

# Translating Multilingual Marketing Content

## – Challenges to Process Automation

Andrew Lawless (Rockant / Lawless Guides)  
Christian Weih (Across Systems)

# Presenting today



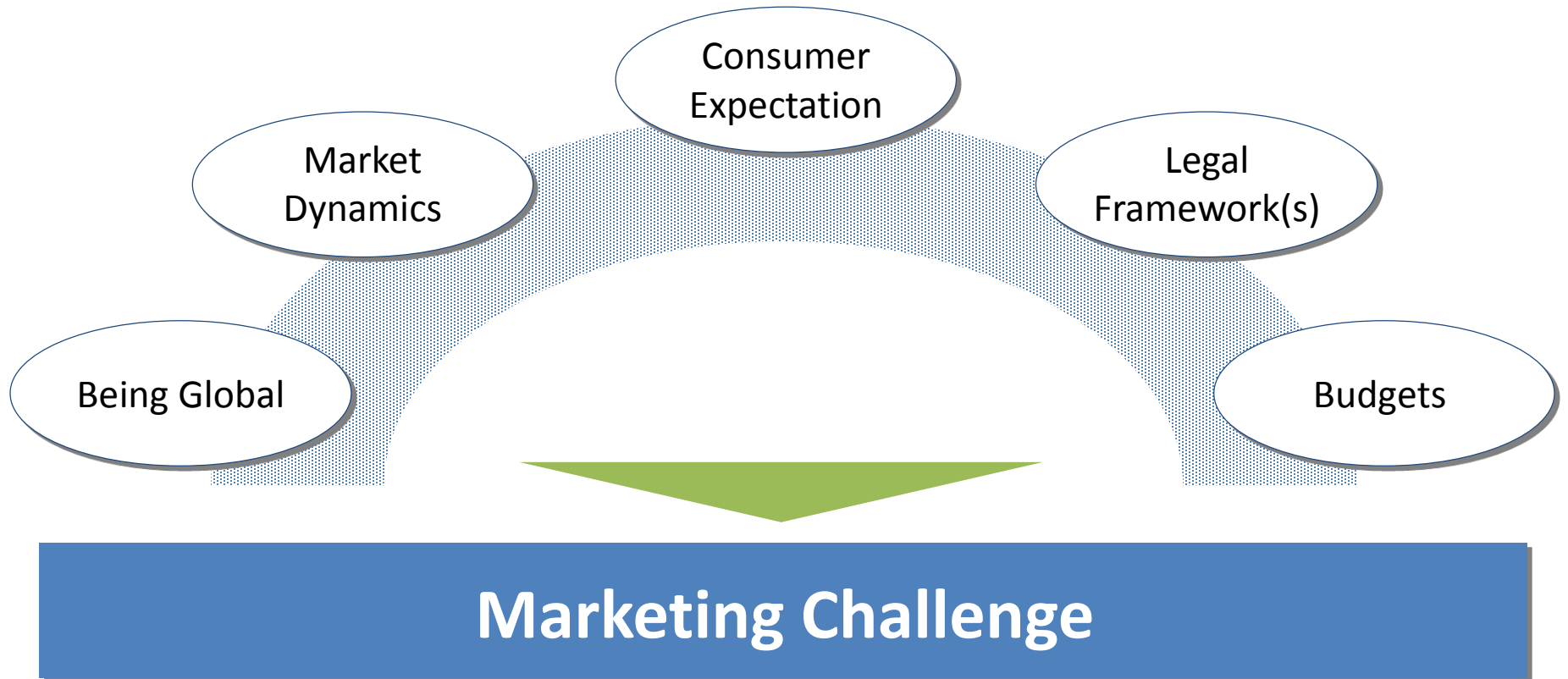
Rockant, Inc.

Andrew Lawless



Christian Weih

# Content Framework Factors in 2015



# Consumer Content Expectation

Accuracy	Availability	Language
<ul style="list-style-type: none"><li>• „information“</li><li>• features</li><li>• meta content</li><li>• legal</li></ul>	<ul style="list-style-type: none"><li>• Online<ul style="list-style-type: none"><li>• internet</li><li>• apps</li><li>• social media</li></ul></li><li>• Offline<ul style="list-style-type: none"><li>• classic print</li><li>• apps</li><li>• pdfs</li><li>• Other classic</li></ul></li></ul>	<ul style="list-style-type: none"><li>• form</li><li>• style / grammer / speling</li><li>• language of choice</li><li>• Translation vs. localization</li></ul>

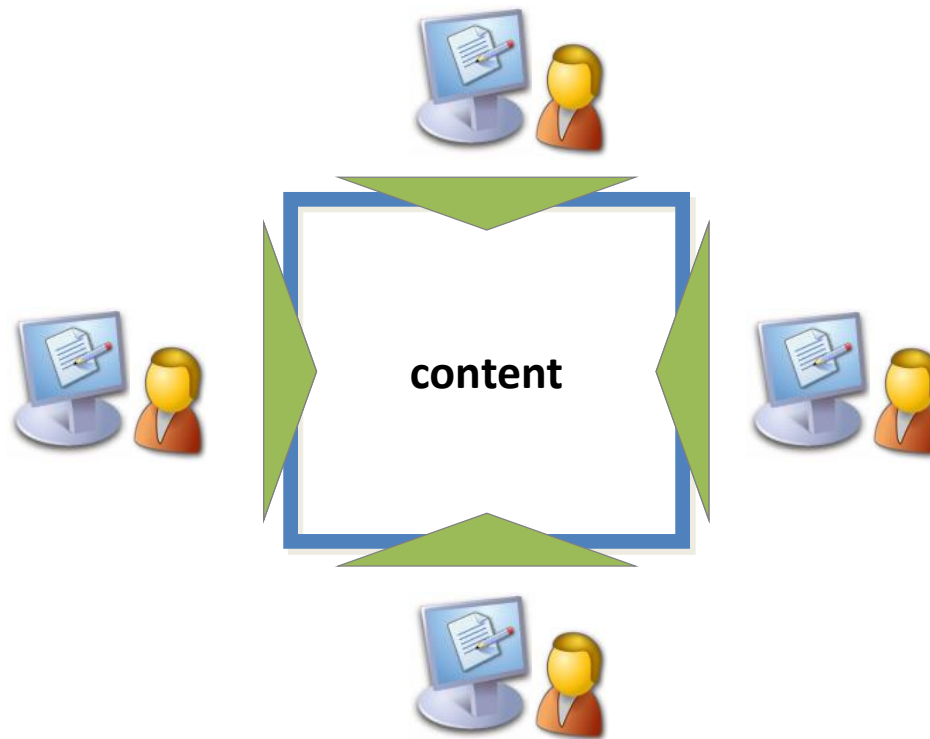
Company Filter: strategy / positioning / goals / branding / target group

Content Target Quality

# Content Quality




Source Language Content

# Who is creating source content?



# From a company perspective, question is ...



-  twin-clutch transmission *standard* ✓
-  dual clutch transmission *do not use* ✗
-  twin-clutch gearbox *do not use* ✗



# Quick sample

<ul style="list-style-type: none"><li>&gt; Copying CDs is easy with our latest software release.</li><li>&gt; It is easy to copy CDs with the latest release of our software.</li><li>&gt; It has never been so easy to copy CDs as with the latest software release.</li><li>&gt; Copying CDs is extremely easy with our latest software release.</li></ul>	47 words
	Translation costs per word Ø 0,15 €
	Translation into 20 languages
	Euro 141.-

<ul style="list-style-type: none"><li>&gt; Copying CDs is easy with our latest software release.</li><li>&gt; Copying CDs is easy with our latest software release.</li><li>&gt; Copying CDs is easy with our latest software release.</li><li>&gt; Copying CDs is easy with our latest software release.</li></ul>	9 words
	Translation costs per word Ø 0,15 €
	Translation into 20 languages
	Euro 27.-



# Source Content Quality

The screenshot displays the Adobe InDesign interface with the following components:

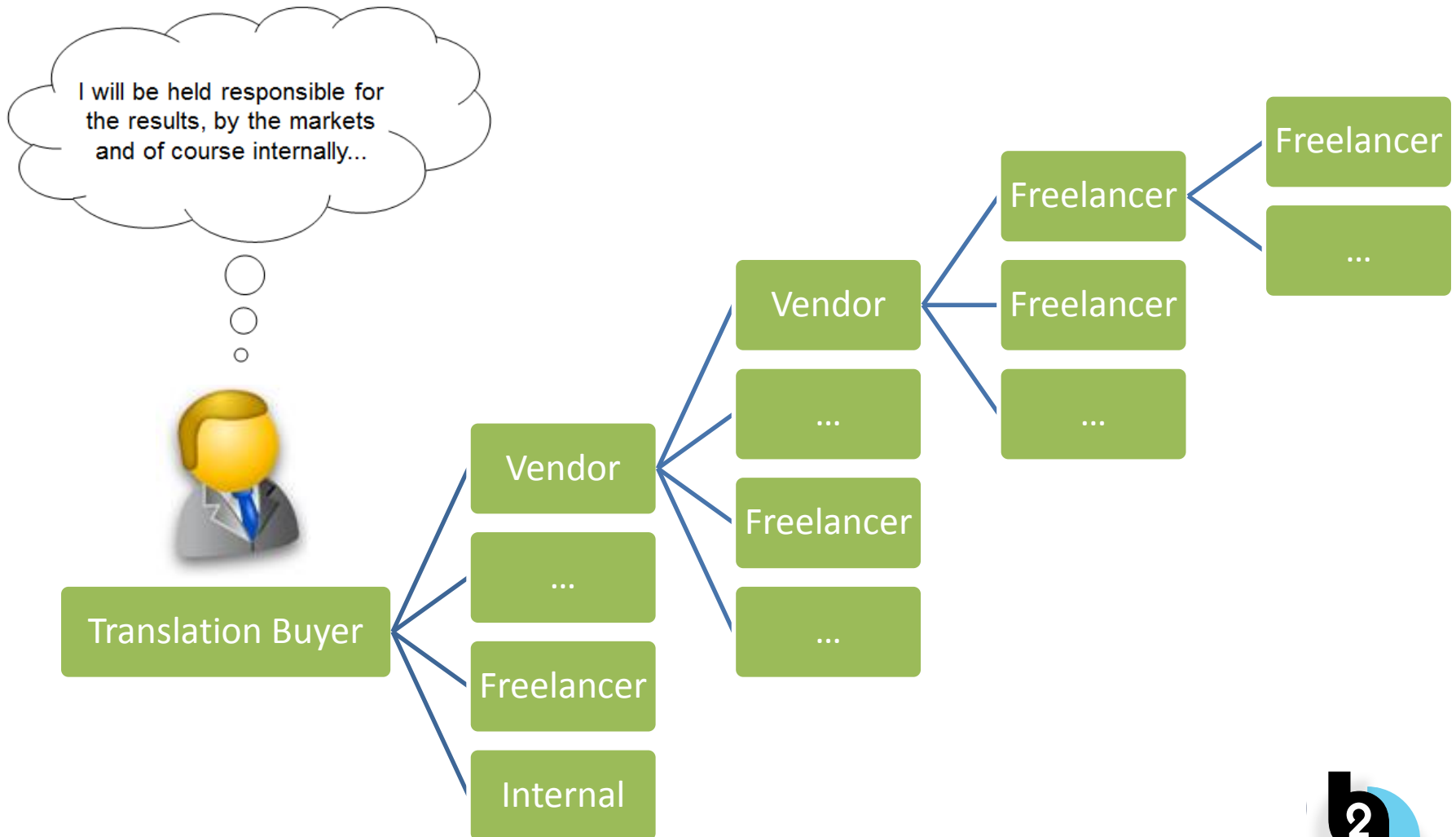
- Main Document:** A German document titled '\*Compathy\_Manual\_ContentGrasp\_SX.indd @ 100%'. The visible text includes:
  - Vorwort:** Herzlichen Glückwunsch, dass Sie sich für das ContentGrasp SX Headset entschieden haben. Dieses revolutionäre Gerät wird die Qualität Ihrer technischen Dokumentation deutlich verbessern ohne dass dadurch ein zusätzlicher Arbeitsschritt entsteht. Beim normalen Lektorat wird bei den Lektoren oder Probanden gemessen:
    - Wie verständlich einzelne Passagen waren
    - Wie aufmerksam einzelne Passagen gelesen wurden
    - Welche Passagen wiederholt gelesen werden mussten
  - Sicherheitshinweise:** 1) Funkstörungen. Unter Einwirkung von starken statischen, elektrischen oder hochfrequenten Feldern (Funkanlagen, Mobiltelefonen, Handys, Mikrowellen) kann es zur Funktionsbeeinträchtigung des Gerätes und damit zu einer Verfälschung der Ergebnisse kommen. Versuchen Sie, die Distanz zu den störenden Geräten so groß wie möglich zu halten.
- Language Check Panel (Left):** Shows a Release Level of 93.02 and 39 errors. It includes sections for Terminology (e.g., 'Headset', 'Kopfhörer', 'Proband') and Spelling (e.g., 'aufwändigen', 'da gewesenes').
- Authoring Memory Panel (Bottom):** Lists highlighted text segments with their IDs and descriptions, such as 'list Welche Passagen wiederholt gelesen werden mussten/list' and 'paragraph Diese Informationen werden vom Kopfhörer aufgenommen...'. Several segments are highlighted in orange.
- Terminology Panel (Right):** Lists terms and concepts like 'Headset', 'Kopfhörer', 'Proband', and 'ContentGrasp SX' with their respective Concept IDs.
- Matching Rates Report (Bottom Right):** A table showing the distribution of matching rates across sentences.

# Content Quality

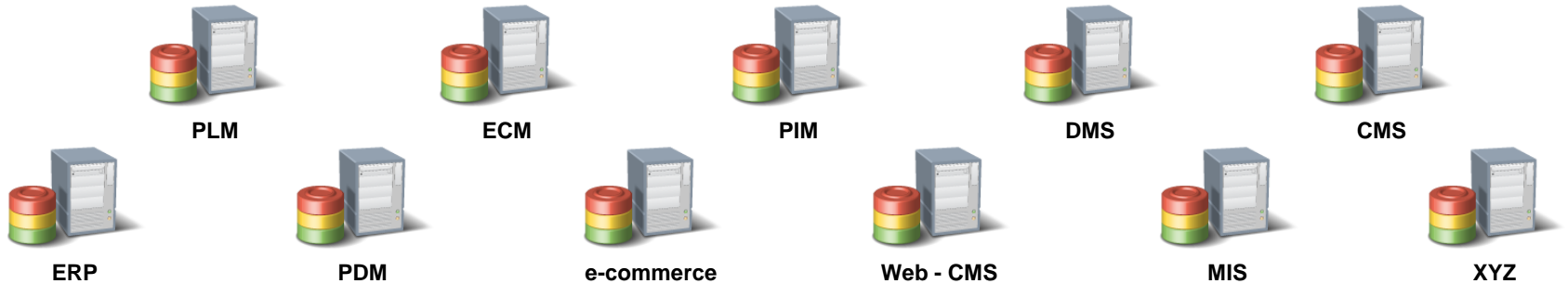
Source Language Content

Target Language Content

# Translation = Fragmentation



# Sources of Translation Content



新世代的翻譯輔助軟體

الجيل الجديد لتقوية الترجمة

новое поколение систем перевода

次世代の翻訳作業



**Without automation, this cannot be managed.**

# What Localization Automation Can Do

## Operational

## Level

- Enables your business to localize products faster, cheaper and better  
Or at minimum to localize
- On budget, On time, On quality

## Personal

## Level

- Focus on what you and your team do best:

Finding solutions to make your business more successful.  
Taking care of exceptions that are in the way of that success.

# Reduce Your Stress

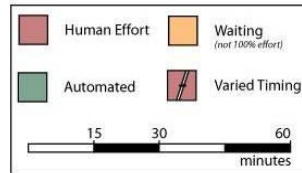
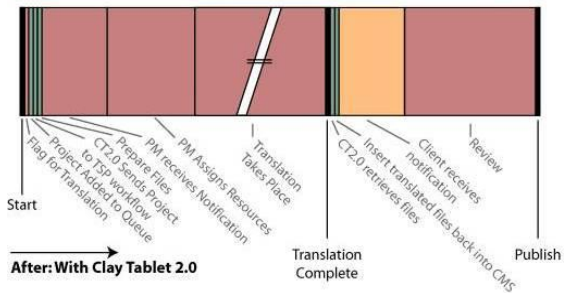
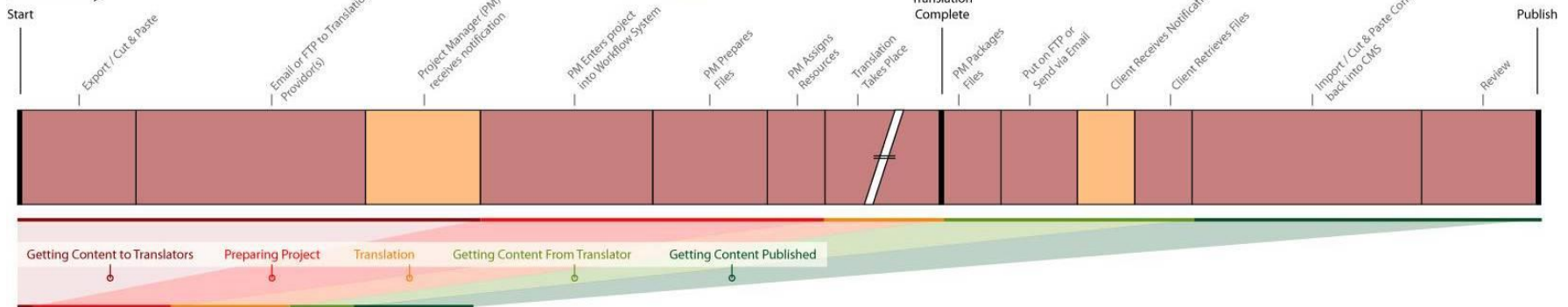
- Eliminate manual labor
- Stop managing by email
- Hands-free reporting
- Be on time, on budget, on quality

# Decrease Time to Market

## Bringing Efficiency to the Translation Lifecycle



### Before: Manual Process



# Conclusion

- Localization Automation enables your business to localize products faster, cheaper and better.
- Enable you to eliminate manual labor and repetitive tasks,
- and thus enrich your professional life,
- and maybe give you the ability to leave your office early.





# Basics Of Localization Automation

How it started, so that you understand capabilities and limitations; The key technologies that are available today

# How It Started

- Roots in the web industry / content management
- Initial products in the late 90s aimed at automating **translation** for the web
- Translation is still one of the main purposes
- Has TM in focus, not the project manager

# Automation. Really?

- Translation Management System do not automate localization
- TMS automate translation
- That's a formidable challenge
- When it comes to media files, many processes are still manual
- There are solutions to partially automate localization of media files

# What is Localization Automation?

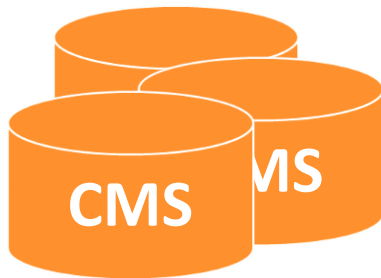
Whatever you need to do to **make sure** your **content** (text, images, prices, statistics, measurements, articles, documents, descriptions, sound bytes, video clips... whatever!)  
**is localized without manual data transfers...**  
**in a way that works for your business.**

# Localization Automation Will Involve...

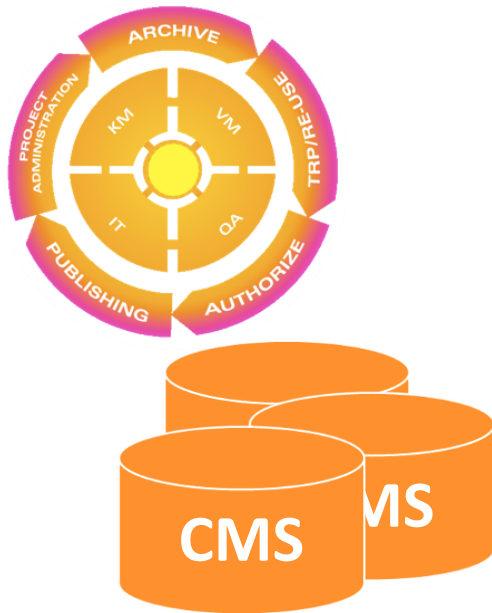
- Defined processes
- Multiple people with different roles

## Localization Automation Might Involve...

- One or more Content Management Systems



## Localization Automation Might Involve...



- One or more Content Management Systems
- Translation Management System

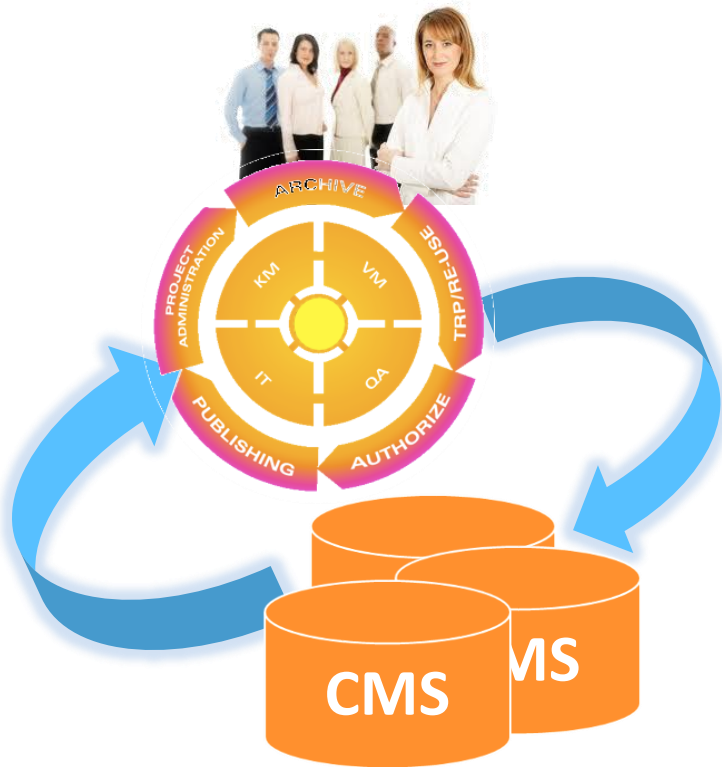
# Localization Automation Might Involve...



- One or more Content Management Systems
- Translation Management System
- People and/or processes in more than one country and/or language
- People and/or processes outside of your own company or organization

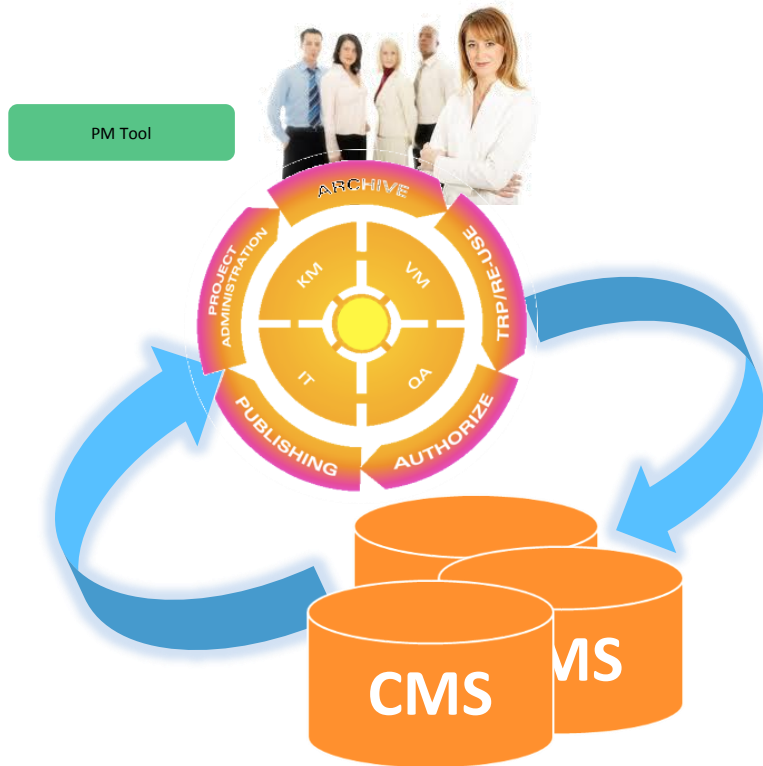


# Localization Automation Might Involve...



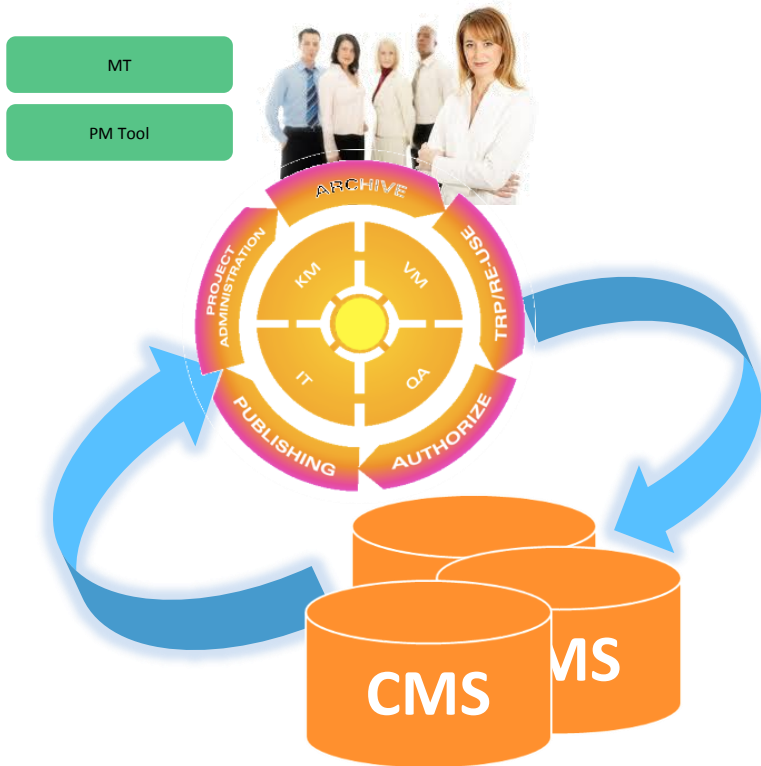
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- People and/or processes outside of your own company or organization
- Technology Connectors

# Localization Automation Might Involve...



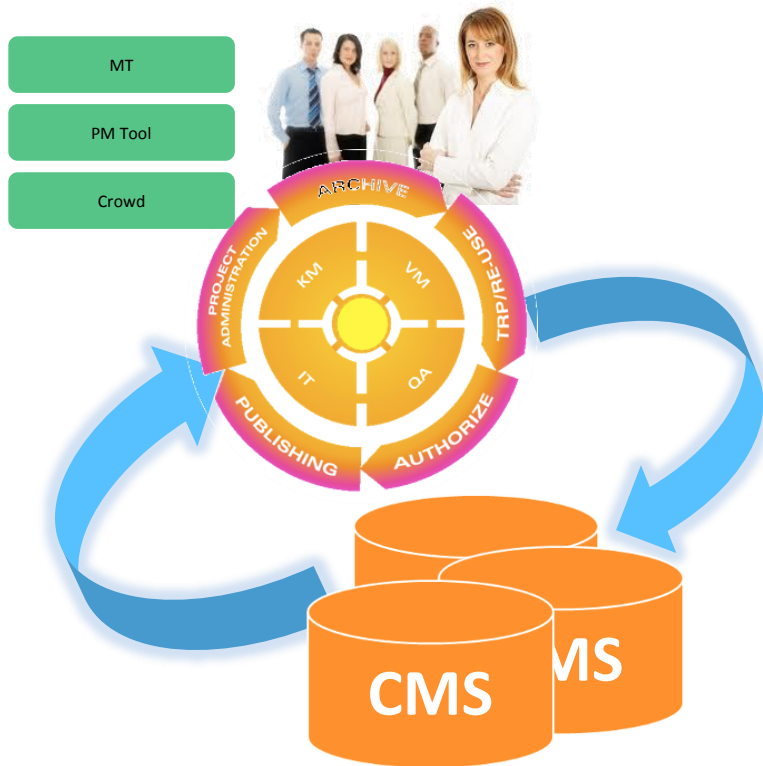
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- Technology Connectors
- Project Management Tool

# Localization Automation Might Involve...



- One or more Content Management Systems
- Translation Management System
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- People and/or processes outside of your own company or organization
- Technology Connectors
- Project Management Tool
- Machine Translation

# Localization Automation Might Involve...



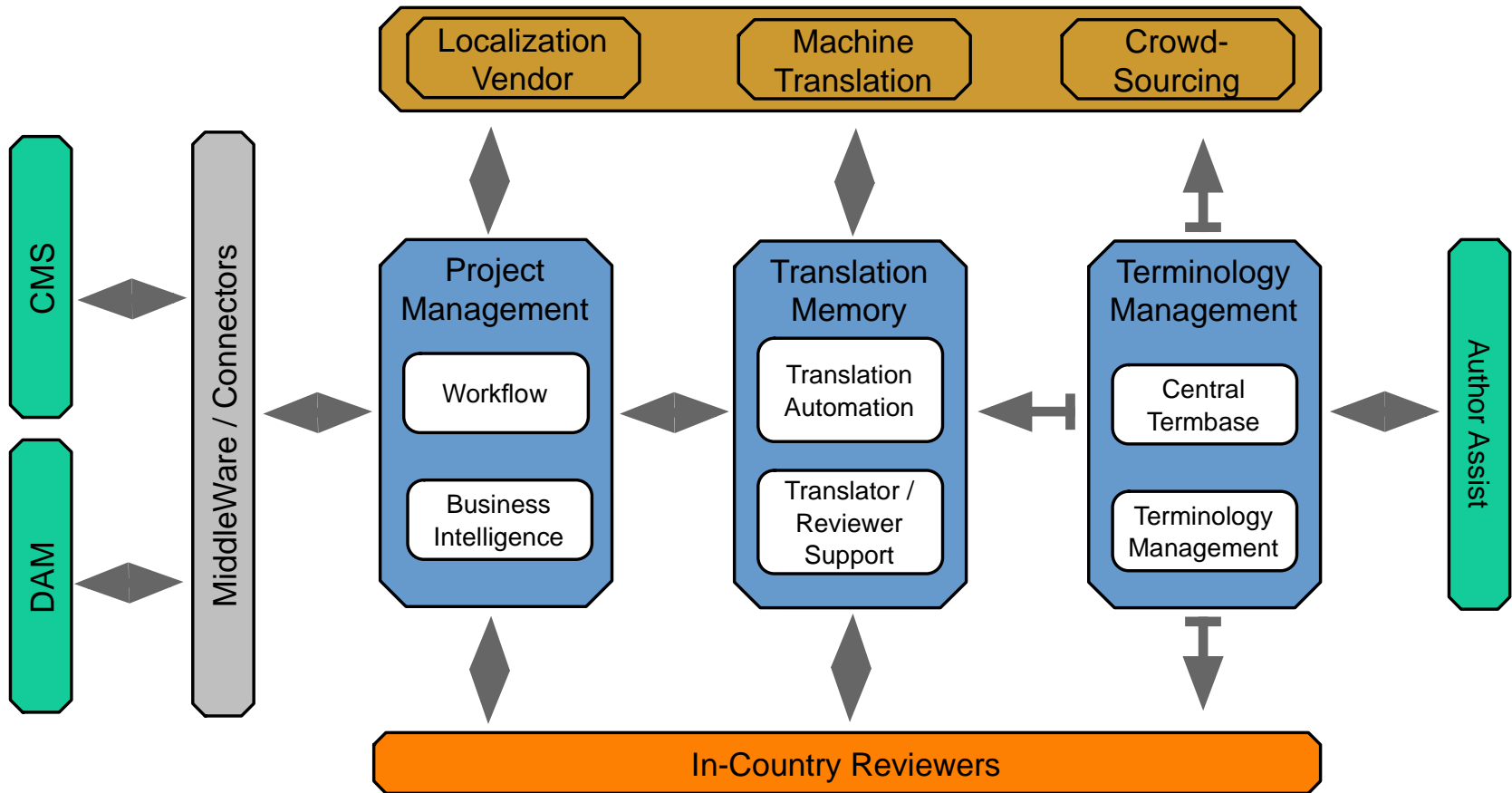
- One or more Content Management Systems
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- People and/or processes outside of your own company or organization
- Technology Connectors
- Project Management Tool
- Machine Translation
- Crowd Sourcing

# Conclusion

- Translation Management Systems are only one part of Localization Automation
- There are multiple systems that need to work together
- That's why standards are important
- There is no one-size fits all solutions
- You need to build a solution that is right for your business
- The rest of the course gives you all the knowledge and information to do that



## What Technology Can Do



# Simple Scenario





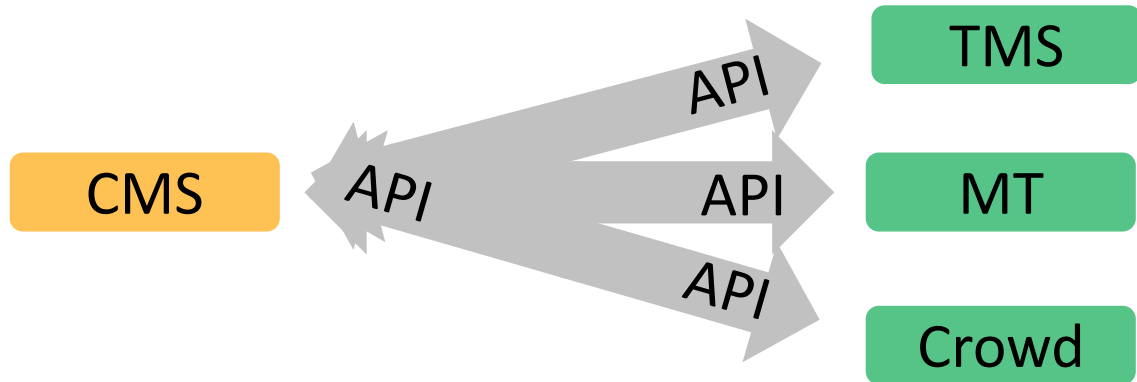
# Bottle Neck: Manual Processes



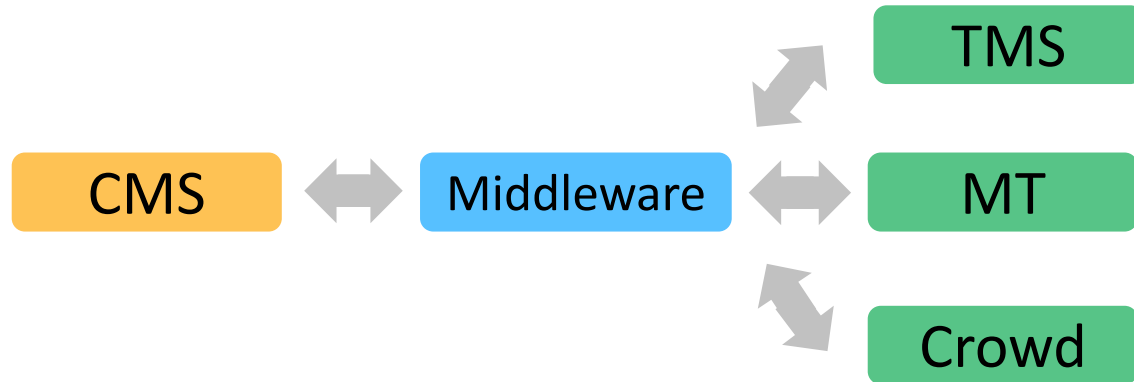
# Automating the Process



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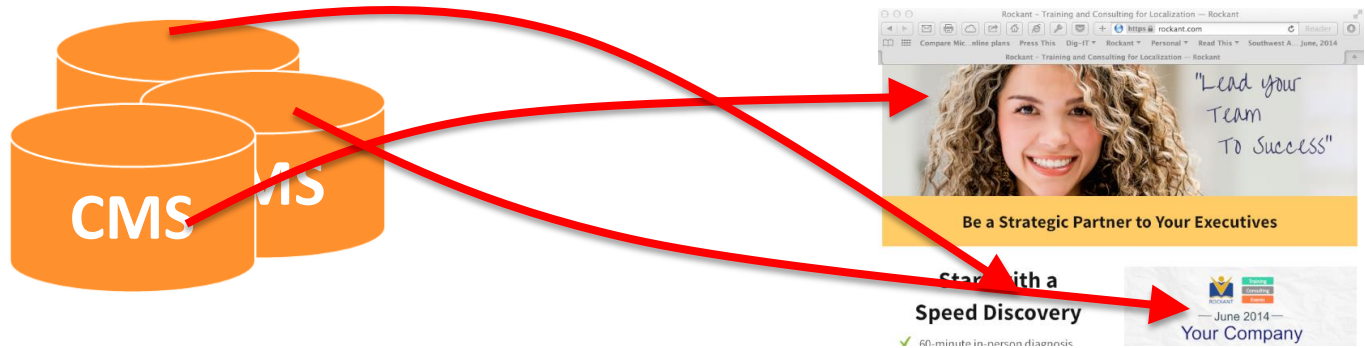
One to One



# One to Many



# Many to One

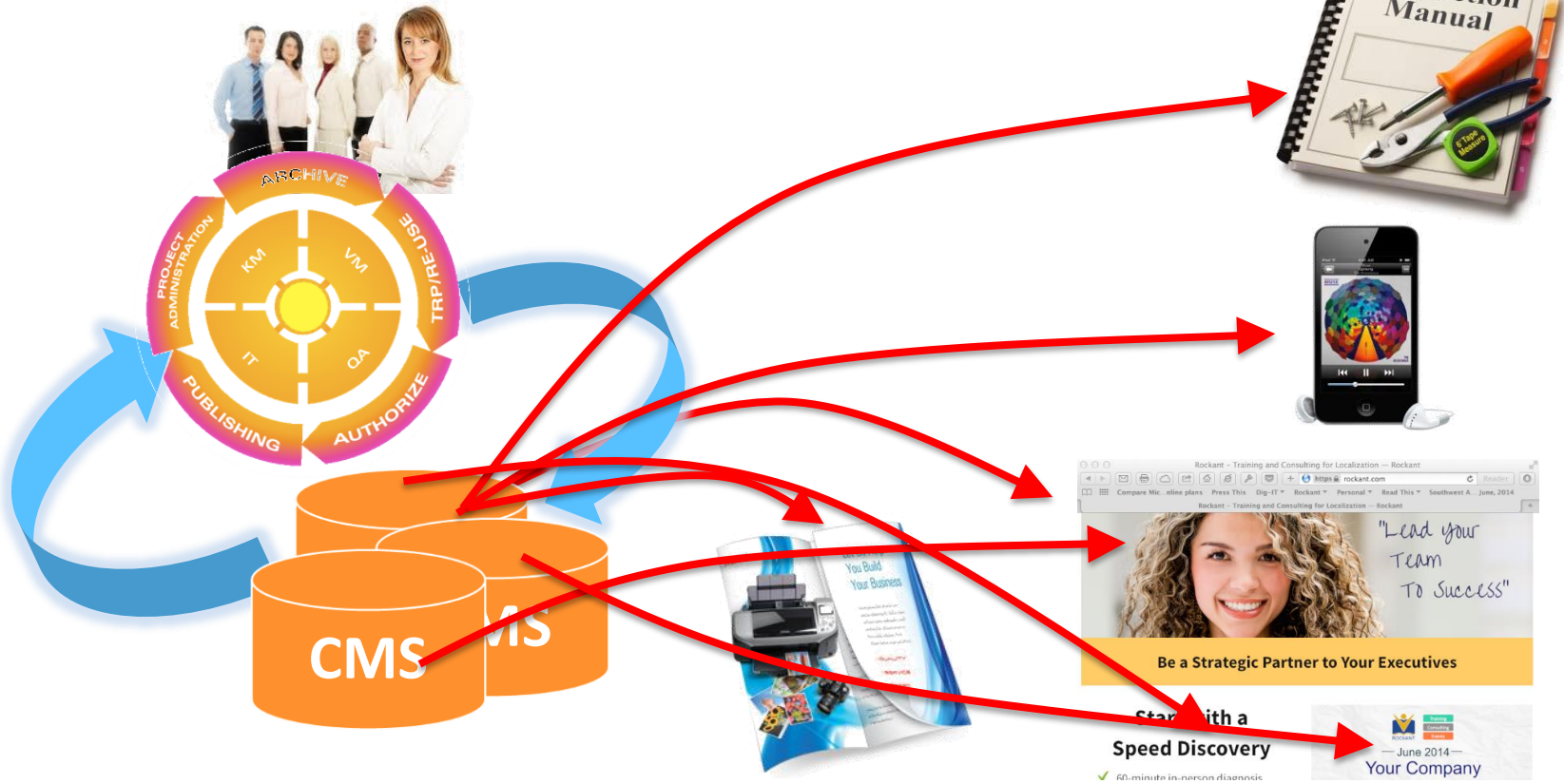


# Many to Many

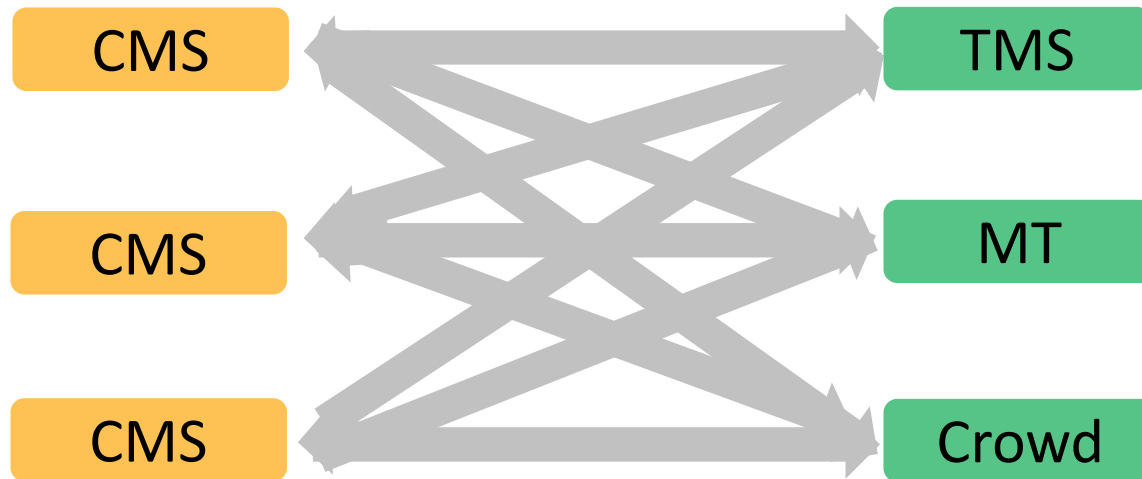




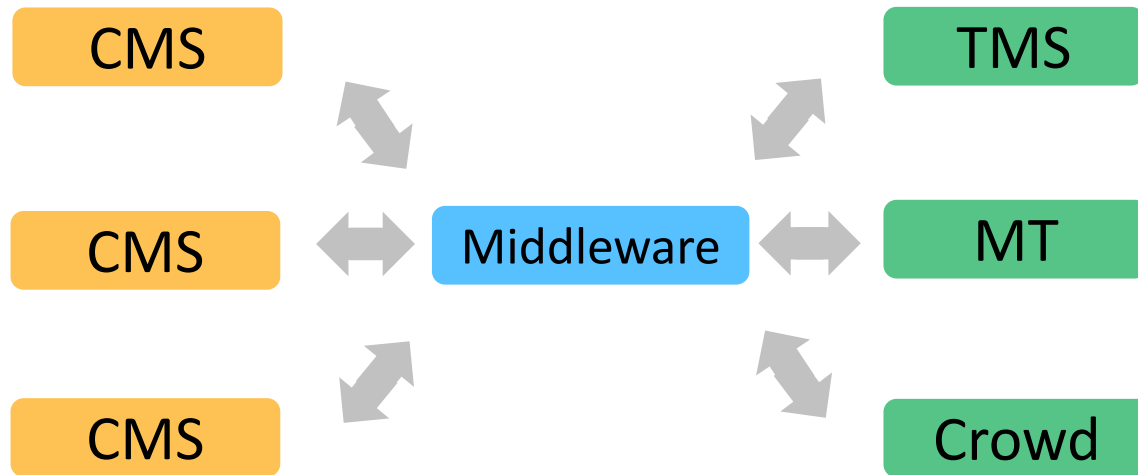
# Many to Many



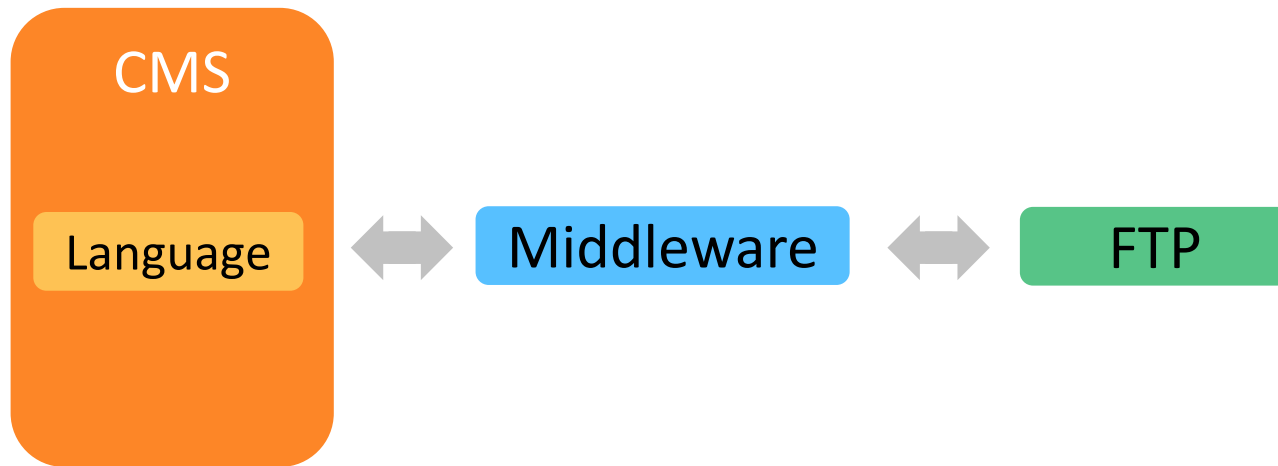
# Automating the Process



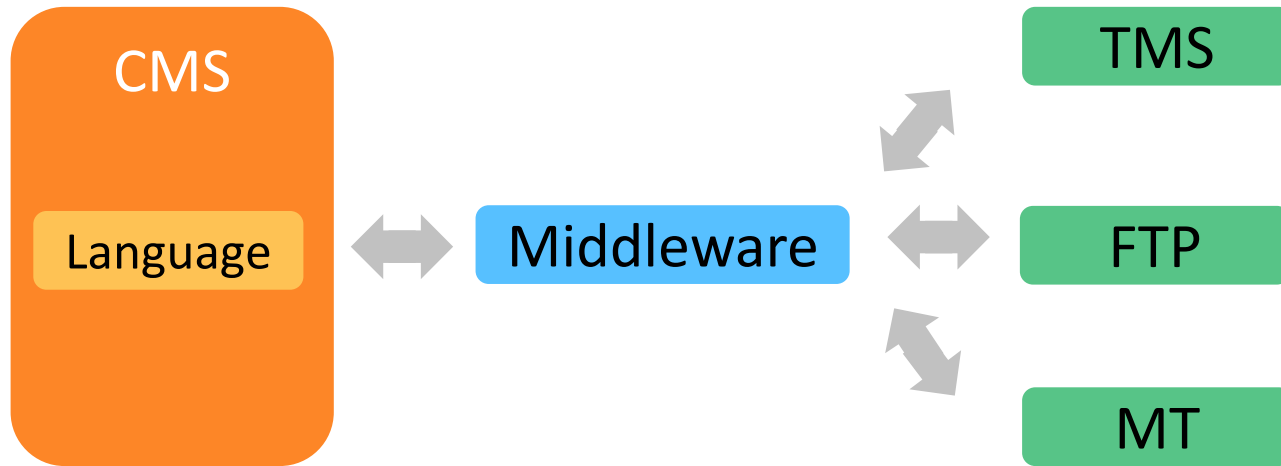
# Automating the Process



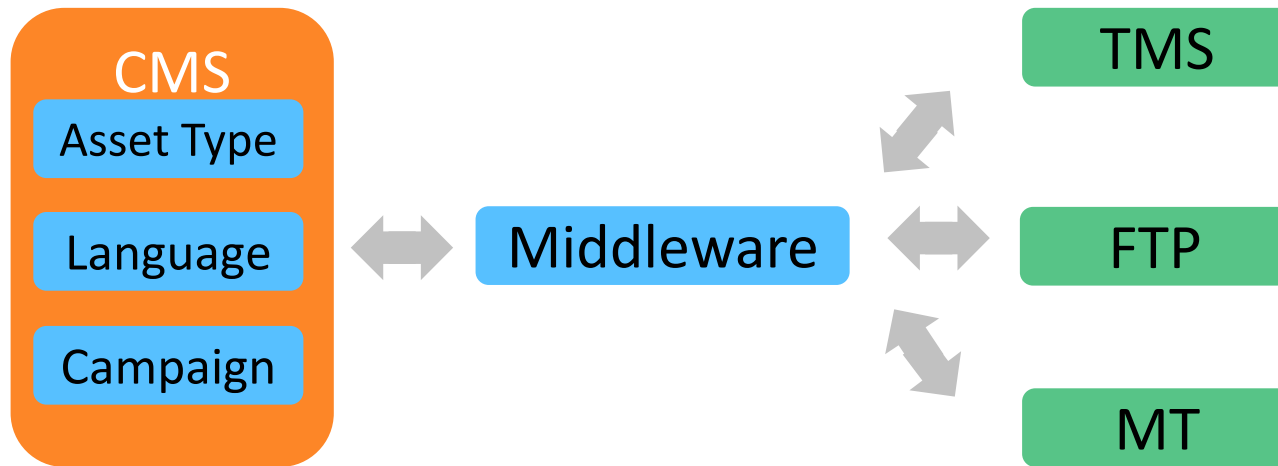
You mean I can automate NOW?



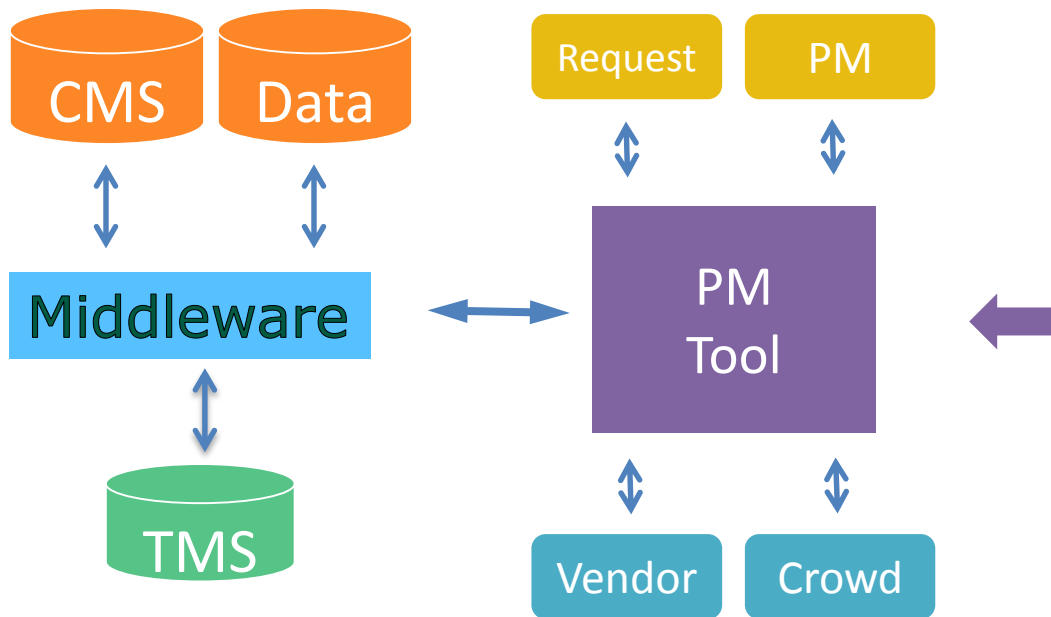
# You mean I can automate NOW?



# You mean I can automate NOW?



# Project Management



SW Localization

DTP

Requests

Change Orders

Split Orders

Scheduling

Resources

Finance

Reporting

# Your Options Are

- You can automate easily translation between TMS and CMS
- There are multiple ways to connect the two systems
- Automation of localization of media requires manual labor
- Neither CMS or TMS support you fully in managing all aspects of localization
- You will need an additional tools to manage all aspects of localization
- If you need to connect multiple systems your best option might be a middleware
- Discuss with your IT Team

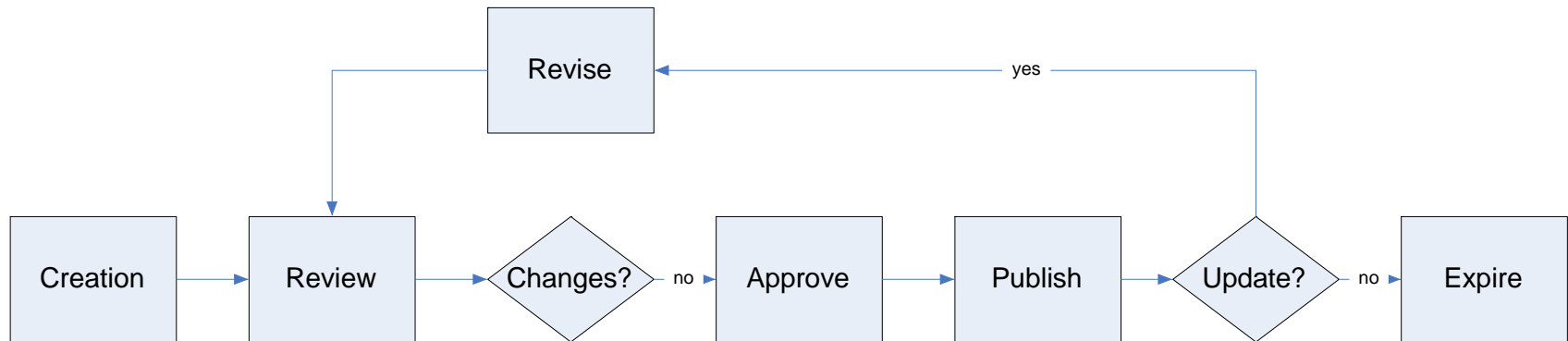




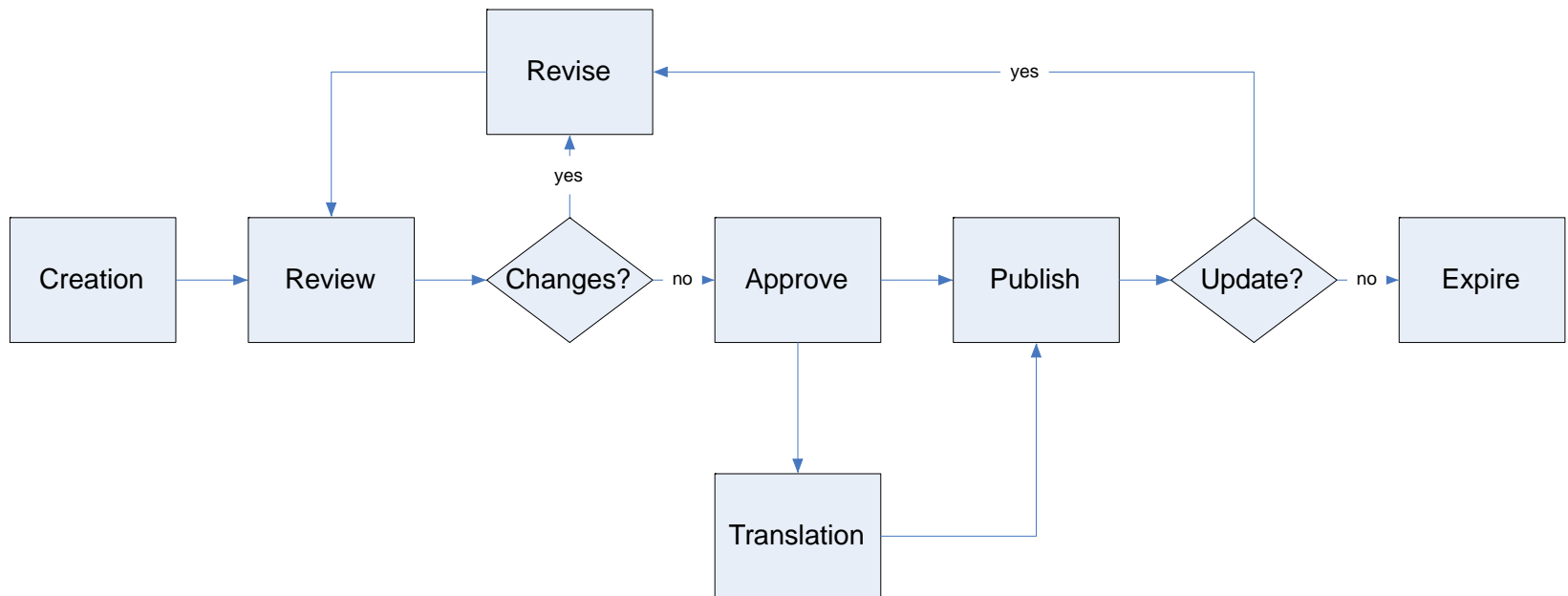
## Translation Workflow

- The CMS world does not really understand Localization.
- The TMS World does not really understand content management.
  - They think they do.
- Only some know that they don't.

# Basic CMS Workflow

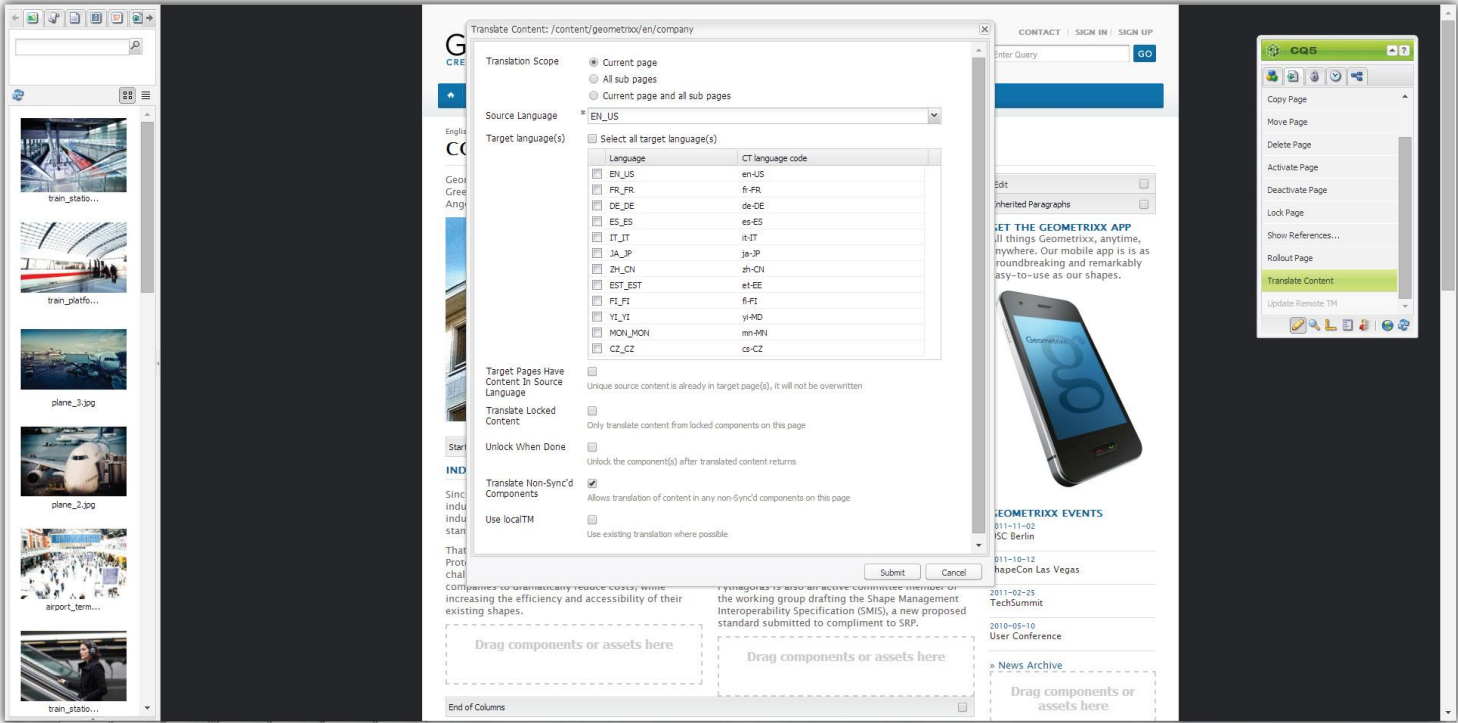


# How CMS look at translation workflow





# Translation Initiation – Adobe EM



# Translation Management – Oracle WCS

## Manage translation

In Progress
  Out of Sync
  In Sync
  Ignored

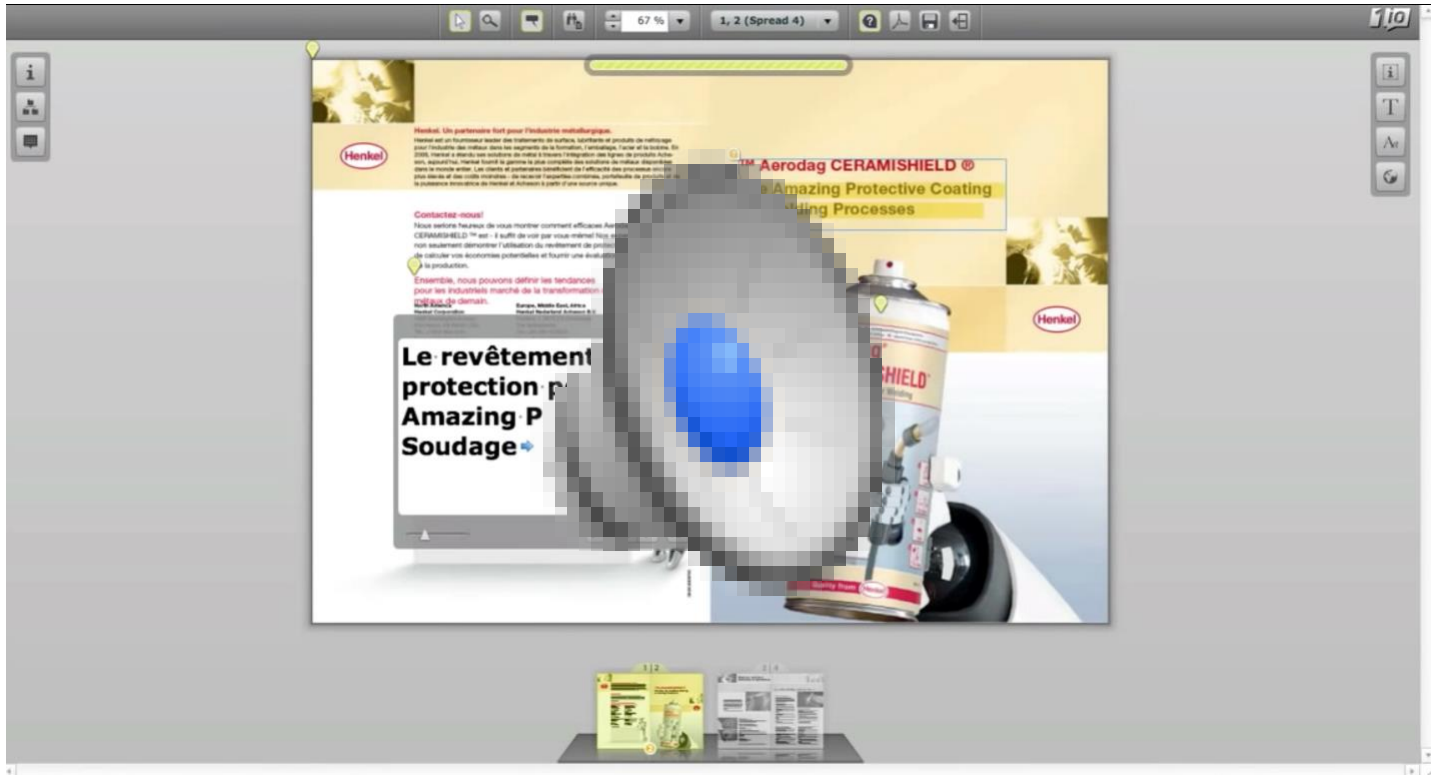
<input type="checkbox"/> Node	Days	% Translated / Untranslated Words	Workflow	Views
<input type="checkbox"/> Products - Hosted	18	98% (11,370)	Machine Translate	11,370 <a href="#">Edit</a>
<input type="checkbox"/> Products - Premise	33	63% (7,524)	Machine Translate	7,524 <a href="#">Edit</a>
<input type="checkbox"/> Products - Inside	18	63% (5,886)	Machine Translate	5,886 <a href="#">Edit</a>
<input type="checkbox"/> Products - Services	24	94% (9,906)	Machine Translate	9,906 <a href="#">Edit</a>
<input type="checkbox"/> The Translation Network	18	63% (8,730)	Machine Translate	8,730 <a href="#">Edit</a>
<input type="checkbox"/> How it Works	18	90% (6,144)	Machine Translate	6,144 <a href="#">Edit</a>
<input type="checkbox"/> Content Value Index	33	67% (1,657)	Machine Translate	1,657 <a href="#">Edit</a>
<input type="checkbox"/> Product Matrix	18	98% (9,942)	Machine Translate	9,942 <a href="#">Edit</a>
<input type="checkbox"/> Features	24	80% (1,464)	Machine Translate	1,464 <a href="#">Edit</a>
<input type="checkbox"/> Enterprise	18	80% (300)	Machine Translate	300 <a href="#">Edit</a>

Showing 1 - 10 of 532    Page Size



## What About DTP?

# One2edit

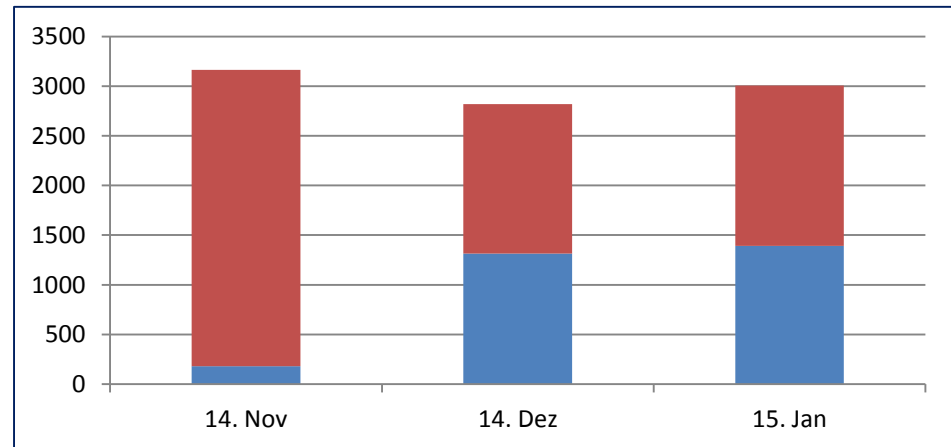
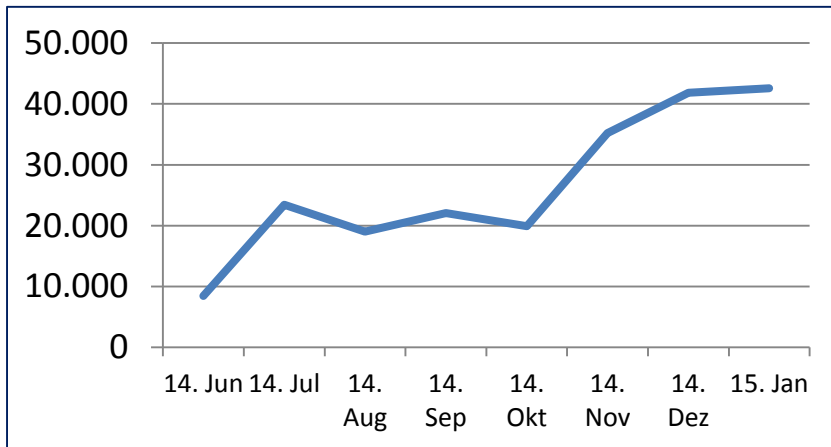






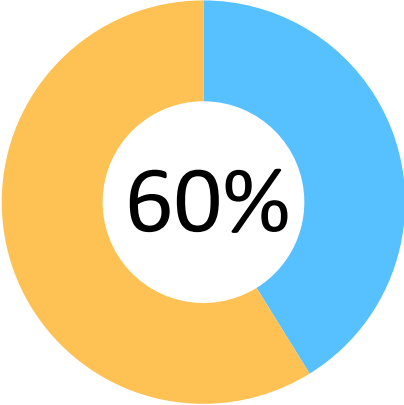
## Success Stories

# Web site Growth

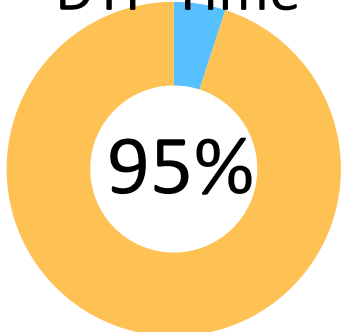


# DTP Efficiencies

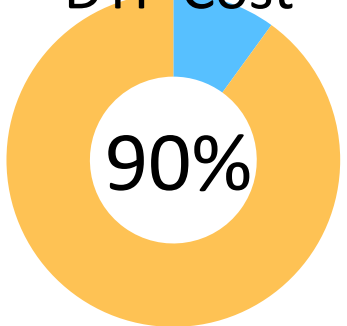
Review Time



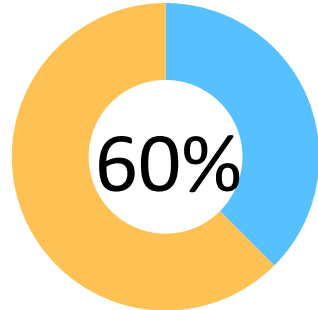
DTP Time



DTP Cost



Total Project Time



● Savings

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# And visit us outside at our booths