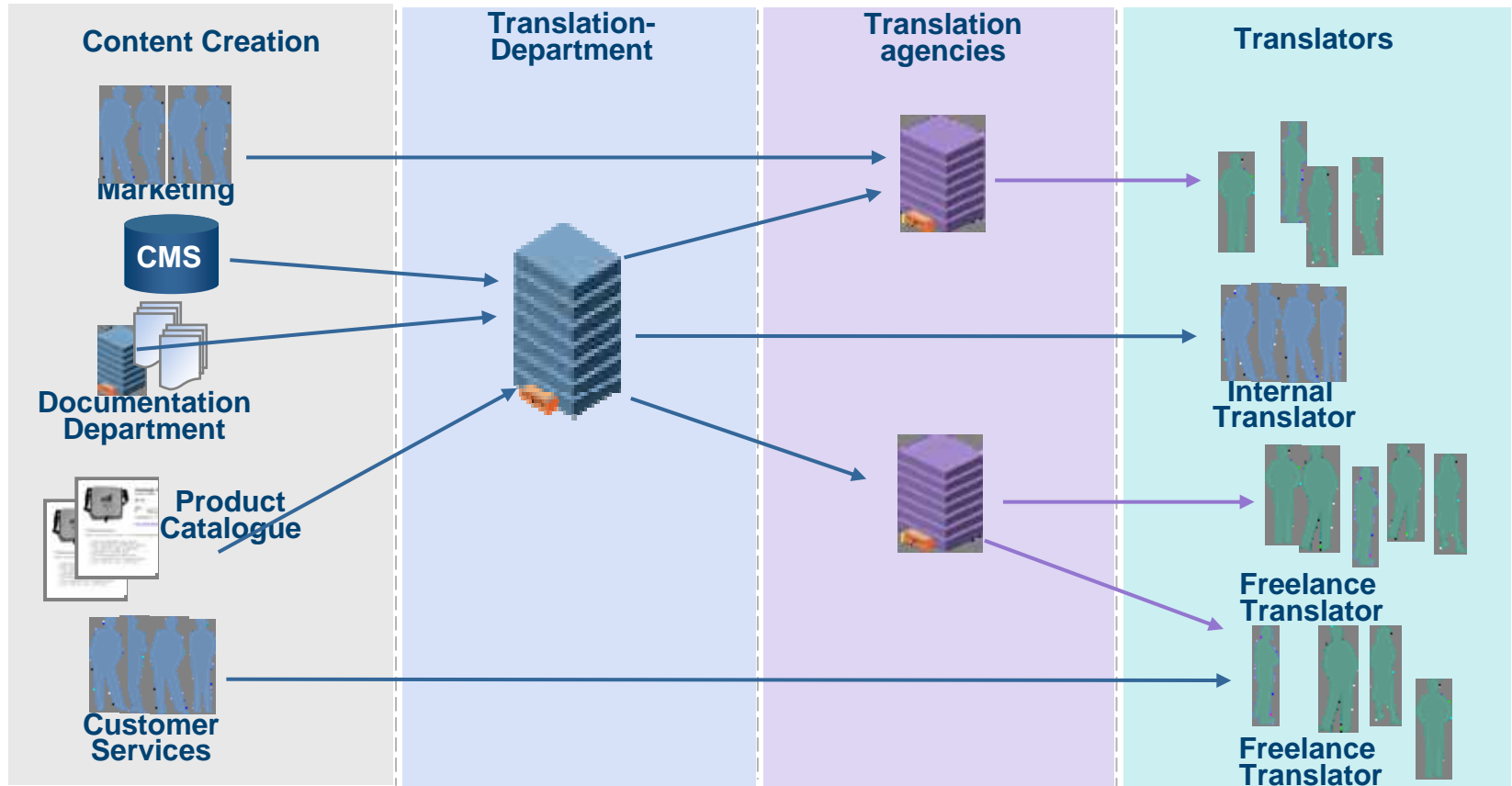
- **Fragmented**
- **Manual**
- **Worldwide**
- **No Standards**
- **Tricky QA**

- Translation can hardly be done in-house ➔ Outsourcing
- Even small projects executed over a global supply chain
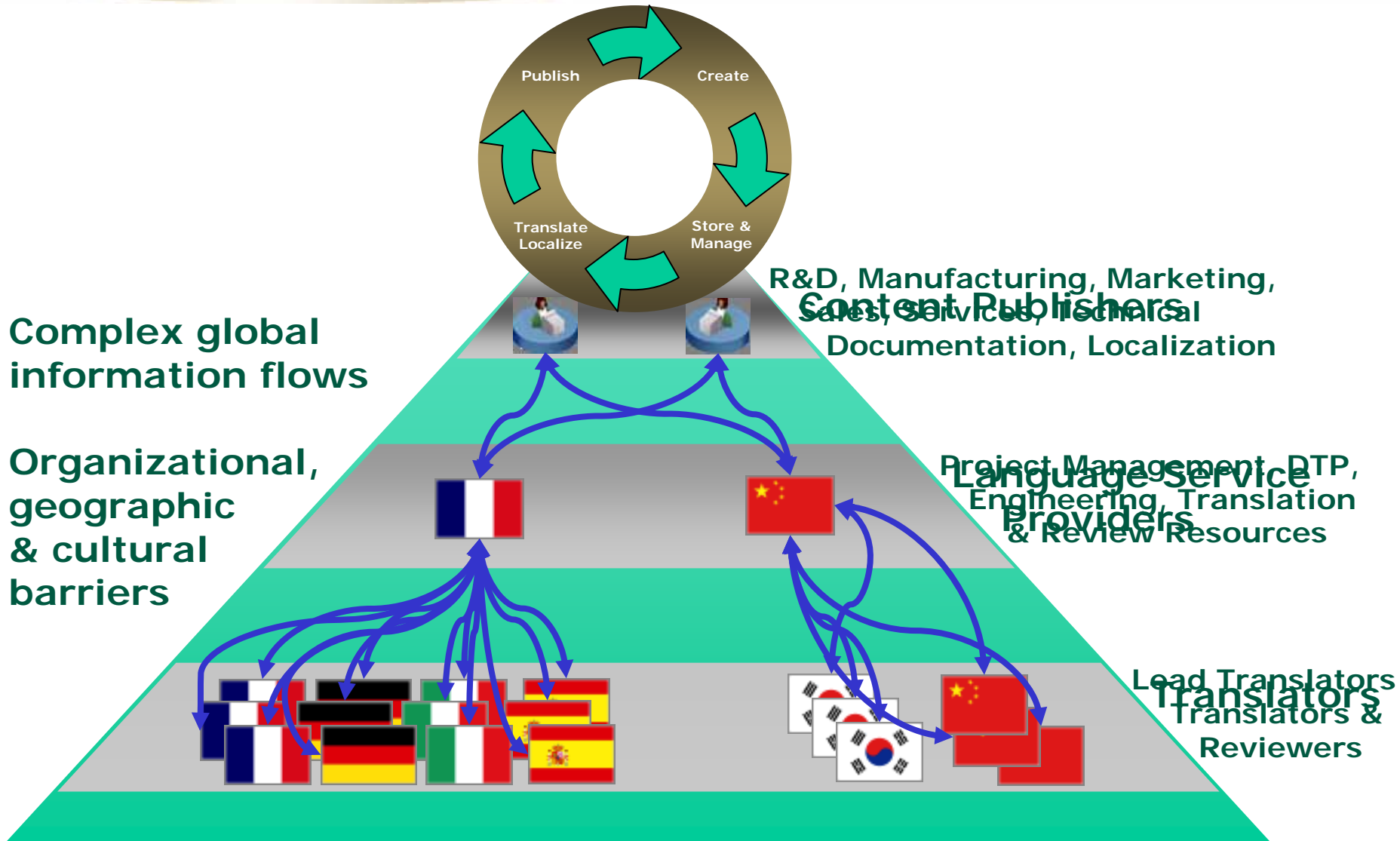- Throw over the wall process, but high admin overhead

- Typical isolated and „Throw-it-Over-the-wall" process
- Reduced visibility over the complete (fragmented) process
- No defined and consistent process in place
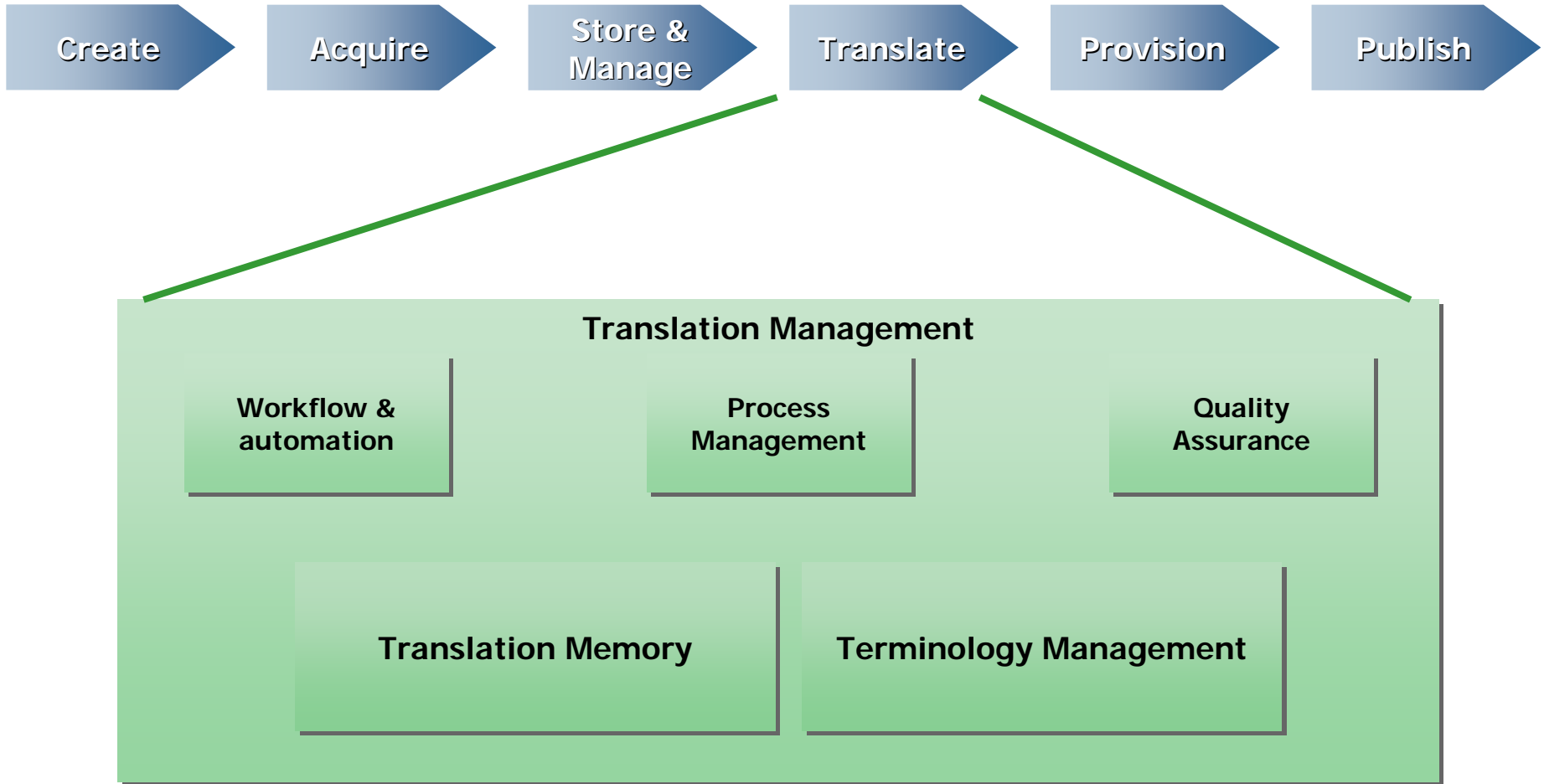- Process is scaled over people, Output is limited

authors / translation requester

Translation manager

internal translators

Agencies & external translators

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Office Tools
- Microsoft Office Word
- **Microsoft Office PowerPoint 2003**
- Microsoft Office Excel

Etc...

DTP
- QuarkXPress
- Adobe InDesign
- Adobe PageMaker
- QuickSilver
- Adobe Photoshop

Etc...

Tagging
HTML, XML, SGML, ASP,...

Catalog systems
hybris   Trigo 4.1
STIBO CATALOG

Etc...

CMS
RedDot Solutions
RedDot Solutions
RedDot Solutions

etc...

Translation department

Publish

Create

Translate Localize

Store & Manage

Content Publishers

Complex global information flows

Language Service Providers

Organizational, geographic & cultural barriers

Translators

Complex global information flows

Organizational, geographic & cultural barriers

Publish

Create

Translate Localize

Store & Manage

Content Publishers

R&D, Manufacturing, Marketing, Sales, Services, Technical Documentation, Localization

Language Service Providers

Project Management, DTP, Engineering, Translation & Review Resources

Translators

Lead Translators Translators & Reviewers

SDL
INTERNATIONAL
e-nabling global business

| Create | Acquire | Store & Manage | Translate | Provision | Publish |

Translation Management

| Workflow & automation | Process Management | Quality Assurance |

| Translation Memory | Terminology Management |

NO machine translation – would not meet your expectation in quality!

- Today's technology based on <u>recycling of human translations</u> (Translation Memory Systems)

  - Never have to translate the same sentence twice
  - Similar phrasings are re-used
  - Reduces translation volume
  - Shortens process
  - Cuts cost up to 80%
  - Faster time-to-market
  - Ensures consistence (=quality)

- Terminology management preserves branding and positioning in foreign language markets (Terminology Databases)
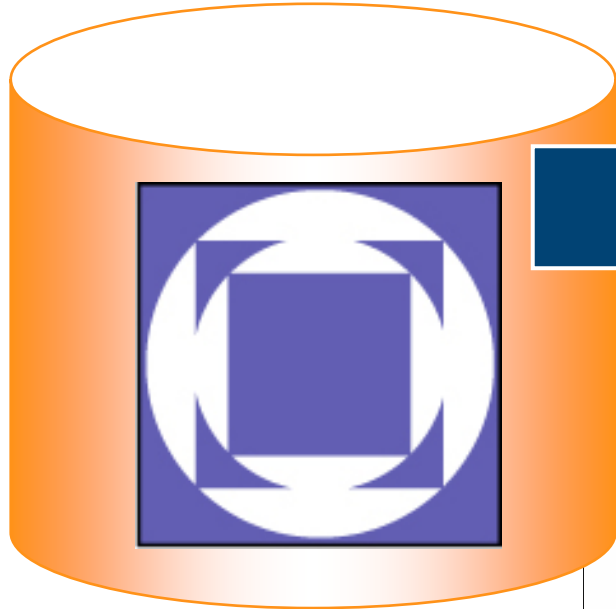
...Central database that constantly **"recalls"** former translations
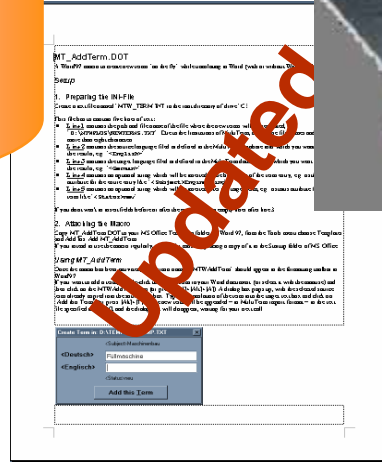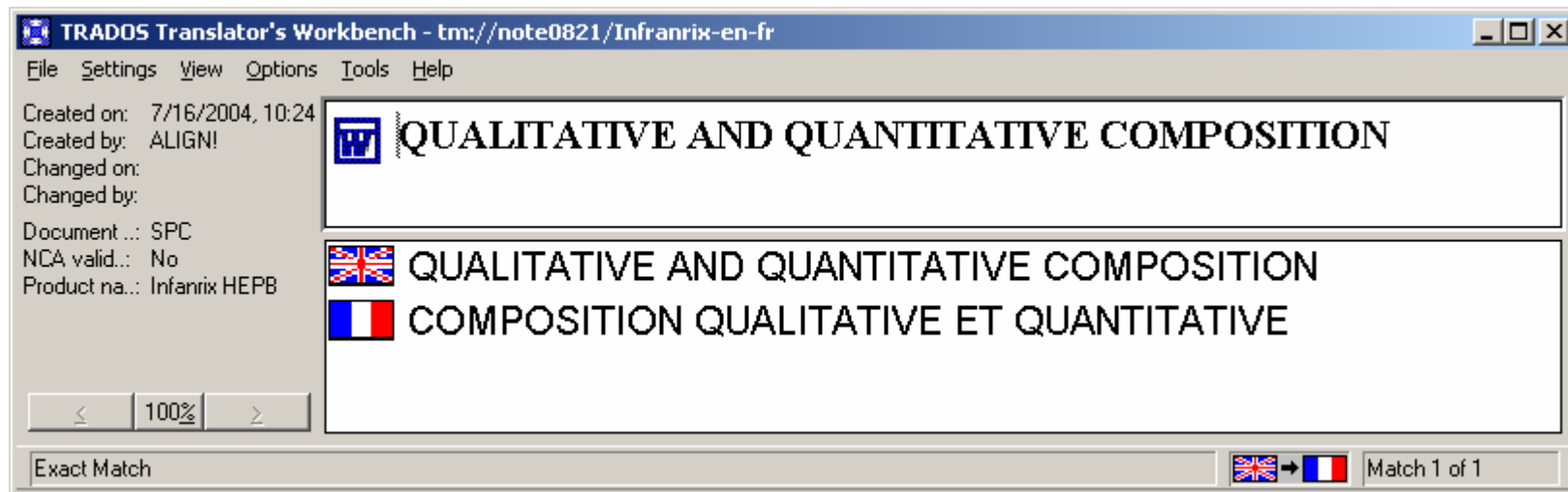
- Finds exact content from former translations (exact match)
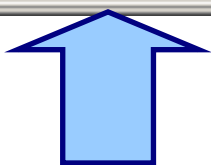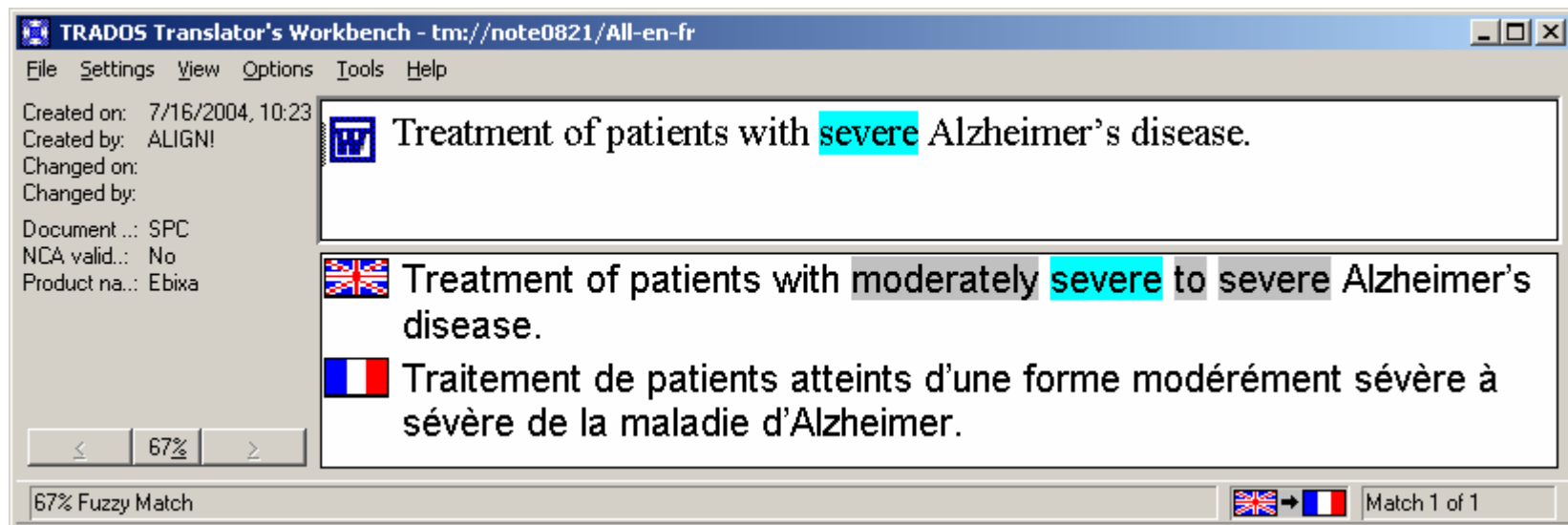
- Finds similar content from former translations (fuzzy match)
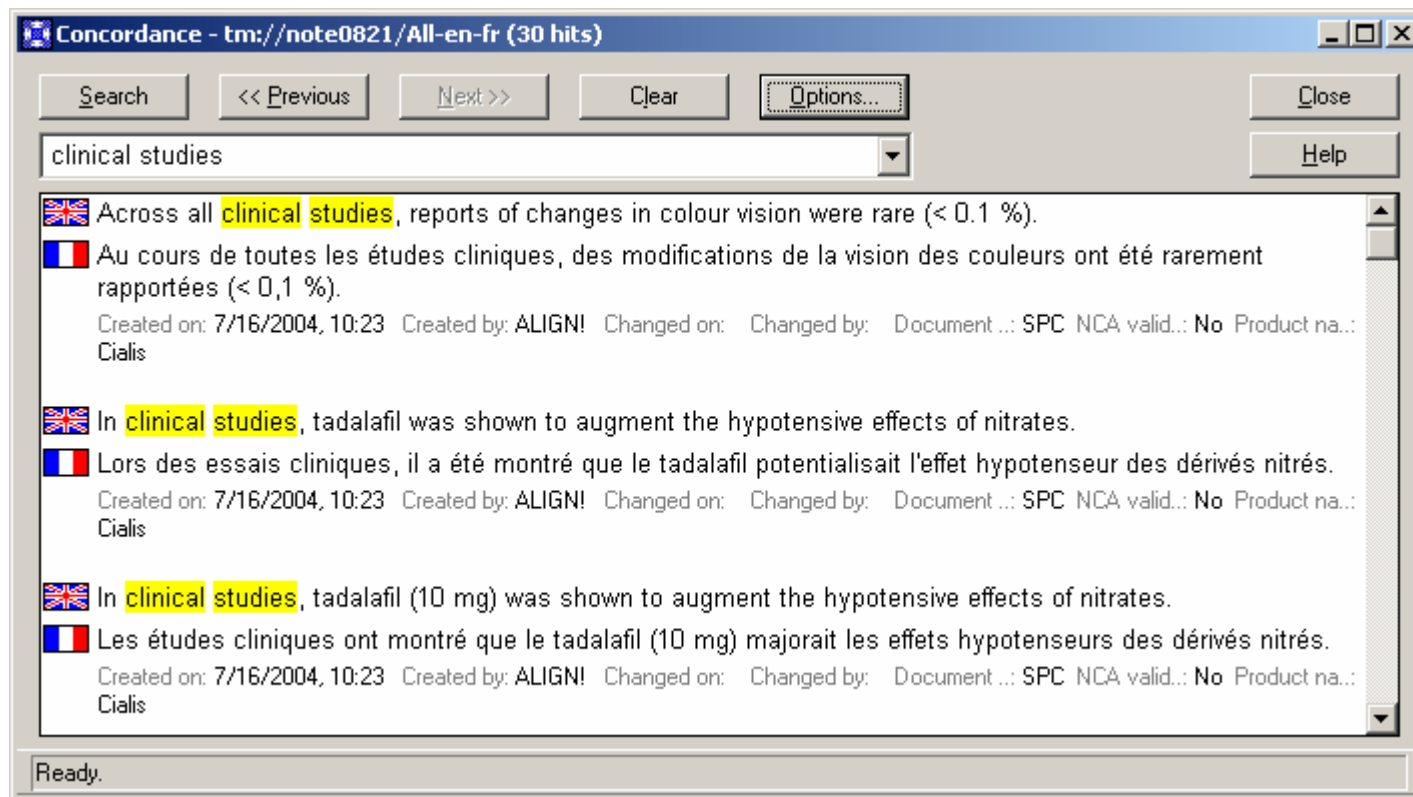
- Finds contextual information from former translations (concordance search)

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keyboard
shortcut

access key

shortcut key

accelerator
key

hotkey
hot key

keyboard
accelerator

Page width

Text width

Whole page

%

Zoom

Zoom to
200%   Page width
100%   Text width
75%   Whole page

Many pages:

Percent: 64%

Preview

12 pt Times New Roman
AaBbCcDdEeXxYyZz
AaBbCcDdEeXxYyZz
AaBbCcDdEeXxYyZz
AaBbCcDdEeXxYyZz
AaBbCcDdEeXxYyZz

OK   Cancel

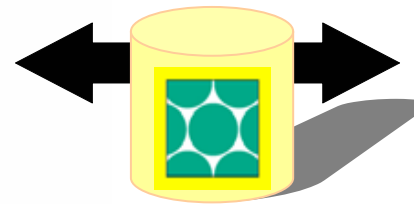Global Information Management

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Department

- Marketing
- Sales
- Export
- Development
- Documentation
- Product Management
- IT
- Communication
- Translation

Terms

Kühlmitteltemperaturfühler
Kühlmittelgeber
Kühlmittelsensor
Wassertemperaturfühler II
NTC II
Doppeltemperaturfühler
NTC-Wasser
Kühlwassergeber
NTC-Kühlmittel
Motorkühlmittelfühler
Doppeltemperaturfühler
Kühlmittel-Thermometer
Kühlmittelfühler
Doppel-NTC

Interface

Excel
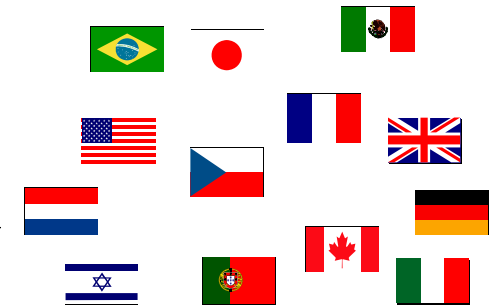
Translation

14 unnecessary Synonyms

14-times research efforts

14-times translations

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- Marketing
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- Development
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- Translation

Deutsch
Term: Ablaßschraube
Term: Ablassschraube

EN Englisch
Term: drain screw

Französisch
...ue vidange
... vis de purge

Spanisch
Term: tap...

Portugiesisch
Term: parafuso de descarga

Italienisch
Term: vite di scarico

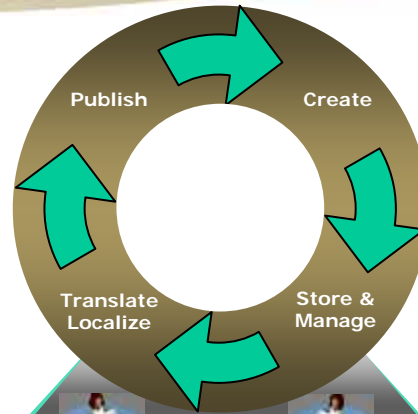**Russisch**
Term: резьбовая сливная пробка

Tschechisch
Term: vypouštěcí šroub

Engineering 5.000 –25.000 Terms

5-30 Languages

Department   **Terms**   **Interface**   **Translation**

- Marketing
- Sales
- Export
- Development
- Documentation
- Product Management
- IT
- Communication
- Translation

Deutsch
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Term: vypouštěcí šroub

Efficient

Terminology-Management
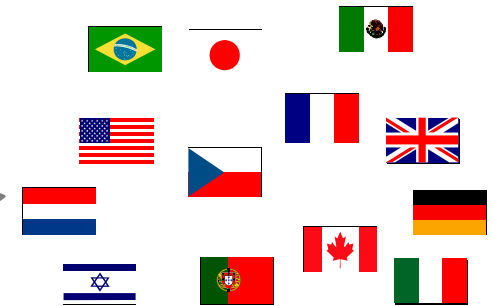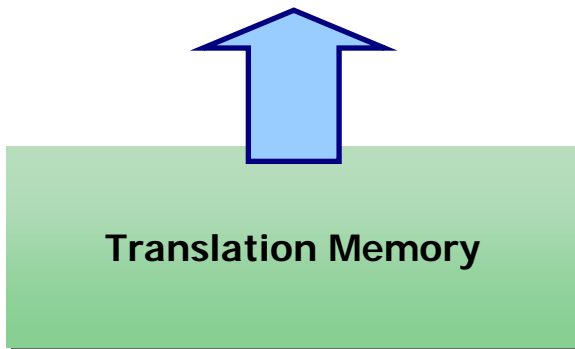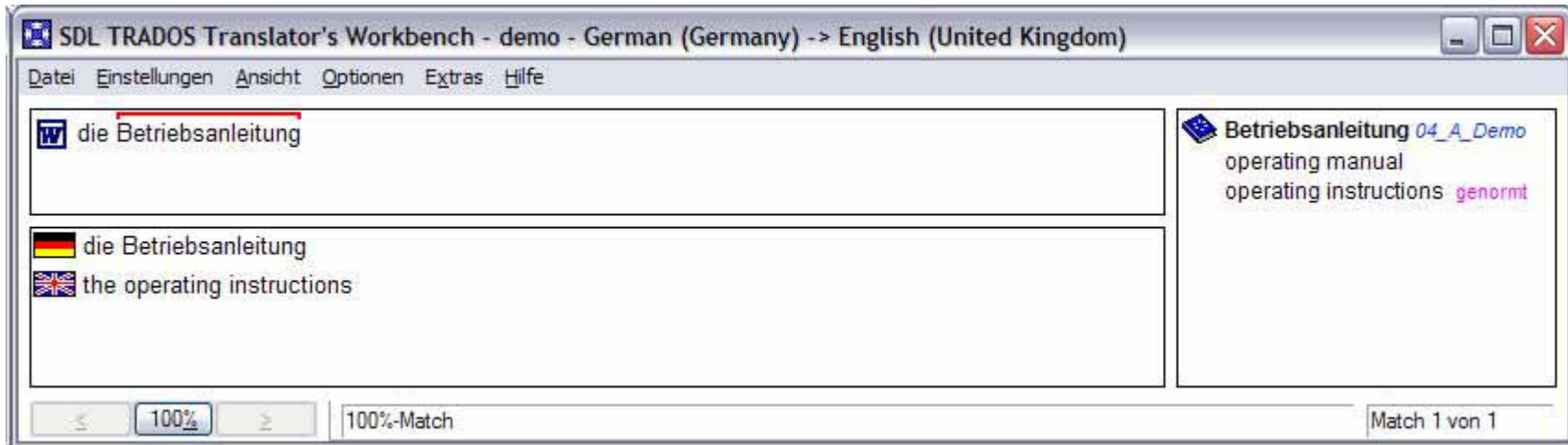
- Re-use of existing translations
- Automatic Term Recognition

Complex global information flows

Organizational, geographic & cultural barriers

Publish

Create

Translate Localize

Store & Manage

Content Publishers

Language Service Providers

Translators

How to make sure, that all are using the same technology?

SDL INTERNATIONAL
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Publish

Create

Translate
Localize

Store &
Manage

**Complex global
information flows**

Content Publishers

R&D, Manufacturing, Marketing,
Sales, Services, Technical
Documentation, Localization

**Organizational,
geographic
& cultural
barriers**

**Language Service
Providers**

Project Management, DTP,
Engineering, Translation
& Review Resources

Translators

Lead Translators

Translators &
Reviewers
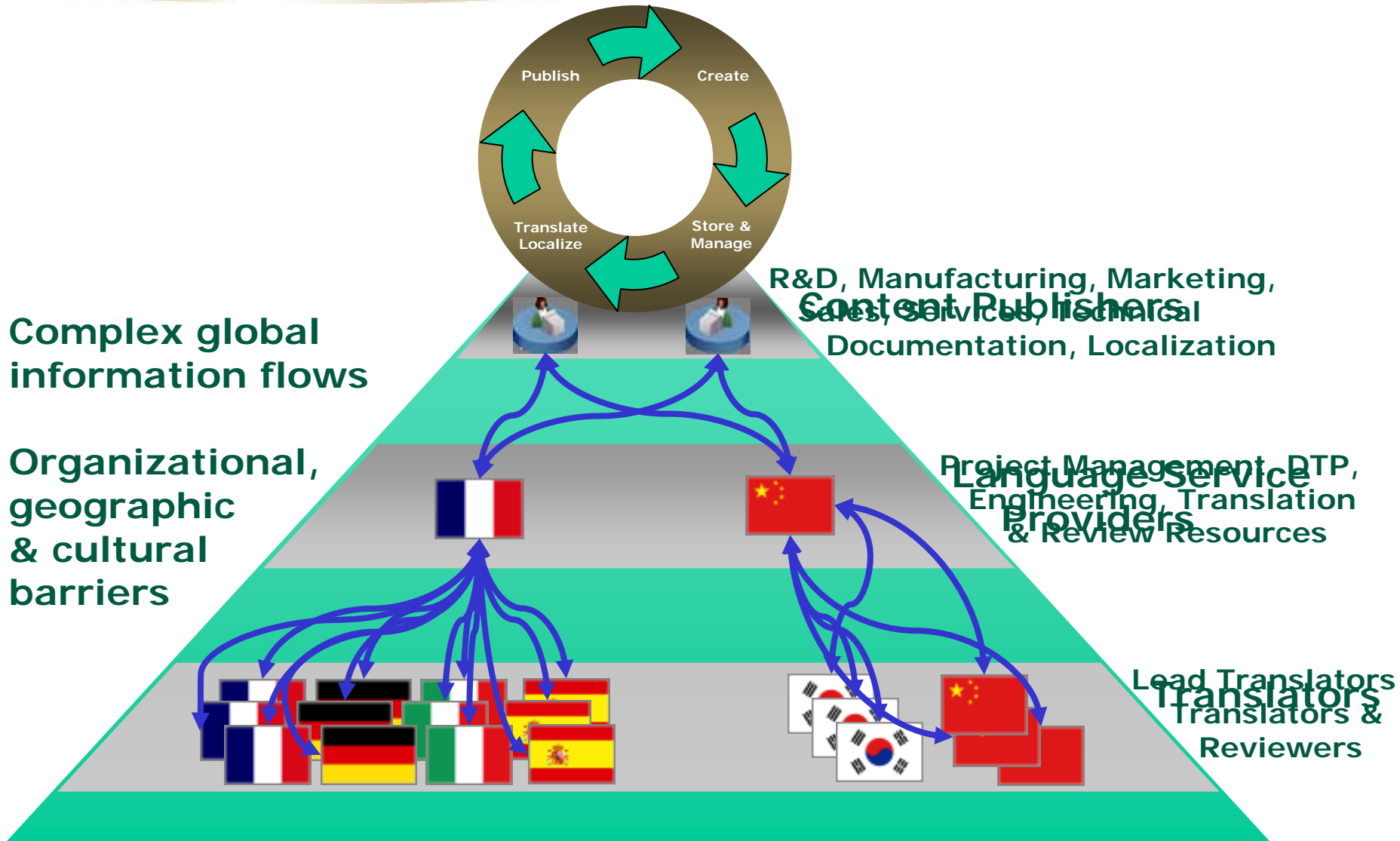
How to make sure, that all are using the same technology?

- SDL TRADOS Technologies
- Global Information Management (GIM)
- What is Translation Management
- Link between Content & Translation Management
- A short "live" example

CONTENT MANAGEMENT

LANGUAGE/TRANSLATION MGMT

2. CHUNKING

3b. PRE-PROCESSING

1. CREATION

3. APPROVAL

3a. COST ESTIMATION

3c. TM LEVERAGE

4. VERSIONING

3f. L10N PROCESS

3d. TERM LEVERAGE

6. PUBLISHING

5. STORAGE

3e. VENDOR MGMT
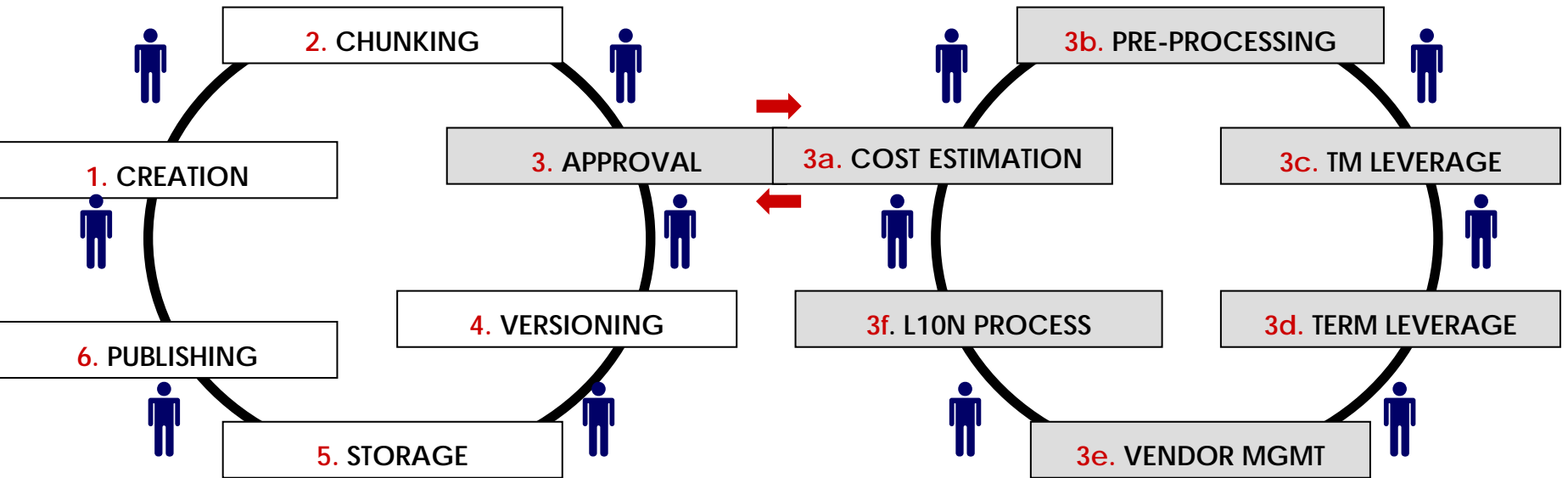
Bring together the best of two worlds!

- Information units are increasingly becoming smaller
  - Topics, Chunks, DCRs, catalogue entries, XML …
- CMS influences dramatically size of translation projects
  - Instead of one catalogue every two years, every day a small change…
- Dynamic content and decreasing project sizes makes translation hard due to missing context
- Translation often more expensive than content creation
  - Content is written once but sometimes translated in over 30 languages
  - Costs incur per language
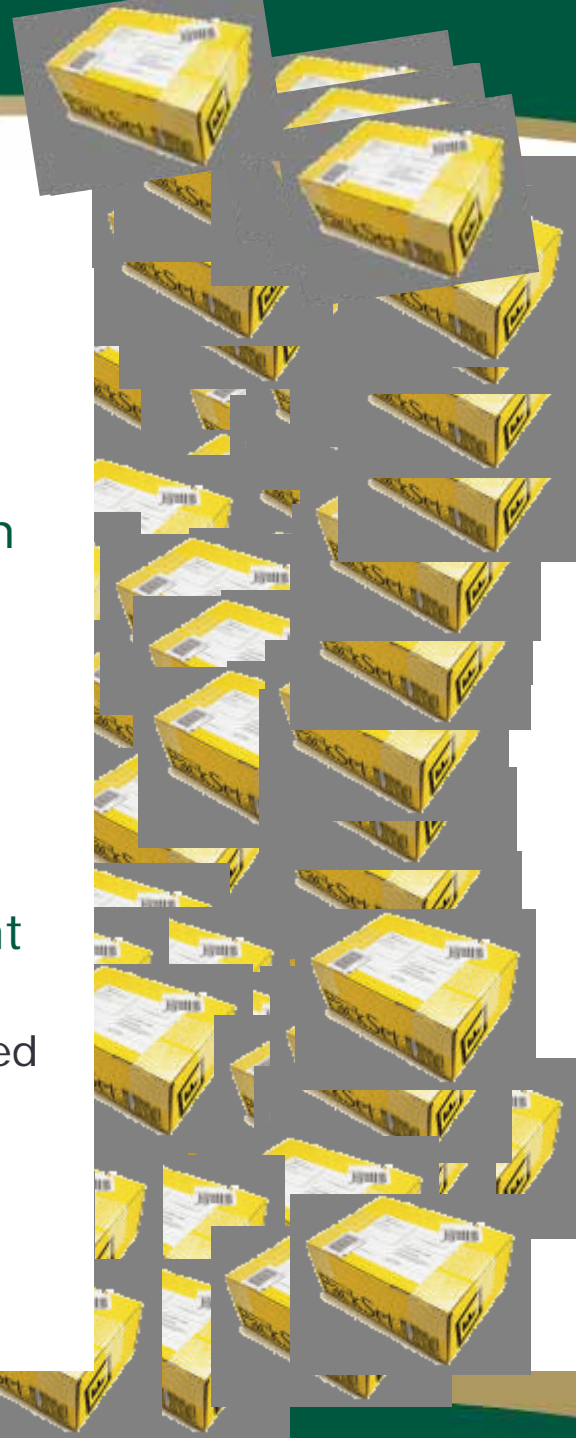
Marketing:
- **Content Creation**
- **Project Managers**

Documentation
- **Creation of Content**
- **Proofreading, Verification**
- **Project Management**

6 Country Offices + 12 Partners/Resellers:
- **Content Creation**
- **Proofreading**
- **Verification**

6 Translation Agencies (Vendors):
- **Translation production**
- **Quality Assurance**
- **Project Management**

3000 Products
200 Product Introductions
30% Product Maintenance
30 Target Languages
33,000 Parcels
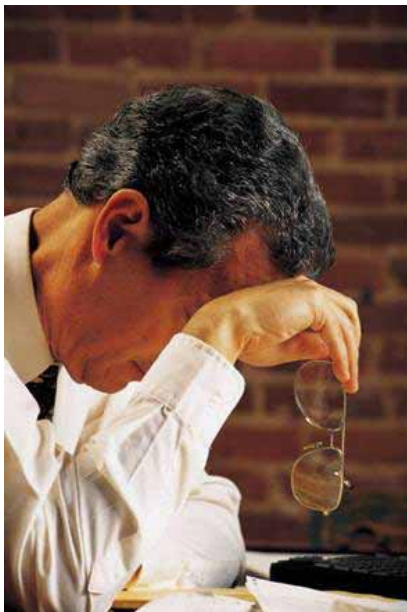
- Siemens estimates that the introduction of a CMS increases the number of translation projects from 13,000 to 44,000. This corresponds to an additional effort of 20+ project managers.

- VW had to delay the roll-out of its global CMS for repair guides, because it couldn't handle the translation process.

- HP realizes after 5 years systematic introduction of CMS and catalogue systems a decrease of localization project sizes of annual 21%

- Merten, producer of switches, realized that the introduction of a catalogue system was only manageable in combination with a translation production system.

- Belkin is confronted with an annual increase in translation volume of 25% and a decrease of project sizes of 11%. 40% higher project management efforts have to be handled per year…
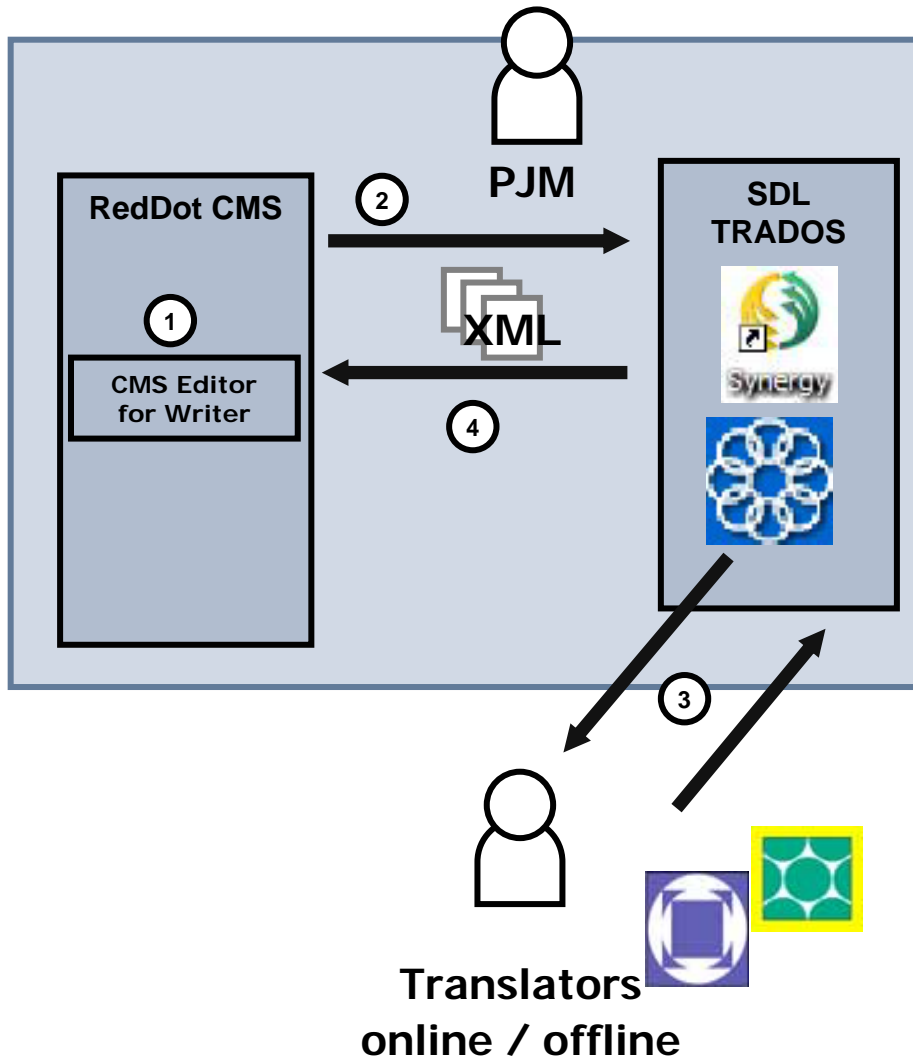
1. **Marked content (container) are exported in XML files**

2. **PJM imports XML files in Translation Management system, creates packages**

3. **Packages are send out to translator, Translator usses TM and Termbase for translation, sends results back**

4. **Translation results are stored in the CMS for publication**
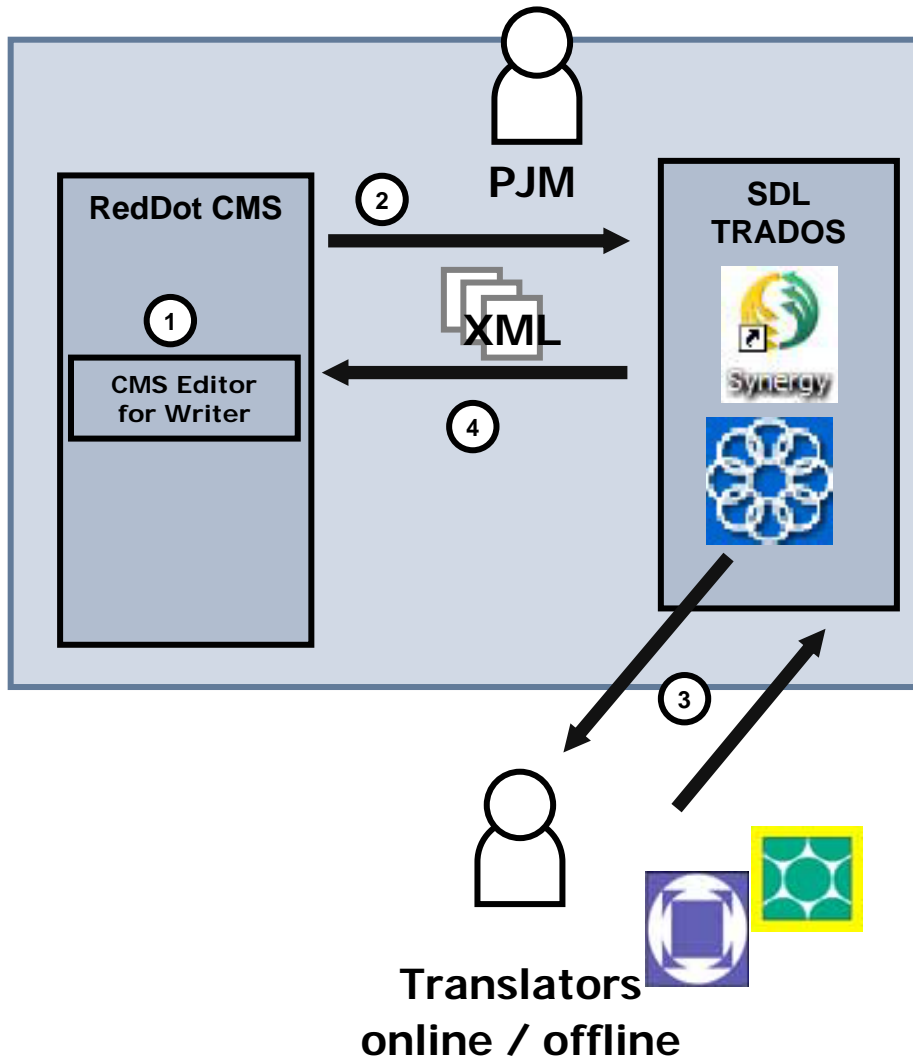
Challenges:

1. **Manual process step between systems (CMS → Translation → CMS)**

2. **Usage of CMS systems typically decrease translation volume, BUT increases number of translation projects**

3. **Handling of XML files for translators**

PROTECT the TAGS!

Or hide the TAGS!

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RedDot CMS

CMS Editor for Writer

CMS Editor for translators

1 →

TRADOS Translation Memory

2 →

TRADOS MultiTerm Termbase
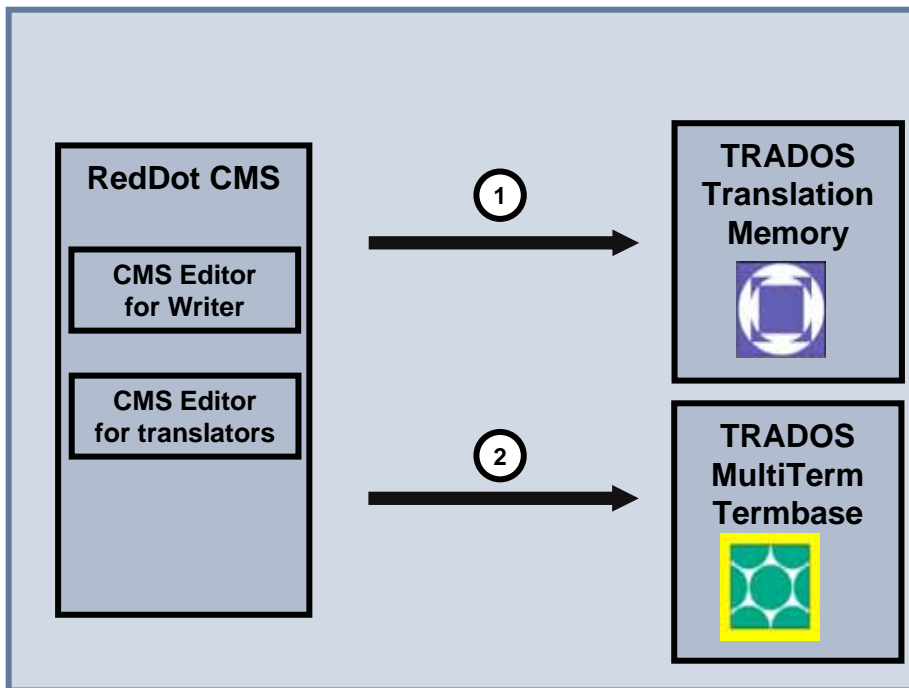
1. **Translators can access Translation Memory from within CMS to re-use former translations**

2. **Integration of Termbases and automatic Termrecognition**

Example (1)

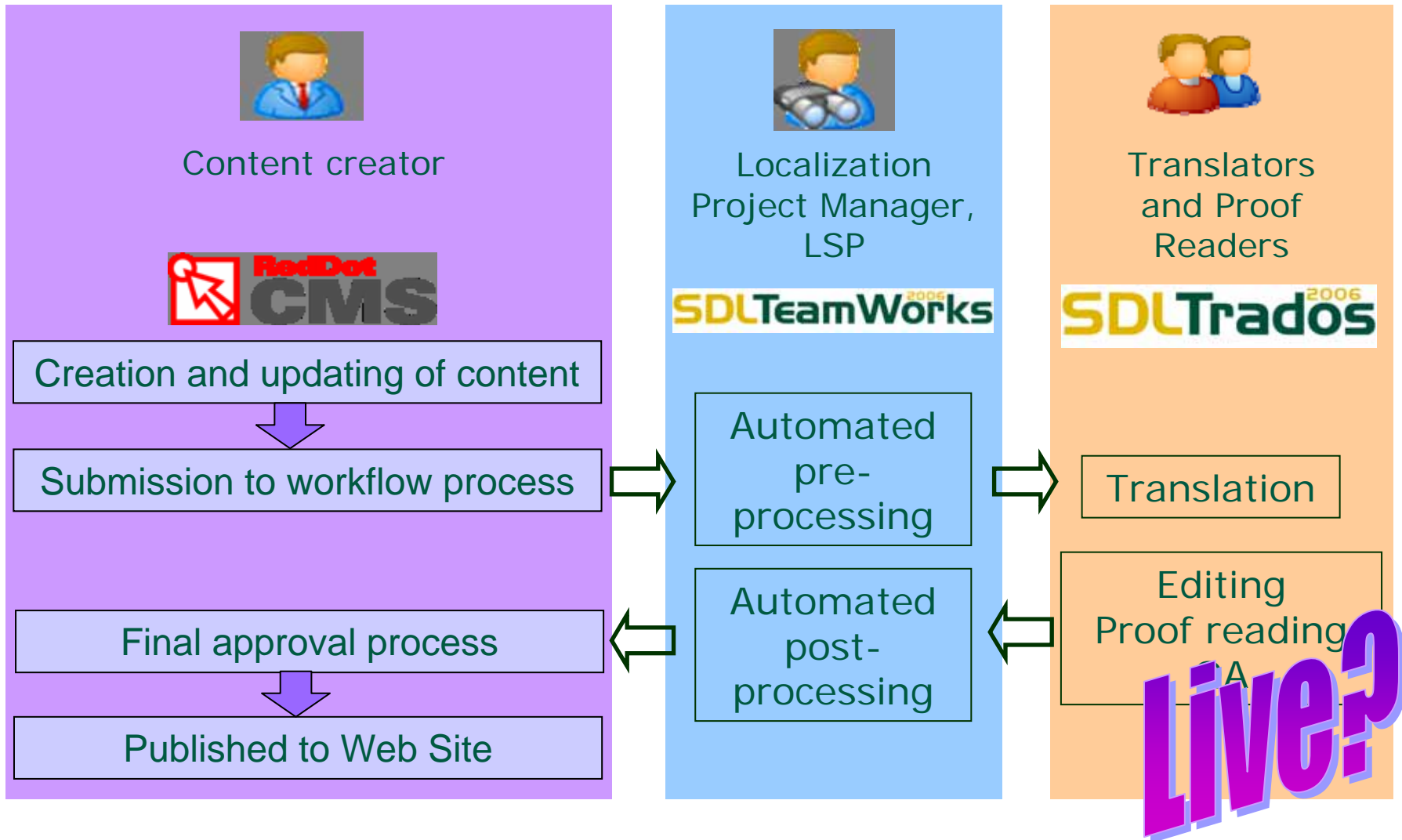① **Integration: SDL TRADOS Translation Memory Server**

- **Re-use of existing translations**
- **Web enabled**
- **Access via CMS**

Challenge:

  What about external translators?

  What about offline translation?

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RedDot CMS

RedDot
Solutions

CMS:
Übersetzungs
-
Koordinator

1

2

4

SDL
TRADOS

3

4

**Translators
online / offline**
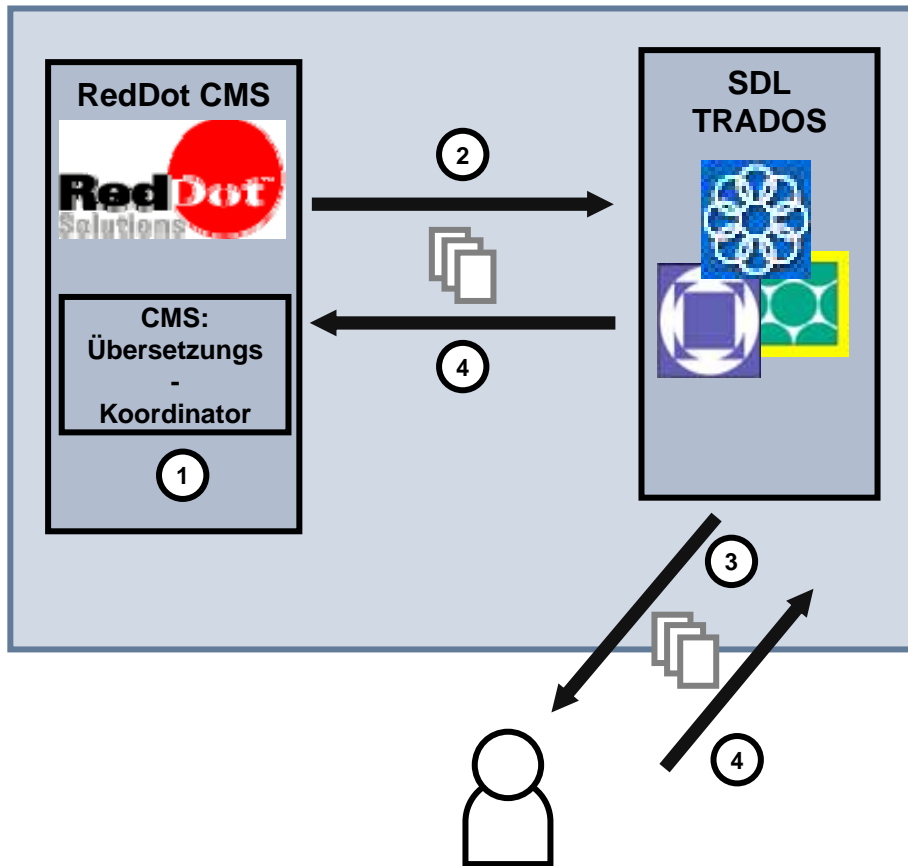
1. **Content for translation is marked in CMS and transferred to Translation Management System (TMS)**

2. **TMS picks source content, creates packages**

3. **The packages are send to the translators to work on**

4. **Finishing translation it's passed back via TMS to CMS.**

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Content creator

RedDot CMS

| Creation and updating of content |
| Submission to workflow process |
| Final approval process |
| Published to Web Site |

Localization Project Manager, LSP

SDL TeamWorks 2006

| Automated pre-processing |
| Automated post-processing |

Translators and Proof Readers

SDL Trados 2006

| Translation |
| Editing Proof reading QA |

Live?

SDL.com