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Effective L10n
Project Management

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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.

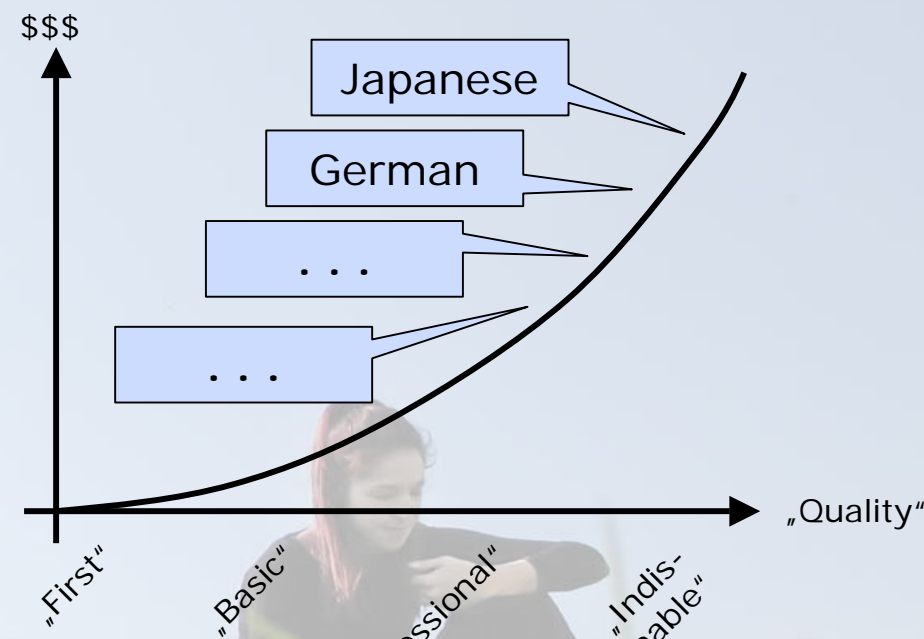
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“Sophistication” Levels



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“Sophistication” Levels



“Friends & Family” →

L10n by translation agencies
not specialized on I10n, ...

L10n providers, Glossary, Style Guides,
Formal QC, L10n Architecture, ...

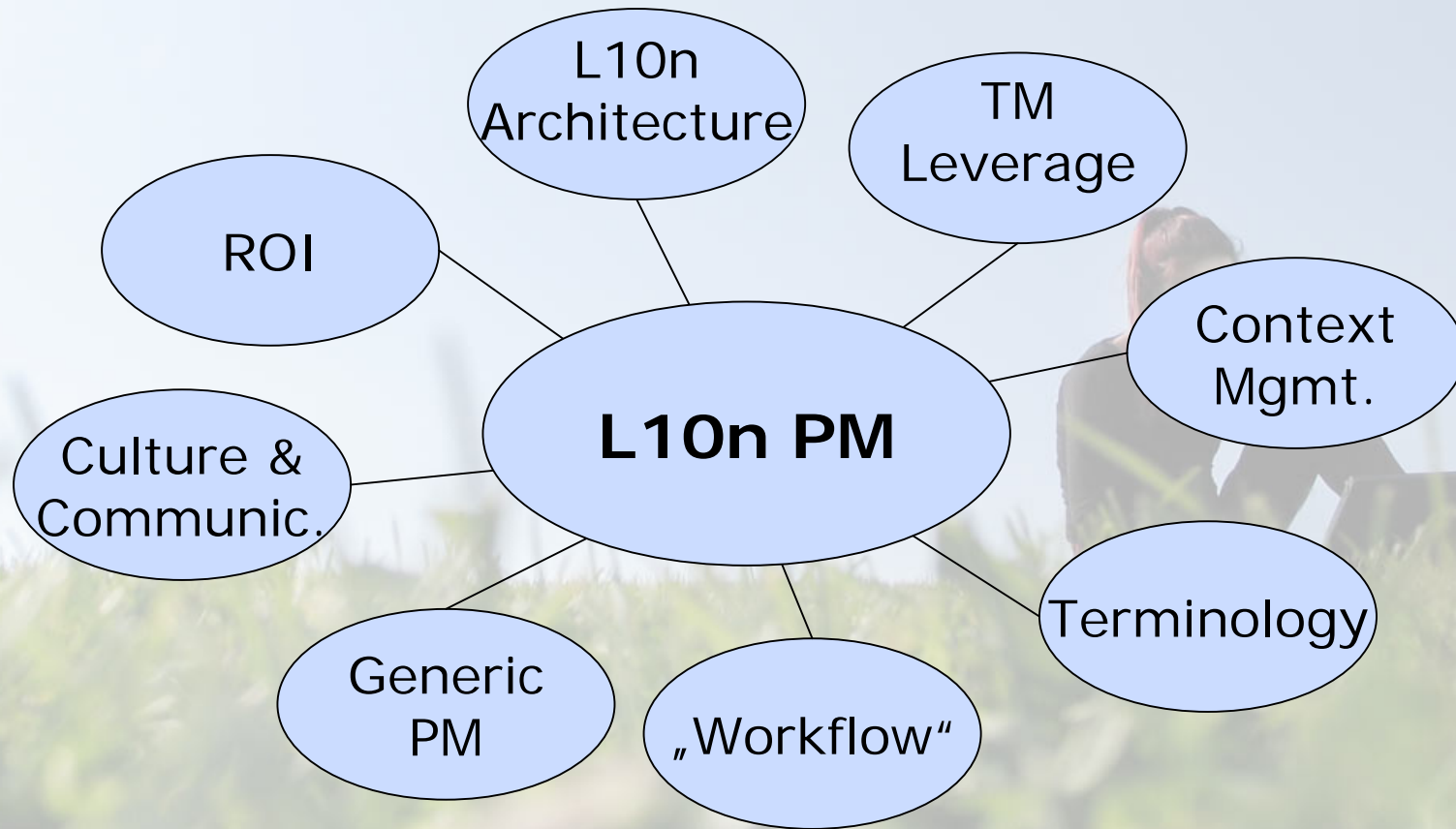
Specialized providers, Consistency, Cultural awareness,
Kaizen (Iterations & continuous learning), Great
Context, Great Communication, ...

“First”

“Basic”

“Professional”

“Indis-
tinguishable”



Our perspective: Localization Project Management (“L10n PM”) really isn’t that difficult. However, existing challenges can be grouped:

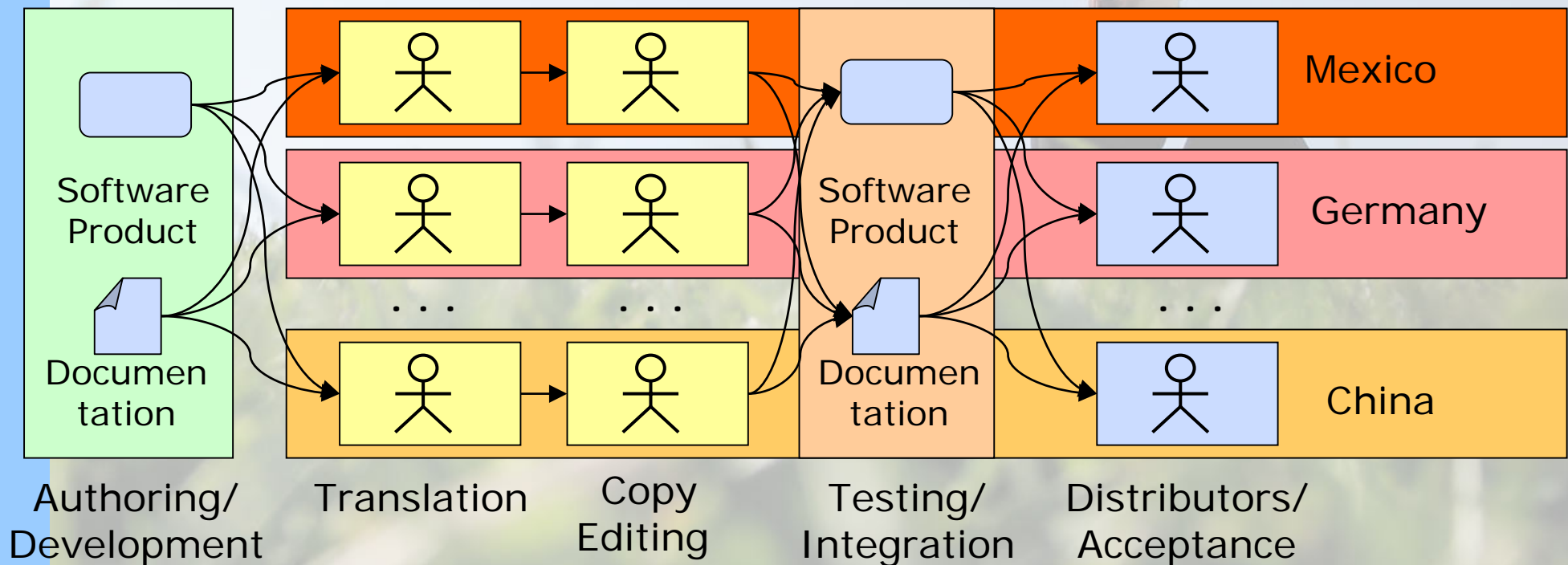
- Cultural & Communication
- File & Version Management
- Translation Specific Issues
- Generic PM Best Practices

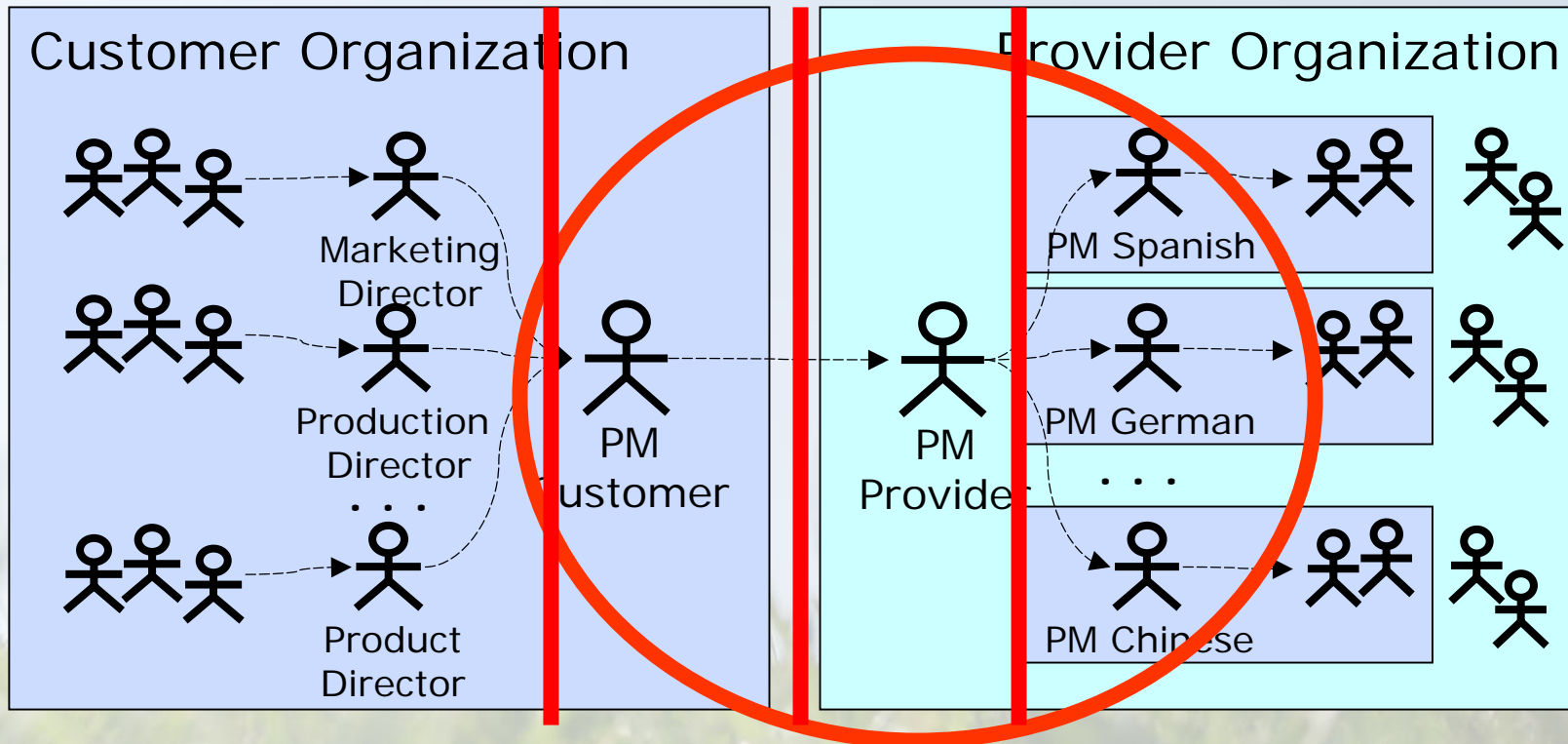
→ Best Practices for L10n:

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



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





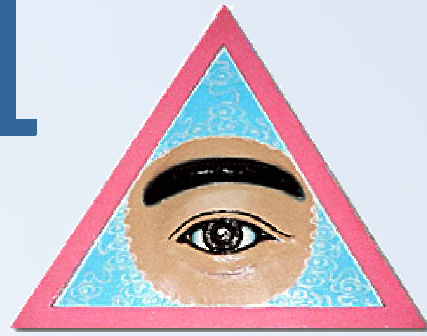
- Frequent Issue: Lack of cultural awareness

- Frequent Issue: Lack of political awareness

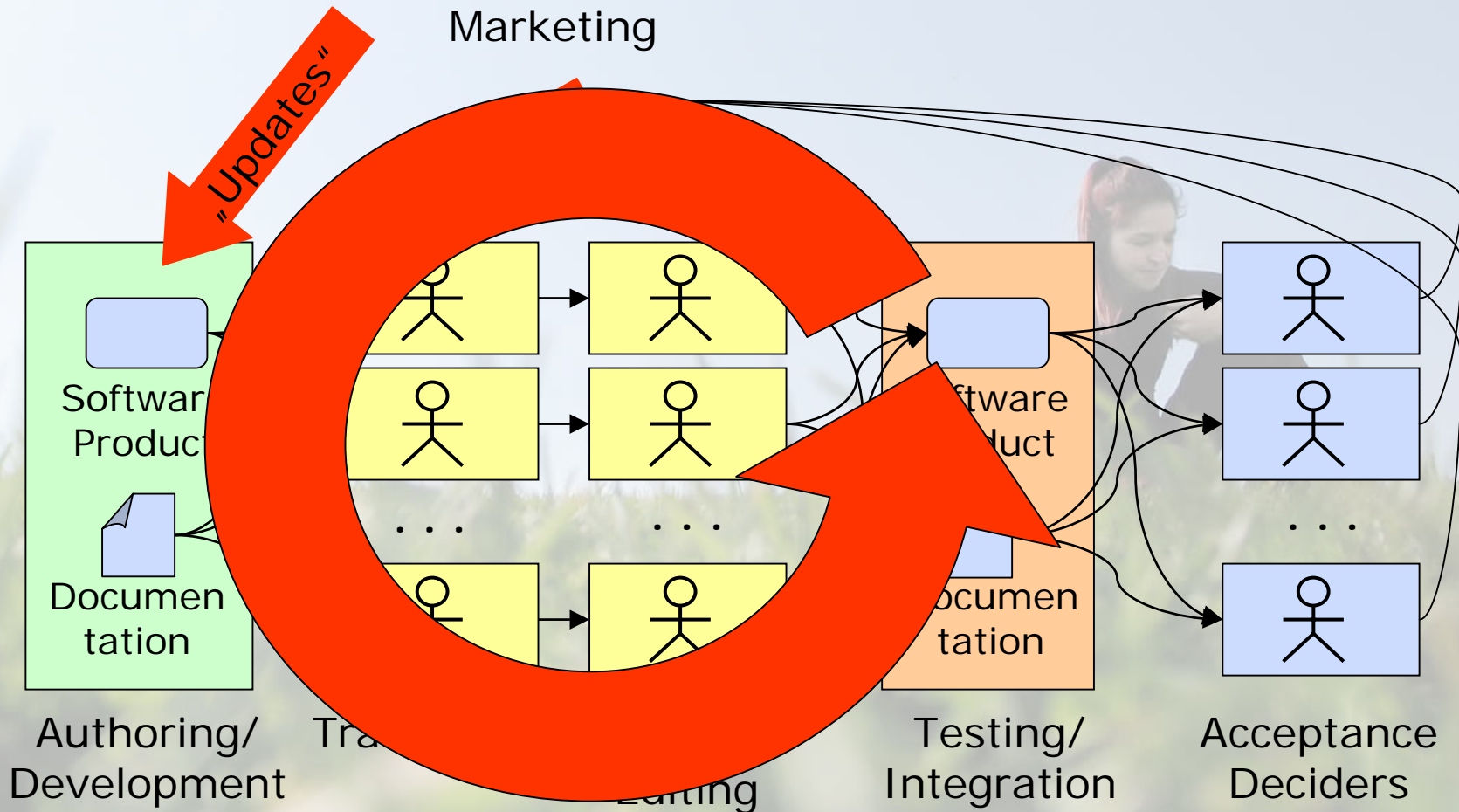
- Communication Test: Test the communication during an EarlyStart
- Project Instructions: Prepare instructions for all project participants before translations start
- Style Guide: Define conventions how a translator should translate certain critical constructs or terms
- [Translation Context]: Provide 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

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File & Version Management Issues



Marketing



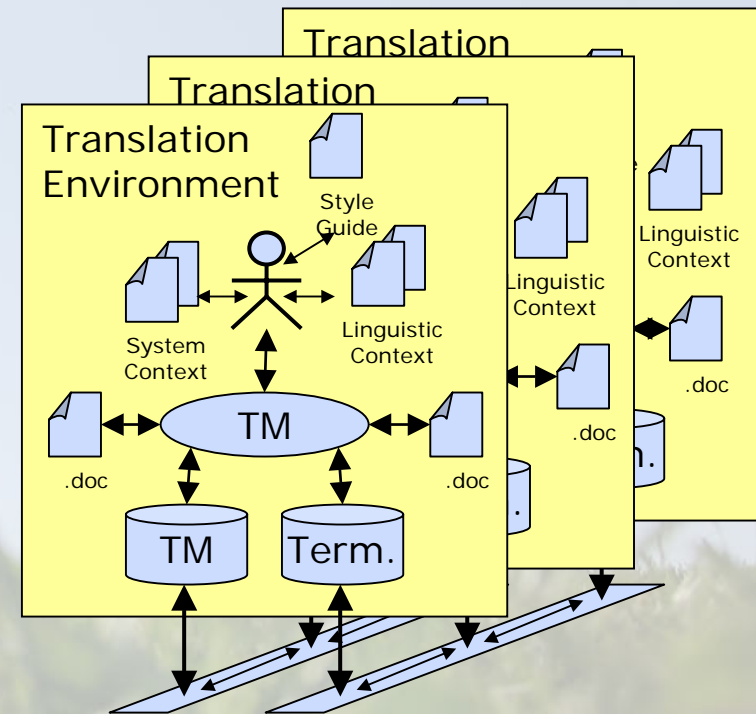
- File Management: Management of distribution of files to and from project members
- Late Changes: Changes in source text, introduced while the translation of the source text has already begun
- File Naming: Conventions to store files and file versions in a computer
- Translation Workflow: Automatic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



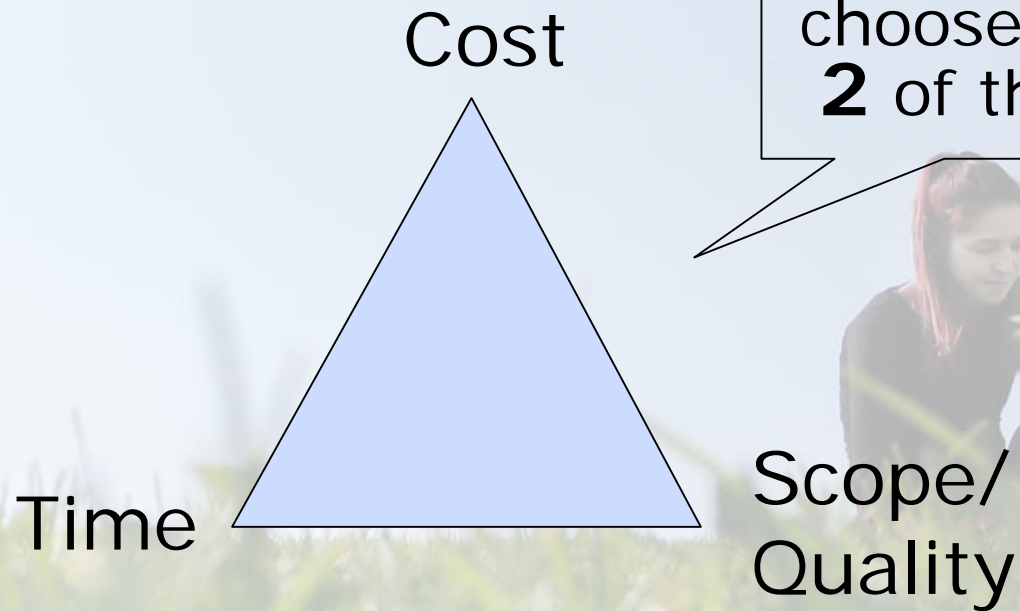
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Translation Specific Issues

- 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



- [\[Translation Memory Synchronization\]](#): 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.



You can
choose any
2 of them

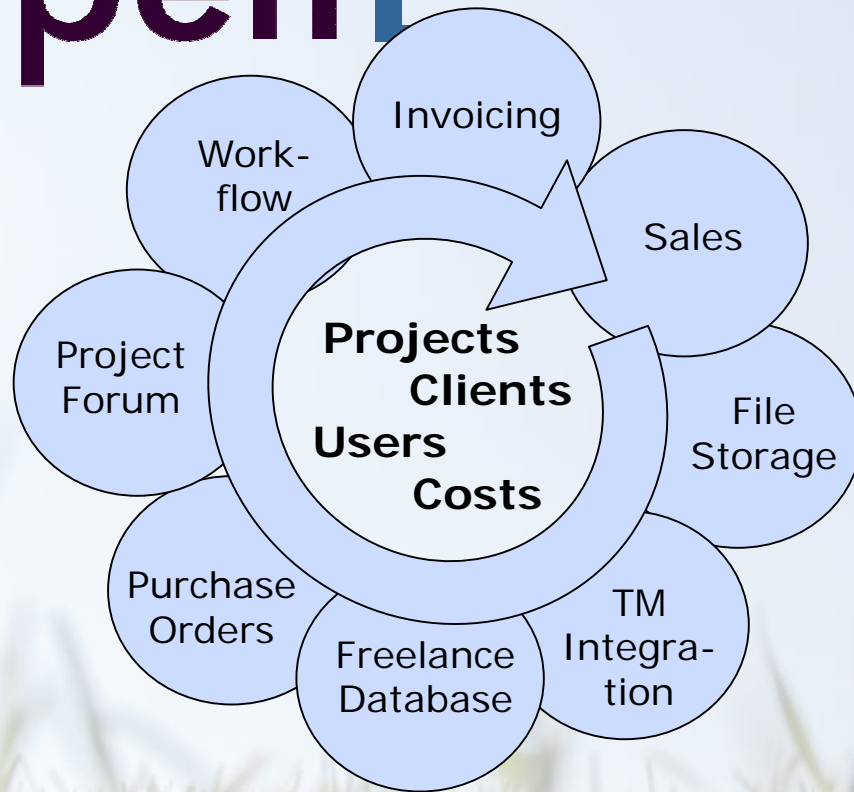
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General Project Management Best Practices

- 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

- [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.

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Thank you for
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