



Economic Aspects of Terminology Management

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TSS 2009

7 juli 2009

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Some acronyms



- TMM = Terminology Management
- TWF = Terminology WorkFlow
- KOS = Knowledge Organisation System
- I18n = Internationalisation
- QA = Quality Assurance
- SL = Source Language
- TL = Target Language
- ISO = International Standards Organisation
- ROI = Return on Investment

Terminology as a core business

- Terminology is an important factor in a modern international business environment
- Knowledge driven society
- Knowledge is wealth, is the intrinsic asset of a company
- Knowledge is represented by language
- Very often : technical, scientific, legal, administrative language, driven by technical and complex concepts

- “There is no knowledge without terminology”

A whole spectrum

- Enterprise mission and statement
- Criticality of terminology for the core business
- Criticality of quality and branding concerns
- Recognition of tangible and intangible ROI
- Terminology user groups
- Buy-in by stakeholders (design, engineering, marketing, clients, top-level management)

- An important economic factor

Enterprise types and stakeholders

- The nature of the enterprise
 - Government services
 - Industrial
 - Research institutes
 - Localisation/translation bureaus
 - Types of clients
 - Text type
 - Web content management providers
 - Freelance and in-house technical writers and translators
 - Librarians and knowledge organisation environments

TMM : mission and strategic position

- Support for a national language policy
 - Catalan government, Flemish government, Gaelic...
- Support for global enterprise activity
 - Large companies have their own terminology lists (in-house terminology)
- Support for technical writing and translation
 - Also for free-lance translators
- TMM approaches :
 - Prescriptive vs descriptive
 - Ad hoc vs systematic
 - Text-driven vs subject field driven

TWF Task Issues

- Language planning
- Standardisation
- Document production
- Controlled language document production
- Activity in localisation and multilingual documentation environments
- Support for machine vs human-oriented translation
- Content management in a dynamically changing Web environment
- etc.

Knowledge oriented TWF

- Enterprise related information and knowledge management
 - Terminology as a function of taxonomy, ontology and information retrieval (KOS : knowledge organisation systems)
 - Classifications in companies :
 - » E.g. Hyundai industrial equipment (wheel loader):
 - Engine
 - Electrical system
 - Power train system
 - Hydraulic system

Knowledge-oriented TWF

- KOS interacts with :
 - Monolingual technical writing and product development
 - e.g. when writing software tools : helpfiles, text in the menu, etc.
 - Translation and localisation
 - Multilingual technical writing
 - E-business solutions (taxonomy in websites, catalogues, e-sales, etc.)
 - Inventory control and logistics
 - General information retrieval and processing
 - Keywords, indexing systems

Cost effectiveness

- How can you calculate the ROI?
- Terminology management activities cost time and money.
- It is very timeconsuming, and in the beginning, the results are not visible nor measurable
- It is an investment
- Is it feasible for individual translators?
- Is it feasible for groups working together?
- Is it feasible for bureaus and translation services in government and industry?
- Should it be limited to translation services, or should it penetrate deeper into the company or government services?

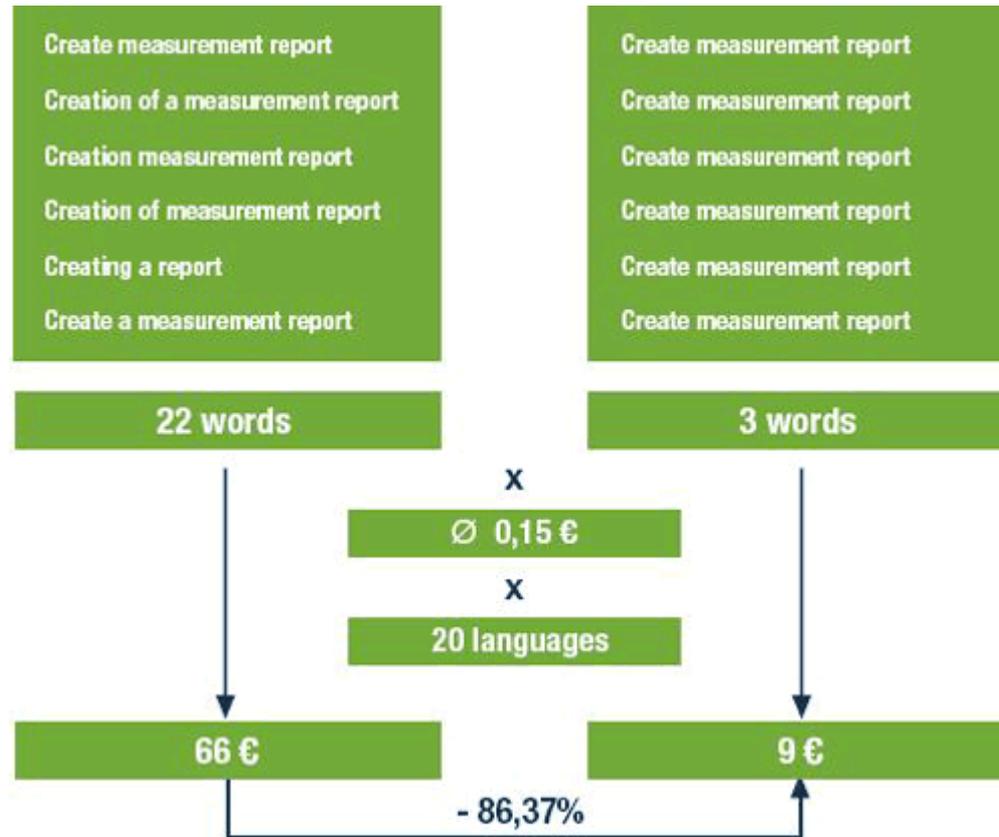
Terminology : a critical factor

- Potential for market losses (no effective translation, problems with localisation)
- Potential for communicative losses : mistakes, not ready for possible markets, ...
- Liability claims, risk of product failure, human injury (Medtronic, car brands)
- Marketing issues (branding in foreign markets)
- Relative significance of terminology
 - To the process
 - To the product
 - Terminology is more critical when you sell “intelligent products” such as software, computers, medical equipment, compared to products such as wheat, fuel, etc.

ROI

- Variable vs fixed costs
- TMM tasks are very much hidden in general overhead : many people participate in terminology management, without even noticing
- Cost of not agreeing to uniform terminology is hidden in overhead costs
- Cost of correcting mistakes or recouping damage to branding is difficult to calculate
- Compounded costs due to the persistence of defective communication

Example : Across



Maximum efficiency in TMM

- Maximum efficiency in the composition of multilingual contents begins with the source text. For example, if the source text uses 200 different renderings for 100 technical terms – e.g., "hard drive" in one text and "hard disk" in another – translations into 10 languages would result in 2,000 target-language terms instead of the needed 1,000 terms.
- For one thing, this impairs the consistency and quality of the documents. Even worse, it generates substantial extra expenses that are multiplied by the number of languages.
- Therefore, the objective is to compose the source text using wording that complies with defined linguistic standards and for which translations are already available.
- For instance, if the sentence "Please observe the safety instructions" already exists in the translation memory, using this sentence enables the use of the corresponding translation from the translation memory; in contrast, using "The safety instructions must be observed" would call for a new translation.

Fixed and visible costs for TMM

- The costs of doing systematic terminology work
 - Are considerable
 - Are up front costs
 - Can be calculated using traditional means
- ROI
 - Is less visible
 - Calculations show that a term costs minimum 1000 Euro
 - Mistakes ? Hard to calculate
 - Spreading of inconsistencies and mistakes? Even harder to calculate

Calculating ROI

- Greater general applicability of specific terminology units (greater frequency) = the greater the return on terminology management costs
 - E.g. banking sector (Brussels) :
 - Translation services create a terminology database for the purpose of translation and multilingual document management
 - The database is concept oriented, and can be used on all levels in the bank
 - The database is a very useful tool to train new employees in the typical in-house terminology of banking products in 4 languages.
 - This type of expansion and multiple usability makes the ROI considerably higher

Calculating ROI

- The greater the quality, safety and competition related criticality = the greater the return
 - E.g. car constructors
 - Mistakes in the manuals : problems with liability claims, safety procedures
 - Usage of the terminology not only for owner manuals, but also for technical manuals , training courses for technicians, etc.
- The greater the degree of integration between CAT, TM and MT, the greater the payback of the effort
 - Terminology databases used as assets in all computer applications for writing, editing and translating documents

Terminology Management Products

- Integrated and non-integrated workflow models
- Varying complexity with respect to the data model
- Varying use of terminology tools in
 - Content documentation
 - Concept definition (ideally by subject experts in the source and the target languages)
 - Terminology product delivery
 - On-screen lookup
 - Web based resources
 - Hard copy output

Complexity of the data model

- How much data can you afford?
- A continuum of practice in a range defined by :
 - Creation of a non-systematic glossary or spreadsheet (text and job oriented)
 - SL term and TL term
 - POS, Gender, and/or a note
 - Rich complex entry input models
 - Subject field classification
 - Client designation
 - Concept – oriented definition
 - SL term/TL term/POS/ termtyp/ register/context etc.
 - Documentation : citations, graphics, etc.

COTSOES : Conference of Translation Services of European States

- Recommendations for terminology work
- Terminology as an economic factor, a production and marketing factor
 - New requirements for commercial information and documentation
 - Product declaration and tendering in the language of the customer
 - Multilingual documentation and stock-keeping
- Terminology as an economic factor with regard to safety, quality and profitability
- Small and medium sized companies face considerable difficulties to manage this. Terminology work is relatively costly.
- It is absolutely necessary to maintain their position in national and international competition (terminological requirements imposed by reliable product information or documentation must be met)
- Efforts into harmonising terminology of a subject field and setting terminological standards.

ROI

- ROI = revenues – costs
investment

Revenue enhancement case

Revenue protection case

Cost reduction case

Cost avoidance case

ROI in terminological activities

- Litigation avoidance
- Fulfilling legal obligations
- Quality of patents
- More efficient communication
- Avoidance of after-sales issues

ROI

- Possible losses :
 - Missed launch on a market for a particular Xmas action : documentation for a smartphones series was not ready ; localisation was delayed for 2 months : 17% loss of potential from local market
 - Local document delivery is necessary to make maximum profit on a market
 - Litigation problems : product recalls, damage compensations, ...

Terminology in SL and TL

- Source language terminology management is a “best practice” to take out confusing language at the beginning of the process
- Target language terminology management is a “best practice” to prevent multiplication of confusion into target markets
- Target language terminology management is a means to preserve brand dilution in target markets across global enterprise content

Problems in many companies

- Global markets :
 - Very often high volumes in technical documentation
 - E.g. 17.000 source pages , 78.000 translated pages
 - Average of 50% re-use between products
 - All re-use is manual
 - Inconsistent use in terminology
 - Same concepts translated differently on the webpages, the brochures, the technical documents, the spare parts catalogues, etc.
 - Inconsistent structure in the technical documentation (lack of taxonomy, KOS)
 - No uniform processes and methods for authoring, translation and publishing

Average company in the 1000 list

- Annual revenue : \$11 billion
 - International revenue : \$6 billion
 - Products : 100
 - Global markets : 25
 - Localised documents / year : 1.100
 - Target languages : 20
 - Translated words /year : 60 million
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- Possible increased operating profit : \$210 M/ 5 years
 - If :brand consistency, translation re-use, process efficiency and reduced time-to-market cost.

Multilingual communication :expensive and ready for optimisation

- *More than 80% of the world's largest and most complex companies are not successful in capturing the full returns on their global investments. It estimates that "business process optimization" could increase profits for these companies by 50%. (Deloitte Research, Global Benchmark Study 2005, <http://www.deloitte.com>)*
- Managing content globally is a critical business driver in this optimization. This means creating, managing, distributing and maintaining all intellectual property to meet multilingual and multicultural business needs when a product or service is first launched in its original version. This applies to the global company that ships and services product in thirty markets, as well as to the local hospital that must meet the critical needs of patients who require immediate medical attention in Chinese, Russian, Spanish, Vietnamese (pick your language and culture).
- Added to this is the fact that the U.S. only represents around 20% of the internet population by region, with the rest of the world at 80%. What is your global content strategy to reach this 80%? Are you familiar with the current best practices for reaching these people with your web site and through the rest of the content that you produce? Do you really know how to integrate your brand into local cultures?

Multilingual communication :expensive and ready for optimisation

- Also looming on the global content landscape is the ever-present mandate to reduce costs. This manifests itself in the need to streamline and eliminate redundancy in business processes, to automate manual tasks and to achieve visibility in project management. Translation, a highly manual process, is ripe for this type of process improvement. (The Gilbane Group, *A Market Report on Global Content Management 2006*, <http://www.gilbane.com>)
- The ongoing challenge is to strike the right balance between providing a satisfying customer experience in local languages/cultures vs. maintaining and enhancing one's brand. (The Gilbane Group, *Global Content Management: HP Talks the Talk of Worldwide Business*, http://gilbane.com/case_studies.html)

What is workflow?

- Workflow is an operational aspect of a work procedure
 - How tasks are structured
 - What their relative order is
 - How they are synchronised
 - Who performs them and where, when
 - How information flows support these tasks
 - How these tasks are being tracked
 - Aspects of quality control can be added at all times

TWF

- Terminology work flow can be a non-detailed item in a total workflow of document management
- TWF can be a particular task during the project planning
- TWF can be part of project oriented work or can be part of enterprise related global terminology management

Resources

- Resources for TMM
- Raw source texts
 - Frequently flawed (esp. in localisation tasks)
 - Subject to ambiguity : polysemy, synonymy
 - Term extraction from the source text
 - Human or machine term recognition
 - Synonym identification and disambiguation
 - Determining target language equivalents
- Resources :
- Write once, read many times
- Translate once, read many times
- Central data repository
- *“Where is the wisdom we have lost in information?”*

Possible positions of TMM

- Very often : ad hoc TMM
- Reactive project specific TMM
- No influence on document production , no influence on SL or I18N

- Sometimes :
- TMM as a function of QA management (see the case of Yamagata)
- TMM and QA can become part of the planning stage of a project
- Proactive TMM (first corpus management, then terminology management, then other document management processes).

Terminology management transactions

- ISO 12620 Computer applications in terminology -- Data categories
- Proposal of a term (extraction)
- Origination : creation of a term entry
- Data input
- Modification : update and correction
- Check by terminologist
- Verification by subject field experts
- Approval / withdrawal : chief terminologist
- Publication : master database, internet, intranet, hard copy
- Use in the field
- Modifications, suggestions
- Standardisation and language planning

Tasks and specialists

- Project developers (engineers, designers, other subject specialists)
 - Terminological inconsistencies
 - e.g. the case of Ricoh Europe
 - Uncontrolled coinage of neologisms
- Terminology project group representatives
 - Technical writers
 - Frequently unaware of multilingual issues
 - Language specific problems (untranslatable items)
 - Translators
 - Knowledge engineers
 - Terminologists

Who does what

- Master terminologist
 - Authority to change the master file
 - Authority for final approval
 - Concept oriented / source language oriented
- Language specific terminologist
 - Source and target language research
- Data input specialist (IT)
- Subject field specialist
 - Source and target language
- Expansion of the tasks according to the needs

Publication, dissemination and access

- Depends on the particular network and the work group configuration
 - Local master terminology database
 - Web-based terminology resource
 - Webservice
 - Enterprise based intranet
 - LAN server
 - Exportation to other TDB environments
 - Hardcopy
 - E.g. for particular settings in multilingual environments among specialists
 - For interpreters
 - ...

TMM solutions for technical writers

- Ontology enabled terminology delivery
- Style sheets
- Automatic term use checkers
- Issues :
 - Resistance to controlled language and controlled terminology
 - Coinage of translation-unfriendly terms
 - Coinage of “cute” but unmotivated terms

TMM solutions for translation environments

- Terminology database integrated with translation memory and text production software
- Concordance features for access to terms in context
- Multiple layers of information
- Quick retrieval of basic information :
 - SL – TL + grammatical information
- Optional view of full terminological entries

Workflow management systems

- SDL workFlow Service™
- Trados Global Content Management™
- Star Translation Workflow Server™
- Lionstream Workflow™
- LTC Organiser Multilingual Management and Workflow Control Software System™