



PROJECT]open[

Localization PM Best Practices

frank.bergmann@project-open.com

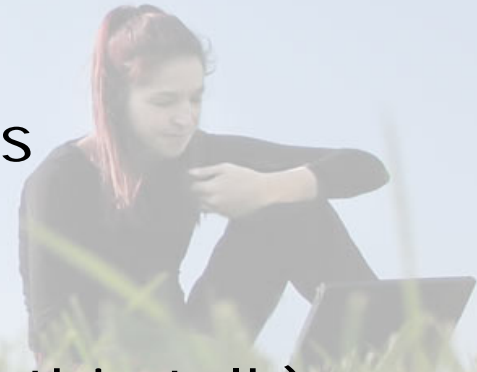
A medium sized software company wants to localize a new software product into 10 languages.

Initial software development	\$1.000.000
#Pages (GUI, Help, Manuals & Training)	1.000
#Words per page	400
Average cost per word and language	~ \$0.25
Total translation costs (10 Languages)	\$1.000.000

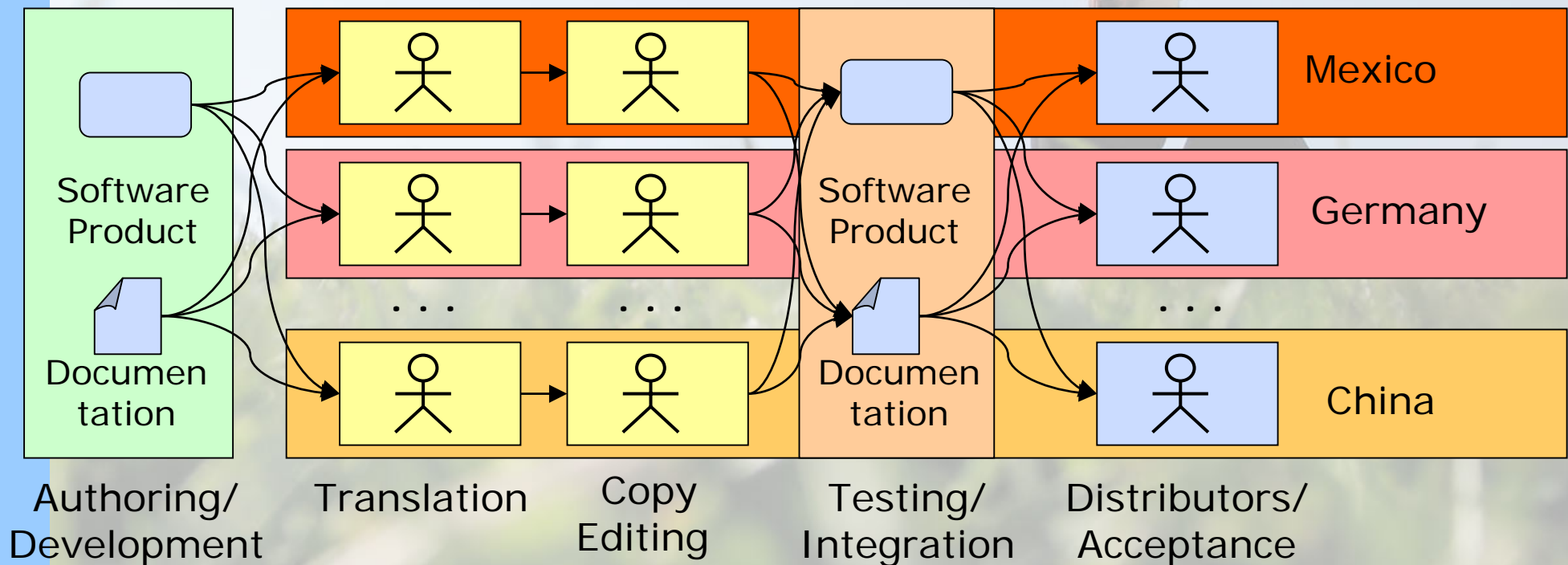
- Translation costs are in the same range as development costs (10 languages)
- Bad Project Management can lead to an increase of translation errors by 200% – 500%, equivalent to a 10% - 30% reduction of translation value.

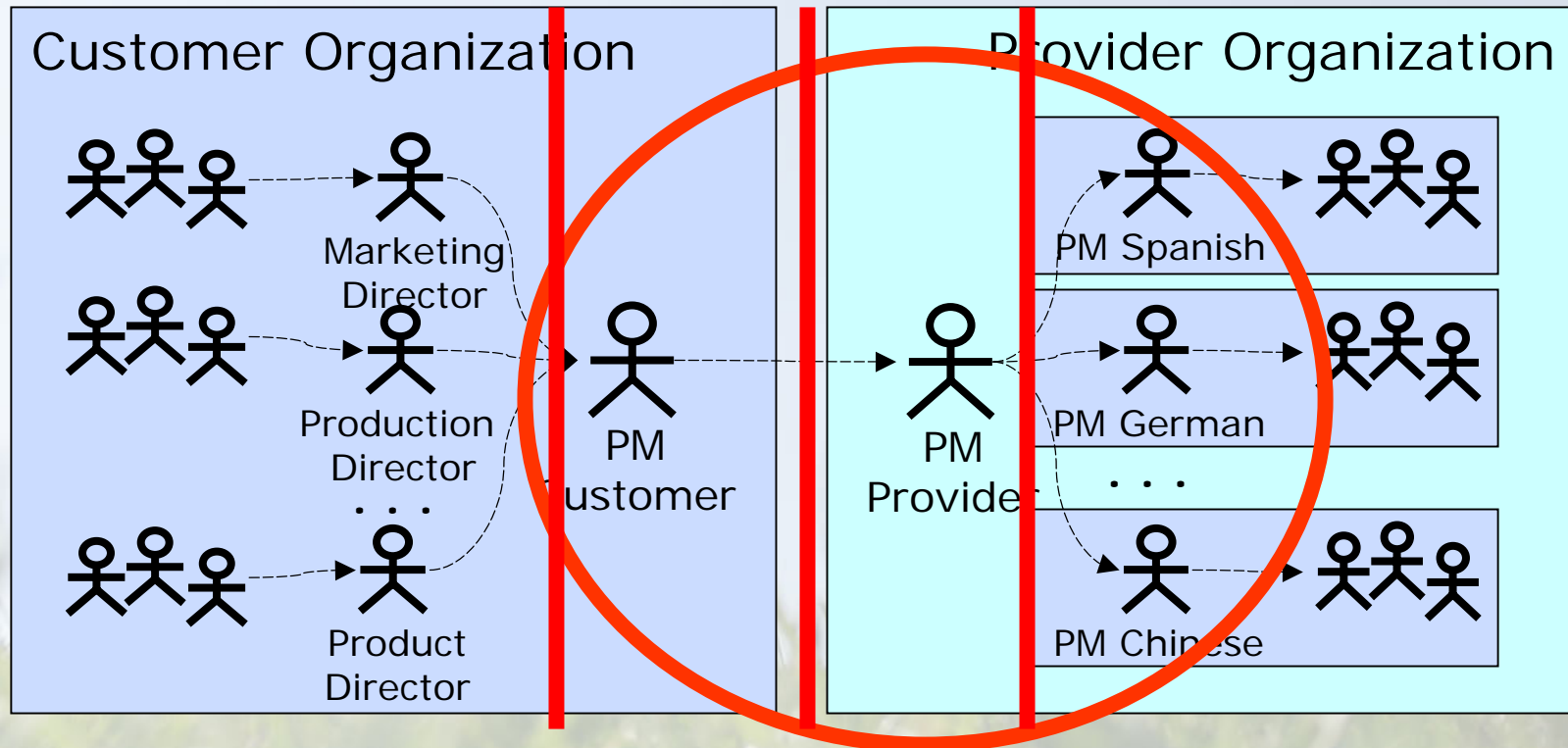
Our perspective: Localization Project Management (“L10n PM”) really isn’t that difficult but there are some challenges:

- Cultural & communication issues
 - File & version management issues
 - Translation-specific issues
- Generic PM Best Practices (not in this talk)
- Presentation of issues specific to L10n (this talk)
- Specific Best Practices for L10n:
www.project-open.com/whitepapers/l10n-pm/



- An L10n project into 10 languages involves $>3 \times 10$ different parties distributed across 17 time zones

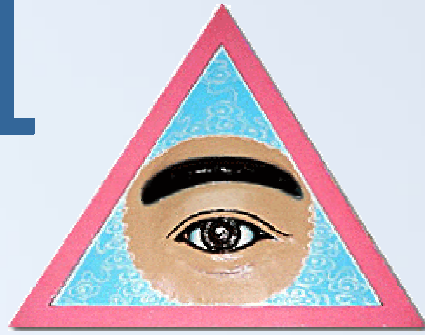




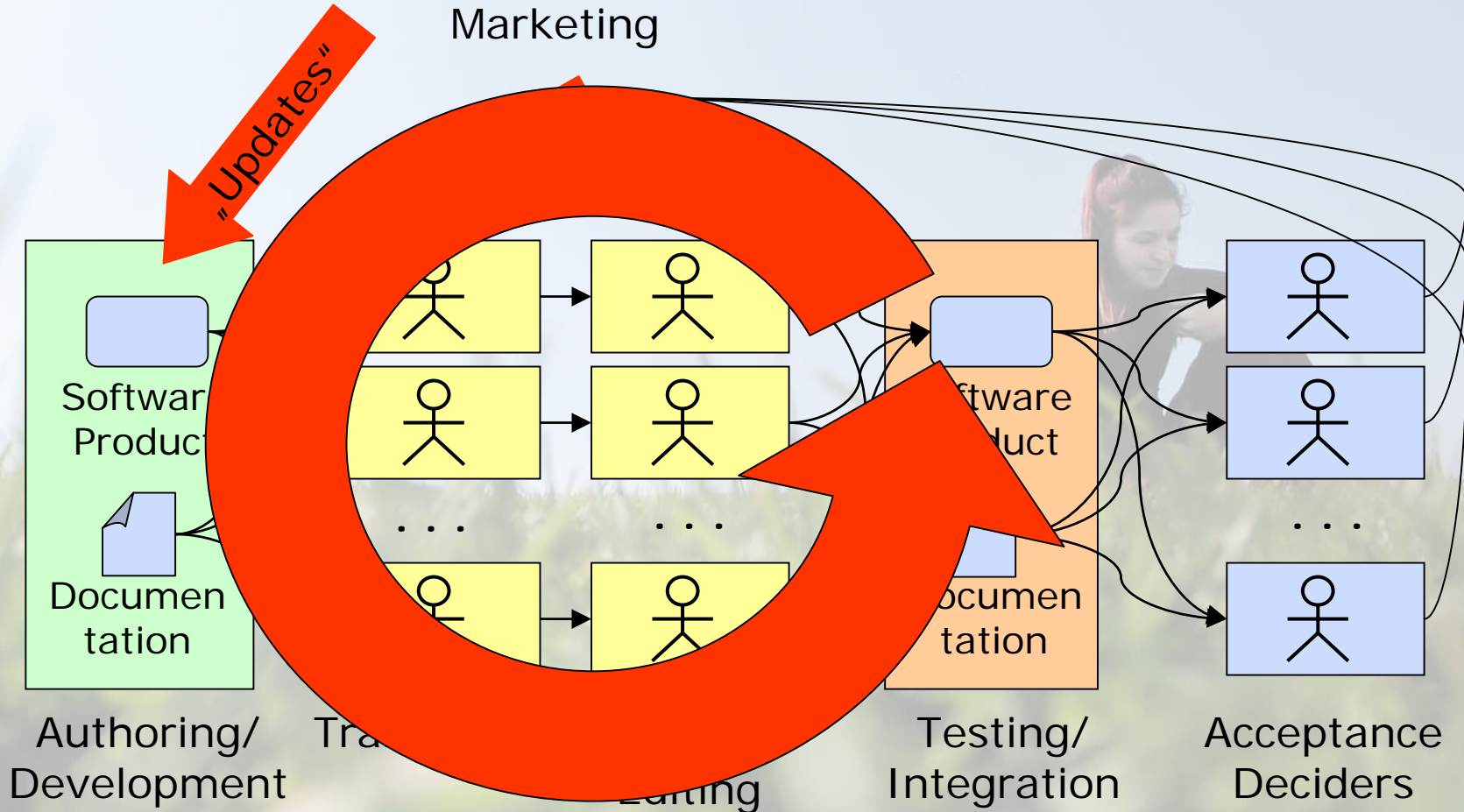
- Frequent Issue: Lack of cultural awareness
- Frequent Issue: Lack of political awareness

PROJECT Open

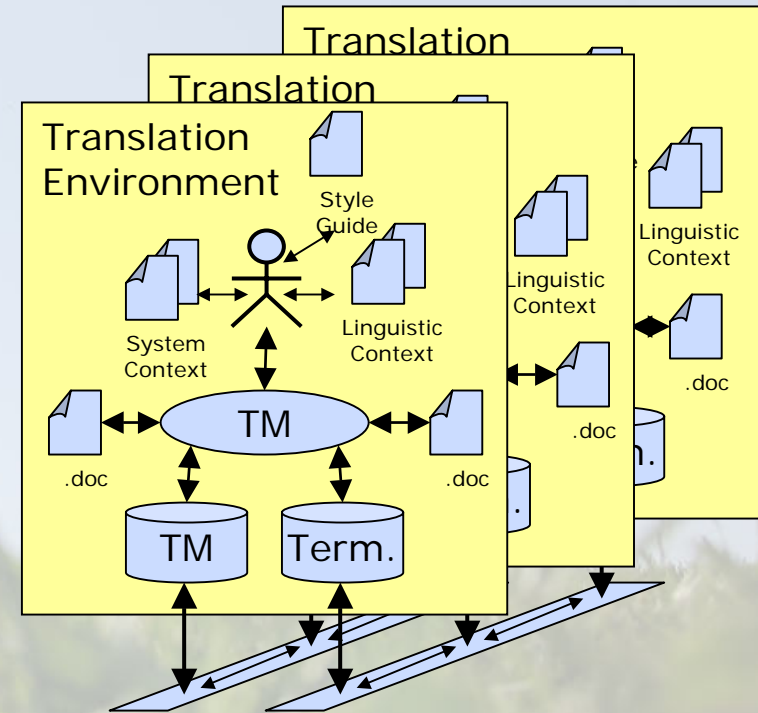
L10n PM Version
Chaos



Marketing



- Translation memories (TM) increase translation performance by 30% - 80%. However, TMs need to be synchronized between different translators who are working in parallel
- Terminology decisions need to be communicated between translators
- Translators are not very technical in general



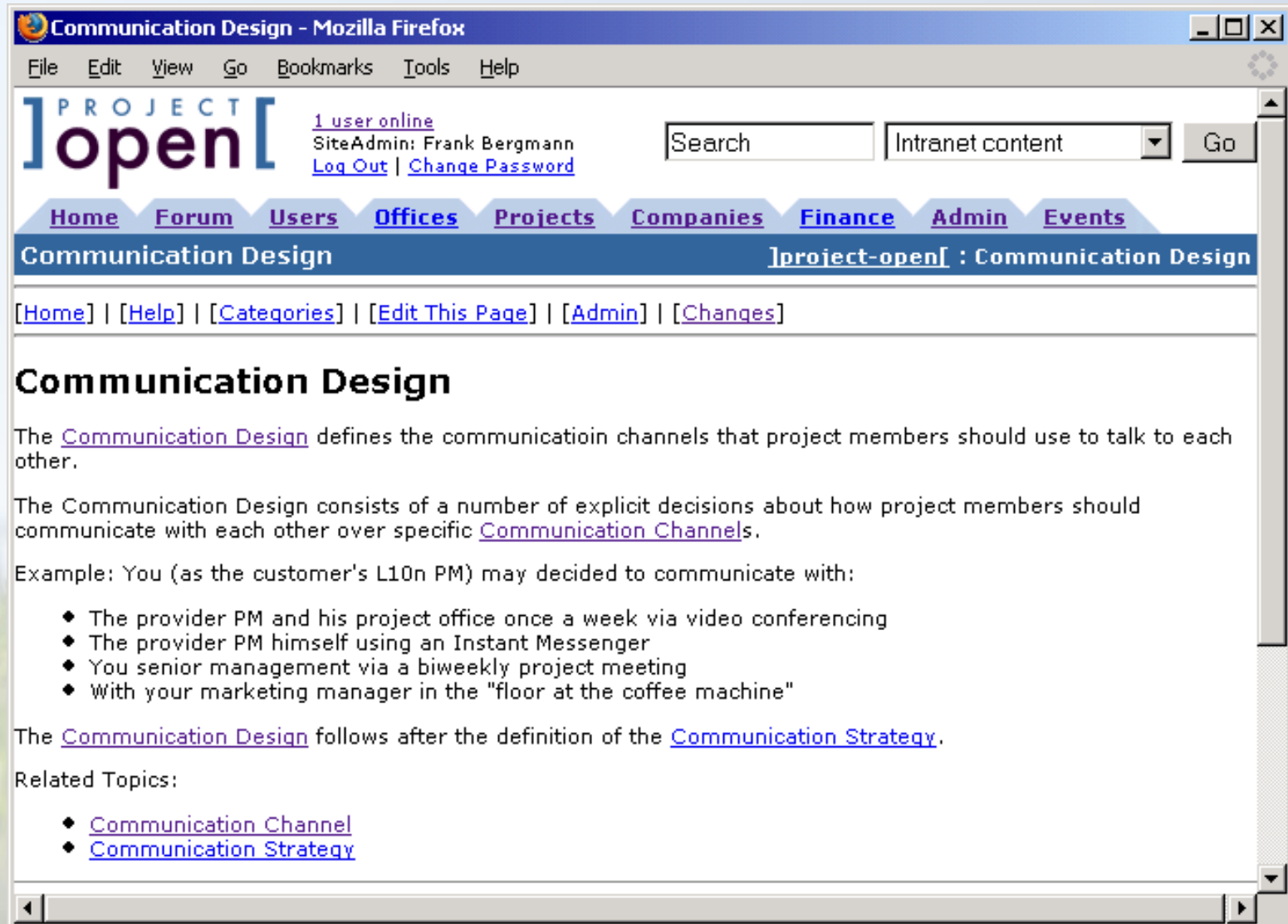
The Trans-PM areas of best practices are derived from the challenges:

- Cultural & Communication
- File & Version Management
- Translation Specific
- Project Setup & Environment
- General Project Management

→ www.project-open.com/whitepapers/l10n-pm/



- Communication Test: Test the communication during an EarlyStart
- Project Instructions: Prepare instructions for all project participants before translations start
- Style Guide: Define conventions how a translator should translate certain critical constructs or terms
- [Translation Context]: Provide all translators with the domain context of the translation
- Communication Design: Define the communication channels that project members should use to talk to each other
- Communication Strategy: Define which project members should talk to each other
- Communication Channel: Medium for communication between project members
- [Response Times]: Determine how quickly project members react to communication on different channels
- Query Management: => IncidentManagement
- Incident Management: Management of questions and problems that occur during the project
- Intercultural Management: Techniques to improve communication between cultures with different habits and values



The screenshot shows a Mozilla Firefox browser window displaying the 'Communication Design' page of the 'PROJECT]open[' website. The browser's address bar shows the page title 'Communication Design - Mozilla Firefox'. The website's header includes the 'PROJECT]open[' logo, a user status indicator ('1 user online'), the site administrator's name ('SiteAdmin: Frank Bergmann'), and links for 'Log Out' and 'Change Password'. A search bar is present with the text 'Intranet content' and a 'Go' button. The main navigation menu consists of tabs for 'Home', 'Forum', 'Users', 'Offices', 'Projects', 'Companies', 'Finance', 'Admin', and 'Events'. The current page is titled 'Communication Design' and is part of the 'project-open' site. The page content includes a breadcrumb trail, a main heading, a paragraph defining communication design, a list of communication channels, and related topics.

Communication Design - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

PROJECT]open[1 user online
SiteAdmin: Frank Bergmann
Log Out | Change Password

Search Intranet content Go

Home Forum Users Offices Projects Companies Finance Admin Events

Communication Design]project-open[: Communication Design

[Home] | [Help] | [Categories] | [Edit This Page] | [Admin] | [Changes]

Communication Design

The [Communication Design](#) defines the communication channels that project members should use to talk to each other.

The Communication Design consists of a number of explicit decisions about how project members should communicate with each other over specific [Communication Channels](#).

Example: You (as the customer's L10n PM) may decided to communicate with:

- ◆ The provider PM and his project office once a week via video conferencing
- ◆ The provider PM himself using an Instant Messenger
- ◆ You senior management via a biweekly project meeting
- ◆ With your marketing manager in the "floor at the coffee machine"

The [Communication Design](#) follows after the definition of the [Communication Strategy](#).

Related Topics:

- ◆ [Communication Channel](#)
- ◆ [Communication Strategy](#)

- File Management: Management of distribution of files to and from project members
- Late Changes: Changes in source text, introduced while the translation of the source text has already begun
- File Naming: Conventions to store files and file versions in a computer
- Translation Workflow: Automatic distribution of files to project members

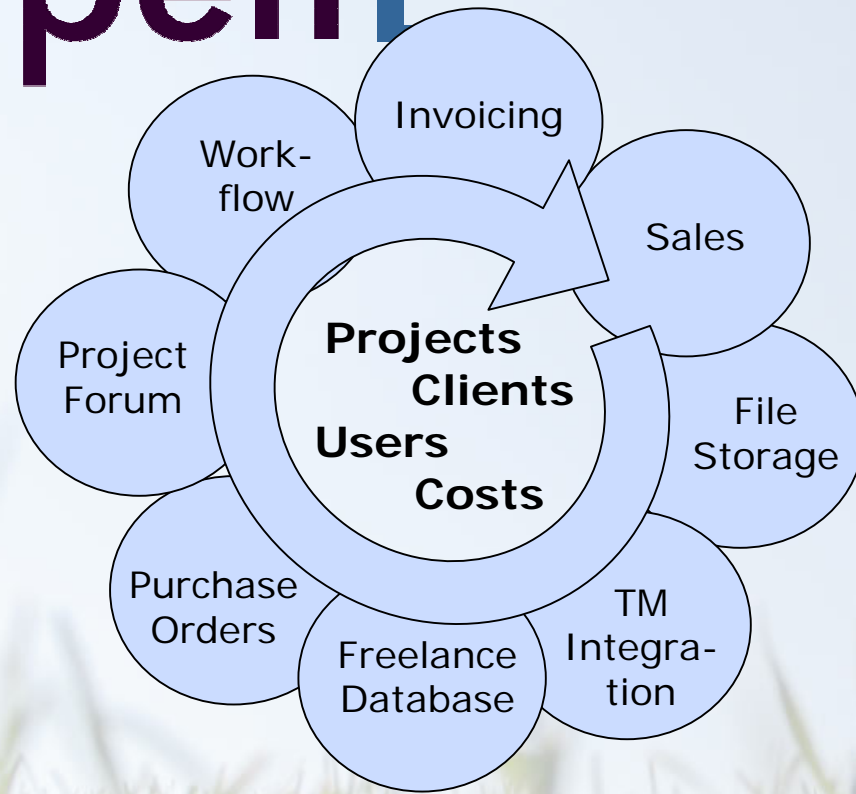


- [\[Translation Memory Synchronization\]](#): Synchronize the contents of TranslationMemories for consistency and efficiency
- [\[Translation Memory Quality Review\]](#): Revise the content of a TranslationMemory of a previous project before using it for the current project
- [\[Translation Memory\]](#): A method to save 30%-80% of translation work.
- [\[Translation Quality\]](#): Quantify the quality of translations in order to compare prices
- [\[Gui Translation\]](#): Translation of the GraphicalUserInterface of a software
- [\[Translation Memory Extraction\]](#): Extract a TranslationMemory from a previous project by aligning source and target files
- [\[Quality Feedback\]](#): Allow the "final customers" of a translation (distribution partners, local offices) to express their opinion about the translation quality of the project
- [\[Gui String Size\]](#): Maximum and minimum constraints on string in the graphical user interface of a software program
- [\[Localizable Item\]](#): An element of the graphical user interface of a software program that needs to be adapted to the TargetMarkets
- [Multi Language Vendor](#): ([\[IMLV\]](#)) A translation agency that covers the entire TranslationValueChain
- [Translation Value Chain](#): The chain of all processes that are necessary to deliver a finished product.
- [Single Language Vendor](#): ([\[SLV\]](#)) A translation agency that specializes in delivering a single target language.

- [Centralized Translation]: Translation of corporate material at the headquarters
- [Decentralized Translation]: Translation of corporate material at local offices or at distribution partners
- [Multilingual Architecture]: The I10n relevant parts of the software architecture of the program to be localized
- [Distribution Partner]: A company that distributes a product in a TargetMarket
- [Local Office]: A company's subsidiary that distributes a product in a TargetMarket
- [Target Market]: A specific market for the company's product with requirements different from the company's home market
- [Provider Selection]: The process and criteria for selecting a provider for a project
- [Provider Management]: The process of recruiting, training and working with providers.

- Early Start: Testing the communication flow
- [Stake Holder Analysis]: Determine who else might be affected from the project, apart for the project members
- Early Start: Start project activities before the critical part of the project starts
- [Approval Criteria]: Determine the criteria of for acceptance/rejection of a translation before the project starts
- [Executive Communication]: Communication with superiors about a I10n project
- [Return Of Investment]: Element in ExecutiveCommunication - specifies the company's benefit of a I10n project
- [Learned Lesson]: Errors and mistakes made in a previous project
- [Project Milestones]: Element of ExecutiveCommunication - allows senior management to track the progress of a project
- [Provider Evaluation]: Process to determine whether a provider is a suitable project member
- [Steering Commitee]: A group of senior managers supervising the project execution

PROJECT]open[



Thank you for
your attention



PROJECT
]open[

Frank Bergmann

frank.bergmann@project-open.com

www.project-open.com