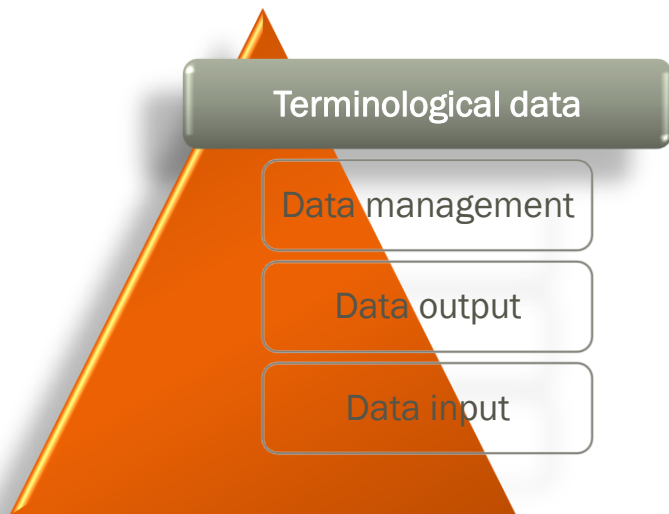


ETM product concept: usability 1/4

Usability* attributes
related to:



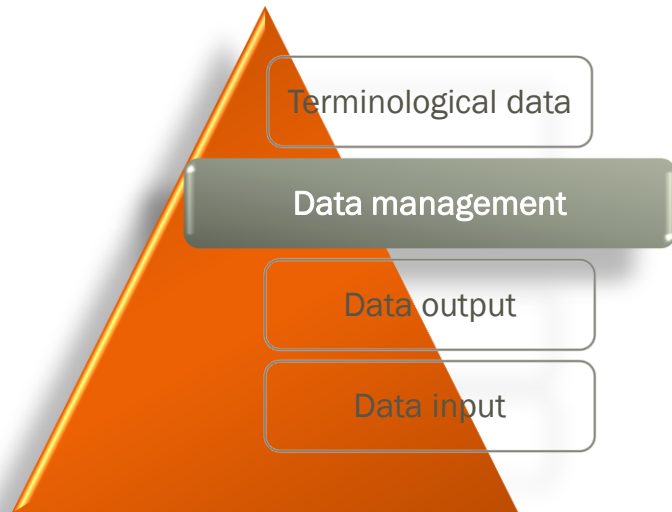
* ISO 23185:2009

Assessing terminological resources

- ∞ Data structure specification
- ∞ Subject field coverage
- ∞ Language coverage
- ∞ Coherence rules
- ∞ Authoritative sources
- ∞ Size of the terminology collection

ETM product concept: usability 2/4

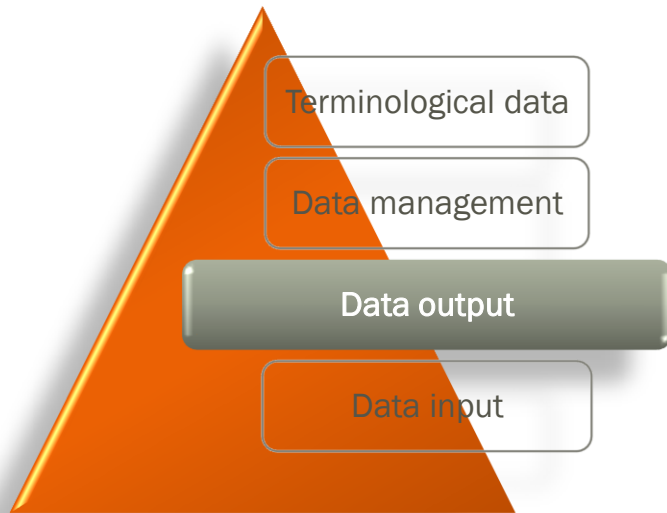
Usability attributes
related to:



- ∞ Data validation
 - Completeness
 - Linguistic correctness
- ∞ Redundancy/concept duplication control
- ∞ Regular data maintenance
- ∞ Regular metadata maintenance

ETM product concept: usability 3/4

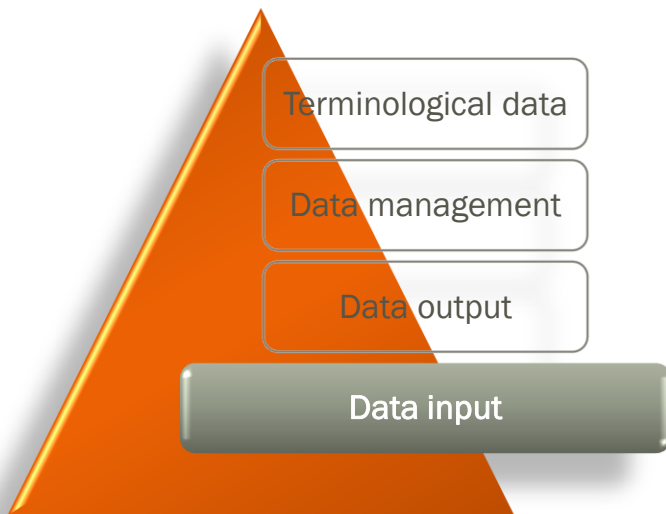
Usability attributes
related to:



- ∞ Readability of output data
 - Data category distinction
 - Convenience of implementation
- ∞ Access to data (query functions)
- ∞ Customised data selection

ETM product concept: usability 4/4

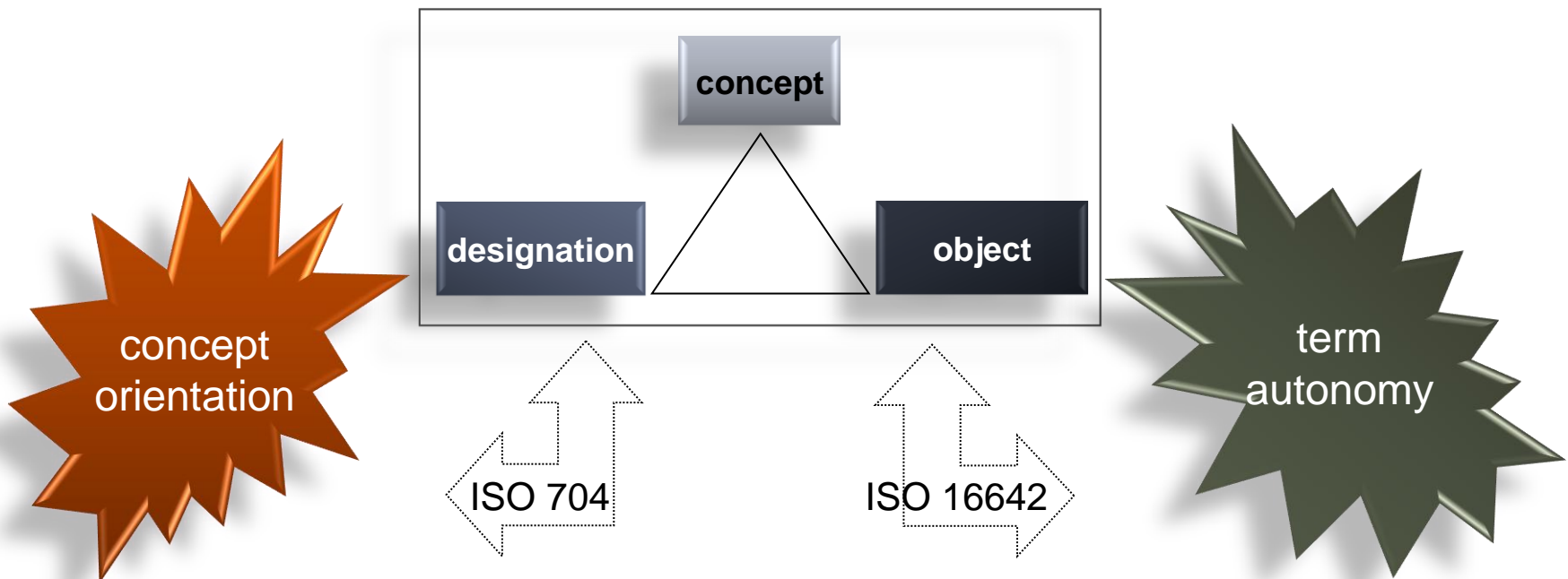
Usability attributes
related to:



- ☞ User-friendly format
- ☞ Data validation
- ☞ Compatibility with other data structures

ETM product concept: main principles

- Model your data in accordance with the principles of terminology management



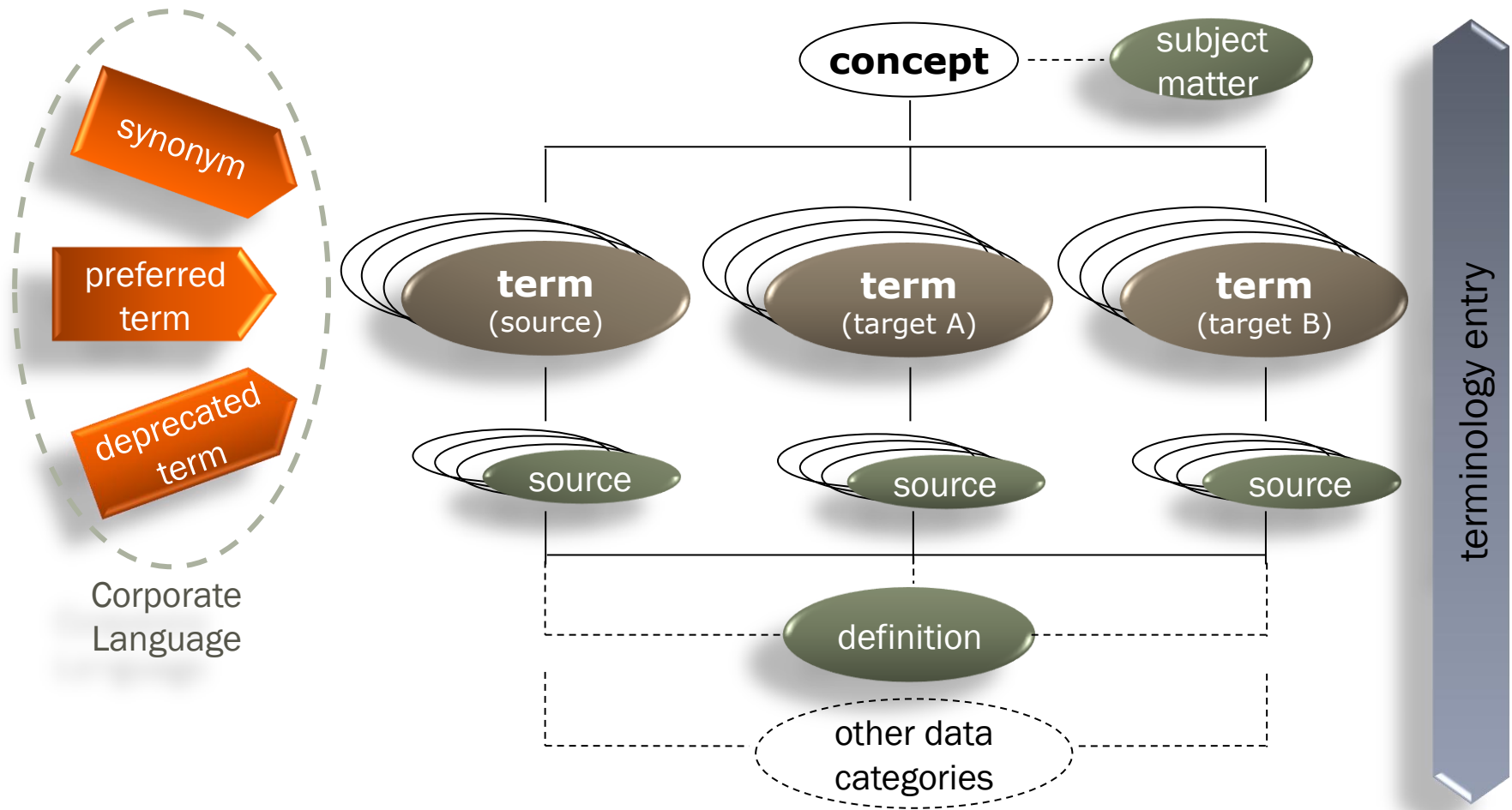
ETM product concept: choice of data

- ∞ Treat your terminology data according to the motto: "as much is necessary, as little as possible", yet do heed minimum "requirements"

Data categories used in termbase	
Definition	84.3%
Subject field / domain	78.2%
Status (preferred, admitted, deprecated, etc.)	72.3%
Grammatical information (Gender, POS, Number etc.)	51.4%
Department, project, product, customer	44.9%
Illustrations	34.8%

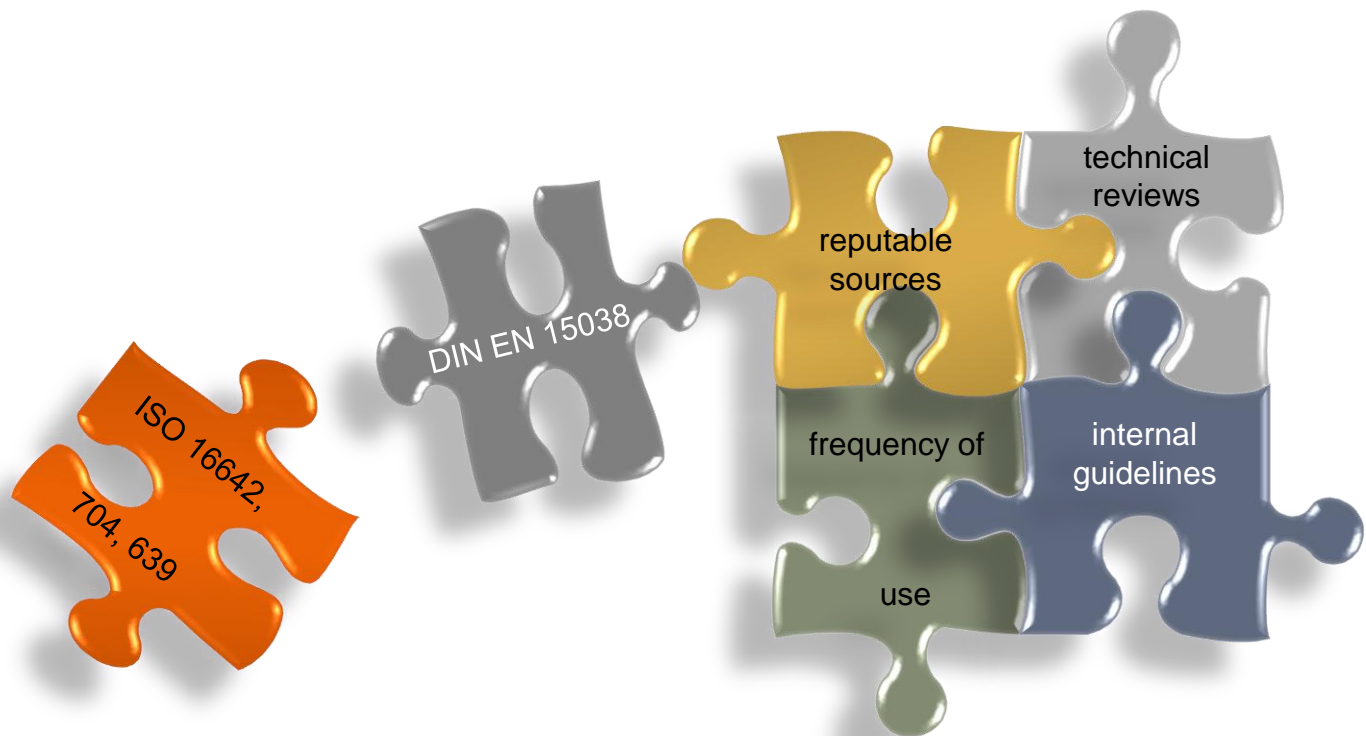
acc.to: K.-D. Schmitz

ETM product concept: term entry



ETM product concept: quality criteria

- ∞ Define quality criteria for the contents of terminology entries
- ∞ Keep the end users and the company mission in mind



Content overview

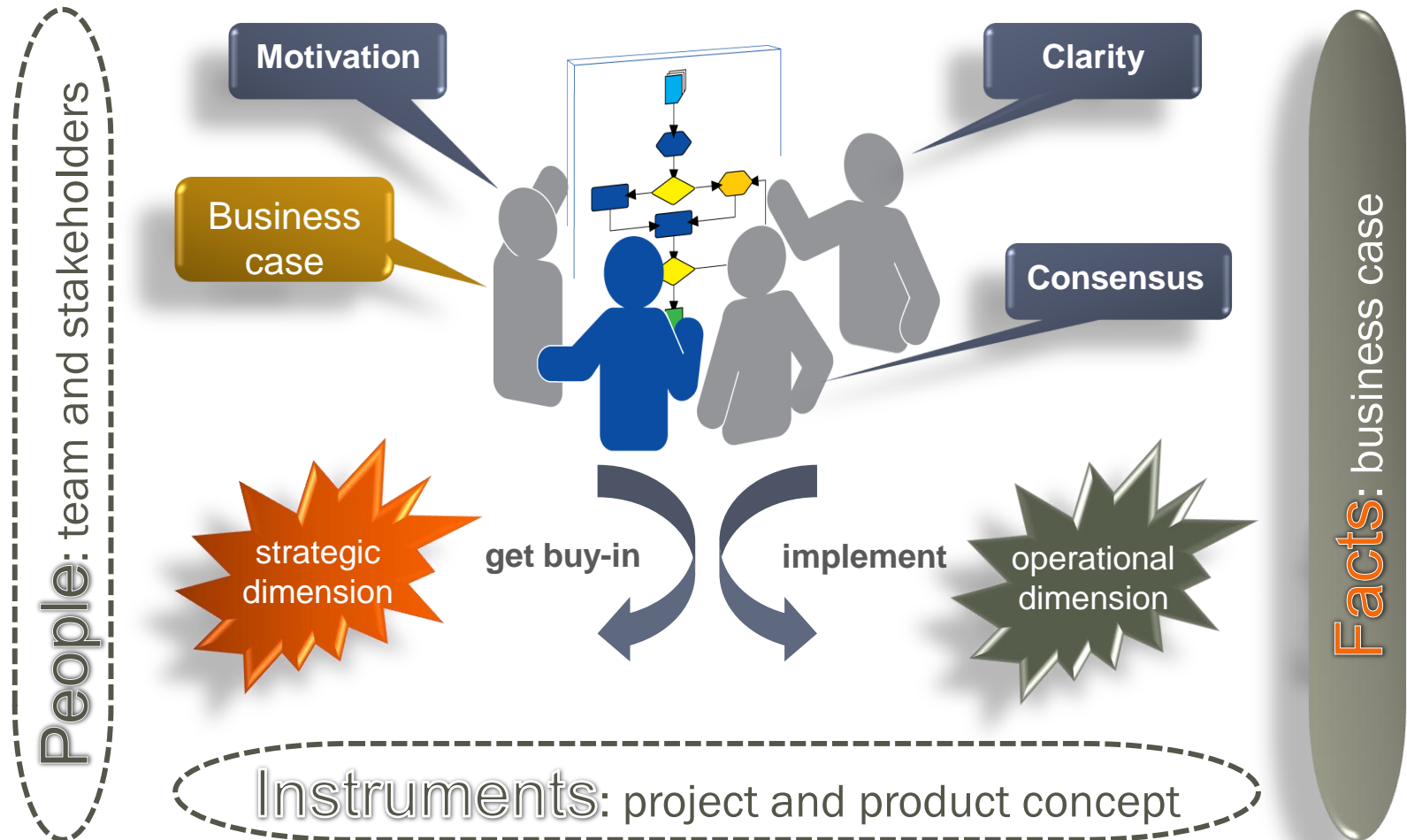
- ∞ "P" for project > ETM project concept
 - Drawing up a project concept
 - Project concept: stakeholders, model, business case
 - Project concept dimensions: analytical, strategic, operational

- ∞ "P" for product > ETM product concept

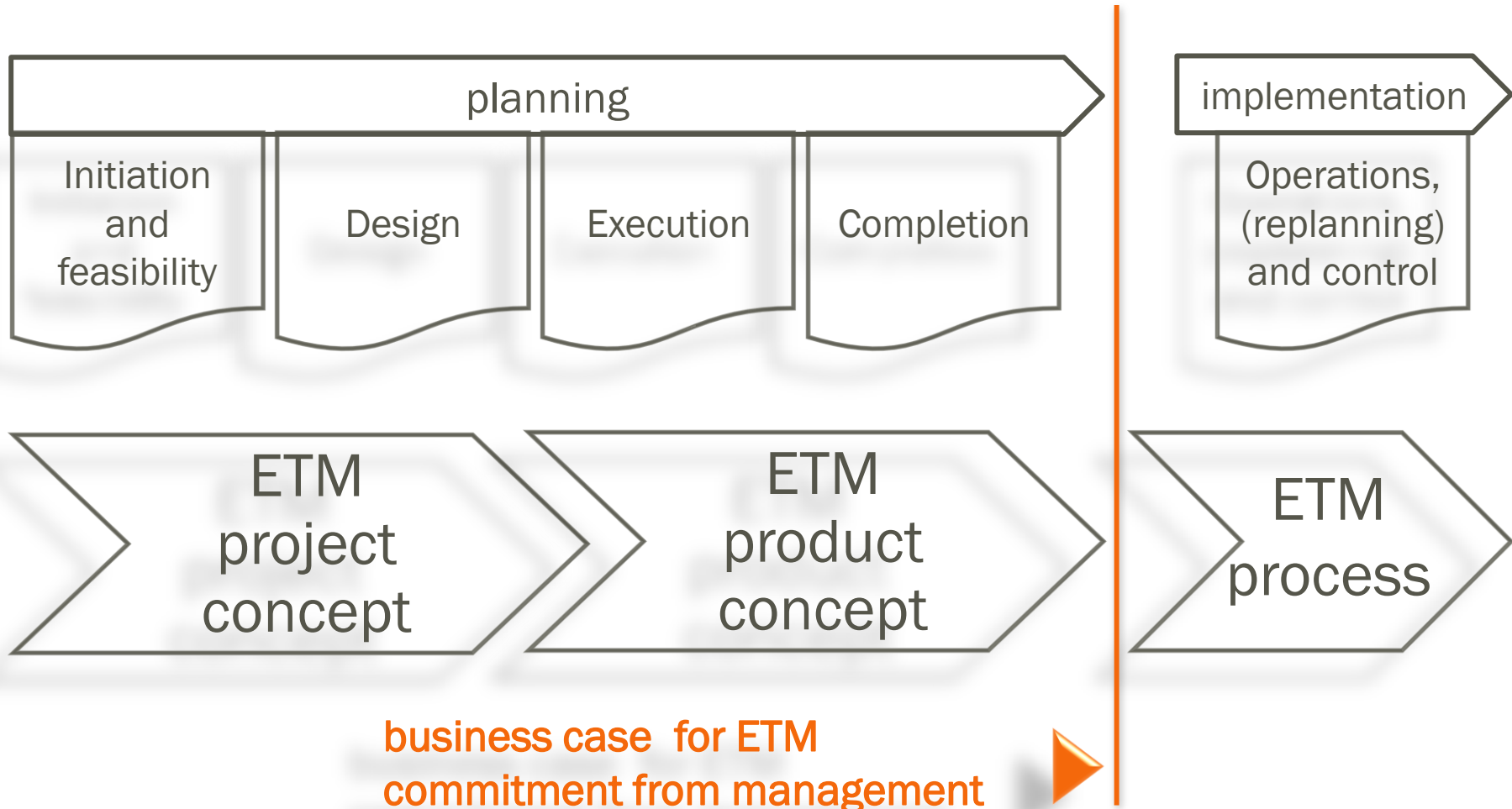
- ✓ ***Project milestone > ETM business case***

- ∞ "P" for process > ETM process concept

ETM project concept: facts

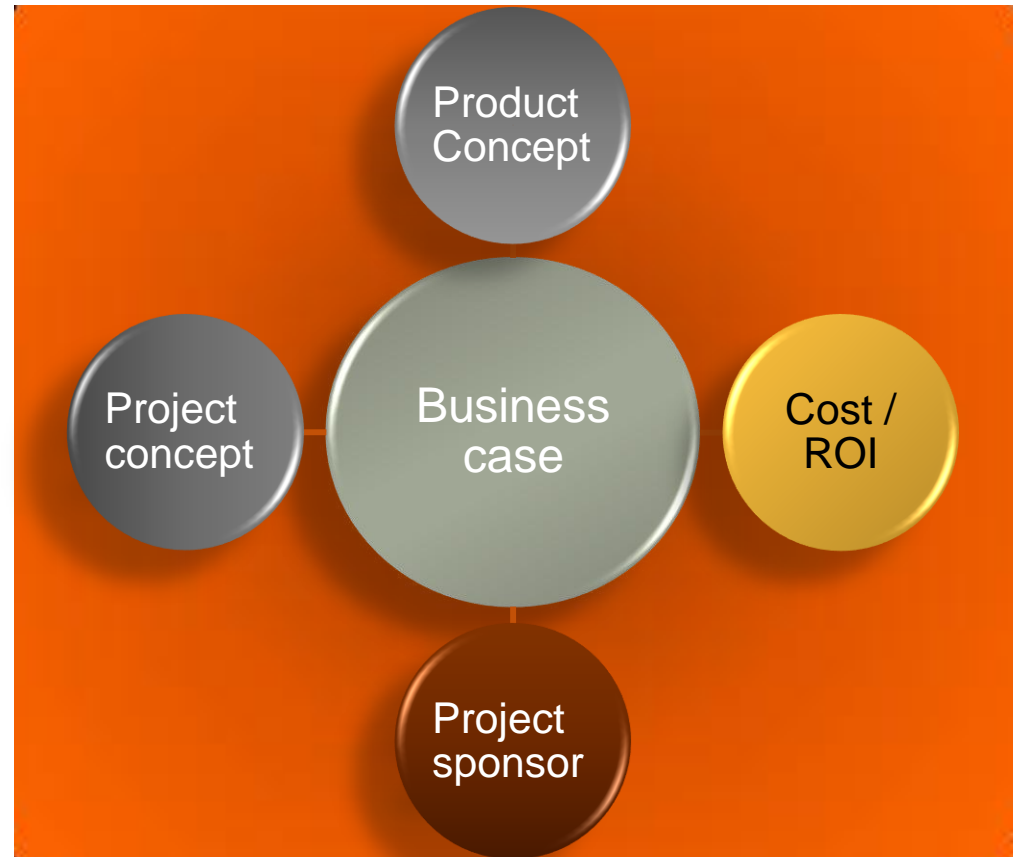


ETM project phases: milestones



Business case for ETM 1/10

- ∞ Scenario for a commercial assessment of an investment, or realisation of a project
- ∞ Contains assumptions about the costs of the project and earnings to be achieved based on ist outcomes



Business case for ETM 3/10

Pathways towards a commitment by management

Reasons for
project
realisation

Argumentation (benefits)

Benchmarks (savings versus costs)

Success stories (examples and case studies)

Problems without terminology (examples)

Assumptions
about costs
and benefits
of the project

Project concept (min. 2 project scenarios)

Product concept

Cost estimate

Cost/benefit analysis

Business case for ETM 4/10

Return on investment 1/2

Profit

- ✓ Savings in authoring
- ✓ Savings in translation/localisation
- ✓ Savings in terminology enquiry
- ✓ Savings in service/support
- ✓ Savings in "hidden" overheads

Total capital

- ✓ Initial expenditure/costs for setup/deployment
- ✓ Recurring expenditures/costs for ongoing operation

Business case for ETM 5/10

Return on investment 2/2

Cost savings

- ✓ Direct savings
- ✓ Difficult to validate
- ✓ May result in staff reduction (emphasize resource reallocation to achieve other benefits)

Cost avoidance

- ✓ Indirect savings
- ✓ Evaluation of status quo (if we don't go for ETM, it will cost \$ xxx)
- ✓ No threat to staff
- ✓ Measuring cost of achieving the same benefits of ETM, *without* ETM

Business case for ETM: savings with ETM 1/4

Benchmarks: translation

A properly prepared glossary can save translators **as much as 20% of the translation time** necessary to perform research, cutting down significantly on the translation period.

(www.globalvis.com/news/localize2.htm)

- 5% savings for translations
- 10% reduction in labour
- 50% reduction in translation effort
- 60% reduction in queries from translators

(Schmitz and Straub, 2010)

Philips estimates that managing corporate terminology centrally could **reduce their translation costs by more than 15%**.

(http://www.gdspublishing.com/ic_pdf/bmus/sdli.pdf)



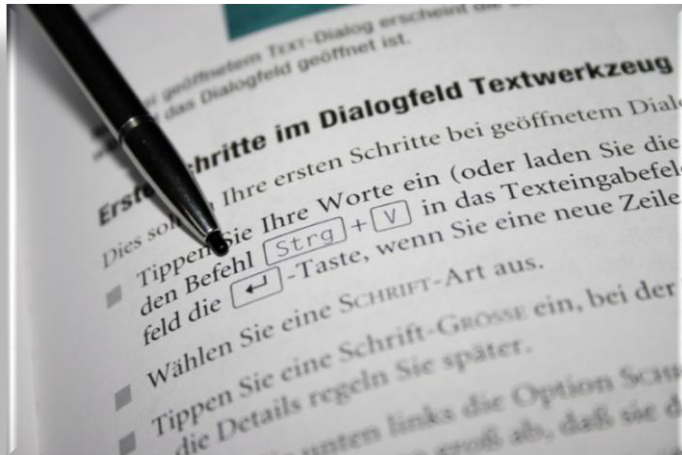
Business case for ETM: savings with ETM 2/4

Benchmarks: writing text materials

30-70% of errors in technical documentation are due to use of wrong terminology. (Schutz, Multidoc)

When using editing systems for **technical editing**, improved reusability of text modules (thanks to terminology management) saves **approx. 5% of the cost of writing text materials.**

(acc. to: Oehmig, P., eDITion 1/2006, DTT)



Terminology management:

- is required for about 4-6% of the total number of words in a text. (Champagne)
- accounts for 40% of the time required to produce a text. (Stellbrink)

Business case for ETM: savings with ETM 3/4

Benchmarks: software localization

When **localising an application** where the character strings contain approx. **20%** of technical terminology , the use of a terminology database containing approx. **70%** of the technical terminology to be translated resulted in a **time saving of approx. 32%**.

(acc. to: Cerrella Bauer, S., eDITion, 2/2007)



Business case for ETM: savings with ETM 4/4

Benchmarks: business productivity

Providing a terminology database (having a critical mass in terms of representative data suitable for the users) in a business will result in a **time saving per successful term search of about 10 minutes.**

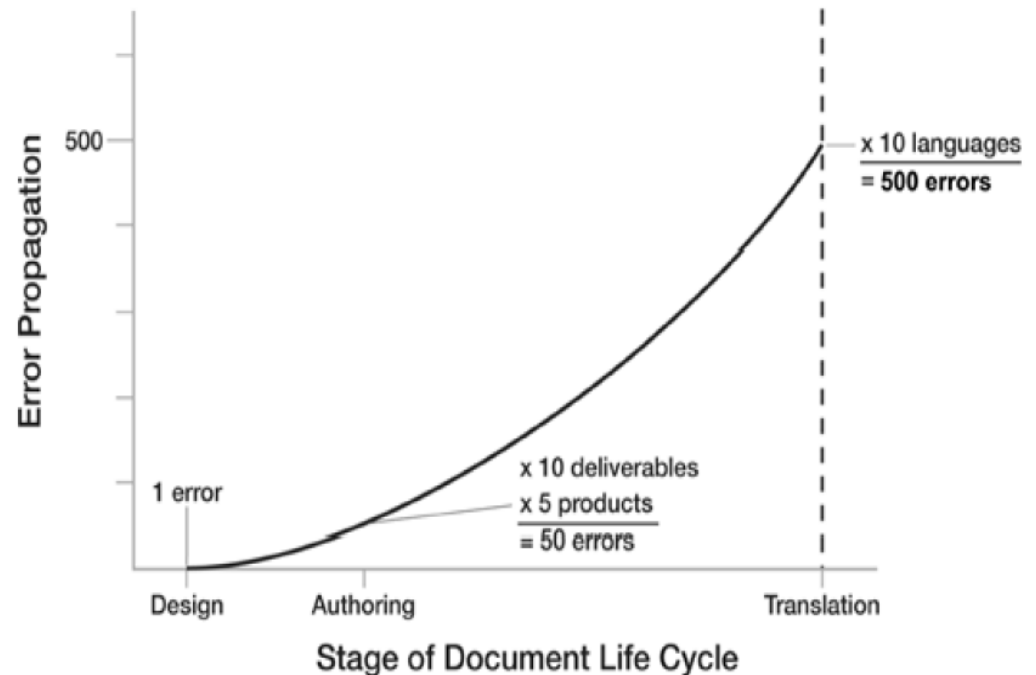
- 30% cost saving per annum
- 25% cost saving for maintenance
- 5% load reduction for service and hotline
- 60% reduction in queries from translators
- 80% reduction in complaints

(Schmitz and Straub)



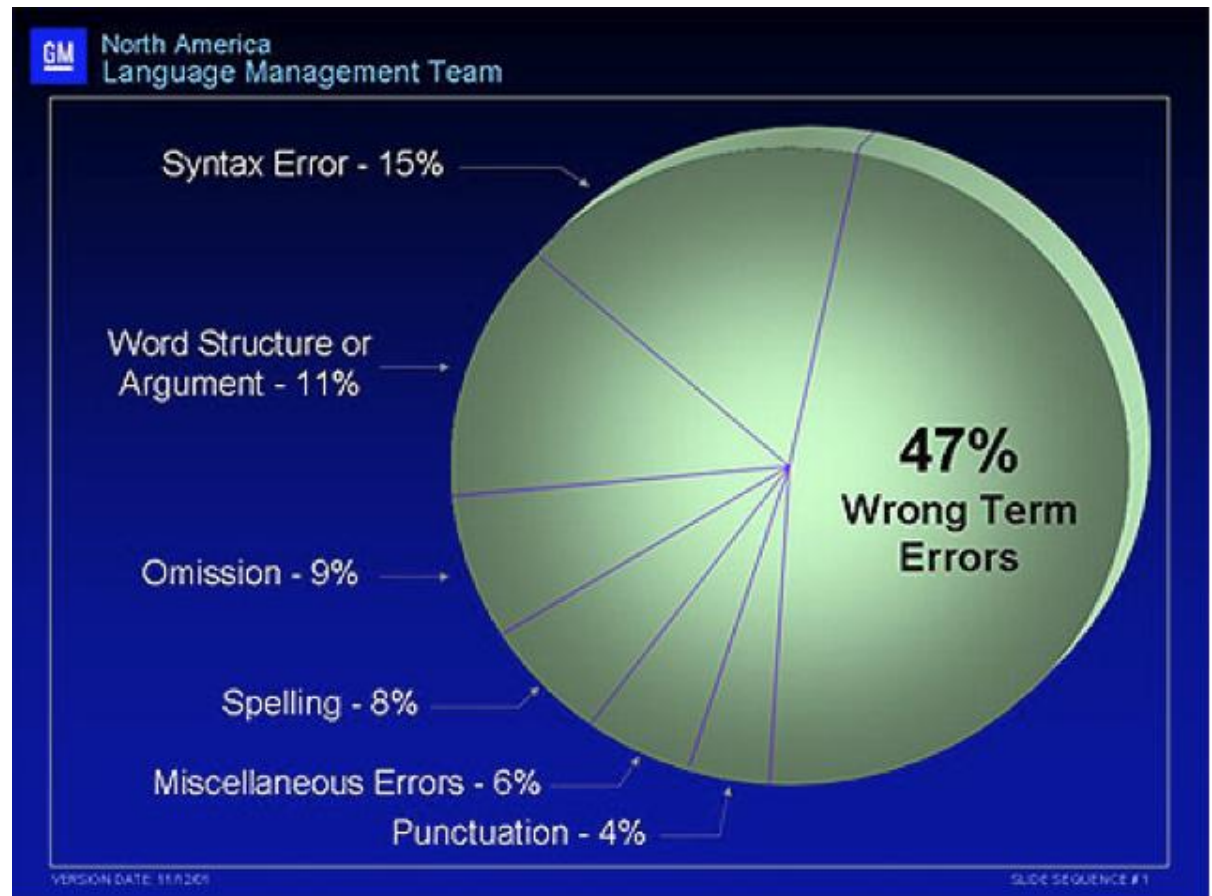
Business case for ETM: costs without ETM 1/5

Outsourced translations could cost up to 50% more if the terminology in the source text is inconsistent. (Kjeldgaard)



Business case for ETM: costs without ETM 2/5

Resulted in
standardization
of terminology for
the automotive
industry:
SAE standard J1930
Rick Woyde



Business case for ETM: costs without ETM 3/5

Scenario of an unnamed real company

- ☞ Terminology work is necessary for between 4% and 6% of all words in a text (Champagne)
- ☞ 429 million words are translated per year in this company. Thus over 21 million words require attention
- ☞ 5 minutes x 6 languages x 10 million = over 2,000 person/years
- ☞ In 2009, this company prepared over 160,000 terms for translators – tip of the iceberg

Business case for ETM: costs without ETM 4/5

Scenario: use of glossaries

- ☞ Users go to the glossary to understand an unfamiliar term
- ☞ Glossary ranked 250 in the top 1000 visited pages of product information.
- ☞ Glossaries accessed 240 times/month = 2M times annually across all products
- ☞ Cost avoidance for term/definition re-use in glossaries: 2.35 PY per year for a termbase of about 65K entries

Business case for ETM: costs without ETM 5/5

Scenario: optimizing TMs

	Terminology is not managed	Terminology is managed
No matches	$50 \times \$1 = \50	$35 \times \$1 = \35
Fuzzy matches	$30 \times \$0.50 = \15	$35 \times \$0.50 = \17.50
Exact matches	$20 \times 0 = \$0$	$30 \times 0 = \$0$
Total	\$65	\$52.50 Savings of 20%

Business case for ETM: costs of ETM 1/2

Initial expenditure/cost

- Meetings (concept, planning)
- Research to develop the proposal
- Testing, selection, acquisition/development TMS, user interfaces
- Acquisition/development of other tools
- Drafting terminology guidelines
- Preparing/delivering training
- Consolidation/clean-up of existing terminology
- Import of legacy data

Recurring expenditure/costs

- Staff / Terminologists
- System maintenance and enhancements
- IT support
- Time req. to create/maintain entry
- Time req. to prepare terminology
- Time req. for research, meetings

Amortisation

When?

Expenditure < Benefit

Business case for ETM: costs of ETM 2/2

Initial expenditures

- Checking term candidates for inclusion in terminology database (TDB) *
50 to 100 term candidates per language/hour
- Completion of term data (term + definition + context sentence) in the TDB *
approx. 30 terms per language/hour

* acc. to P. Oehmig

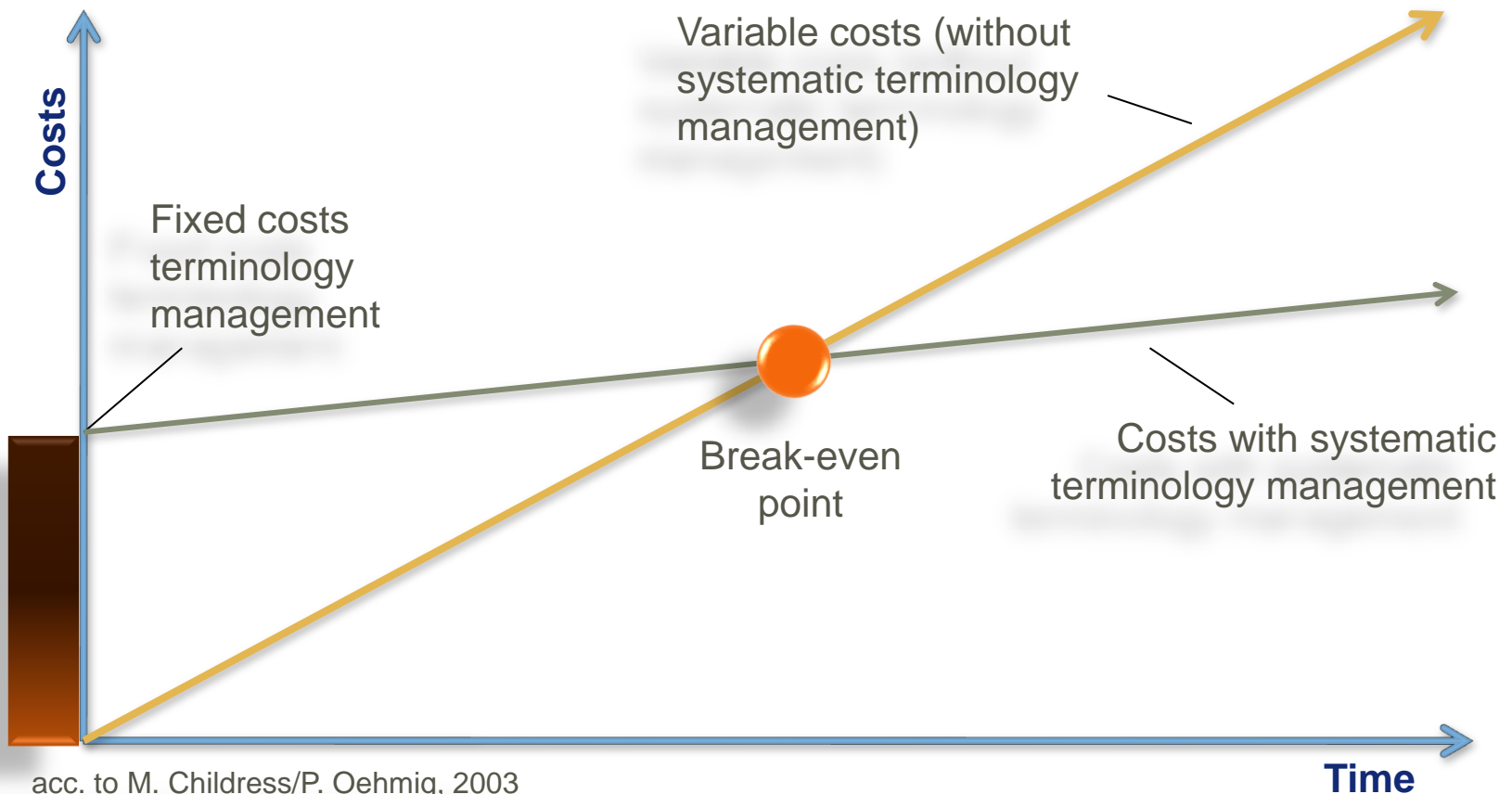
Recurring expenditures

- Creation of entry **
approx. 3 terms + definitions per language/hour
approx. 20 terms + context sentences per language/hour
- Maintenance/checking/updating *
approx. 1000 terms per language/year, or 10% of the cost of creating entries

** acc. to PM. Hernandez

Business case for ETM 6/10

Cost-benefit calculation 1/2



acc. to M. Childress/P. Oehmig, 2003

Business case for ETM 7/10

Cost-benefit calculation 2/2

The more languages,

The more complex the content and
the documentation,

The more critical the factors quality,
safety and competitiveness,

The greater the re-usability
of terminology units,

The more integrated the tools for
standardising the contents,

the greater
the benefits of
ETM

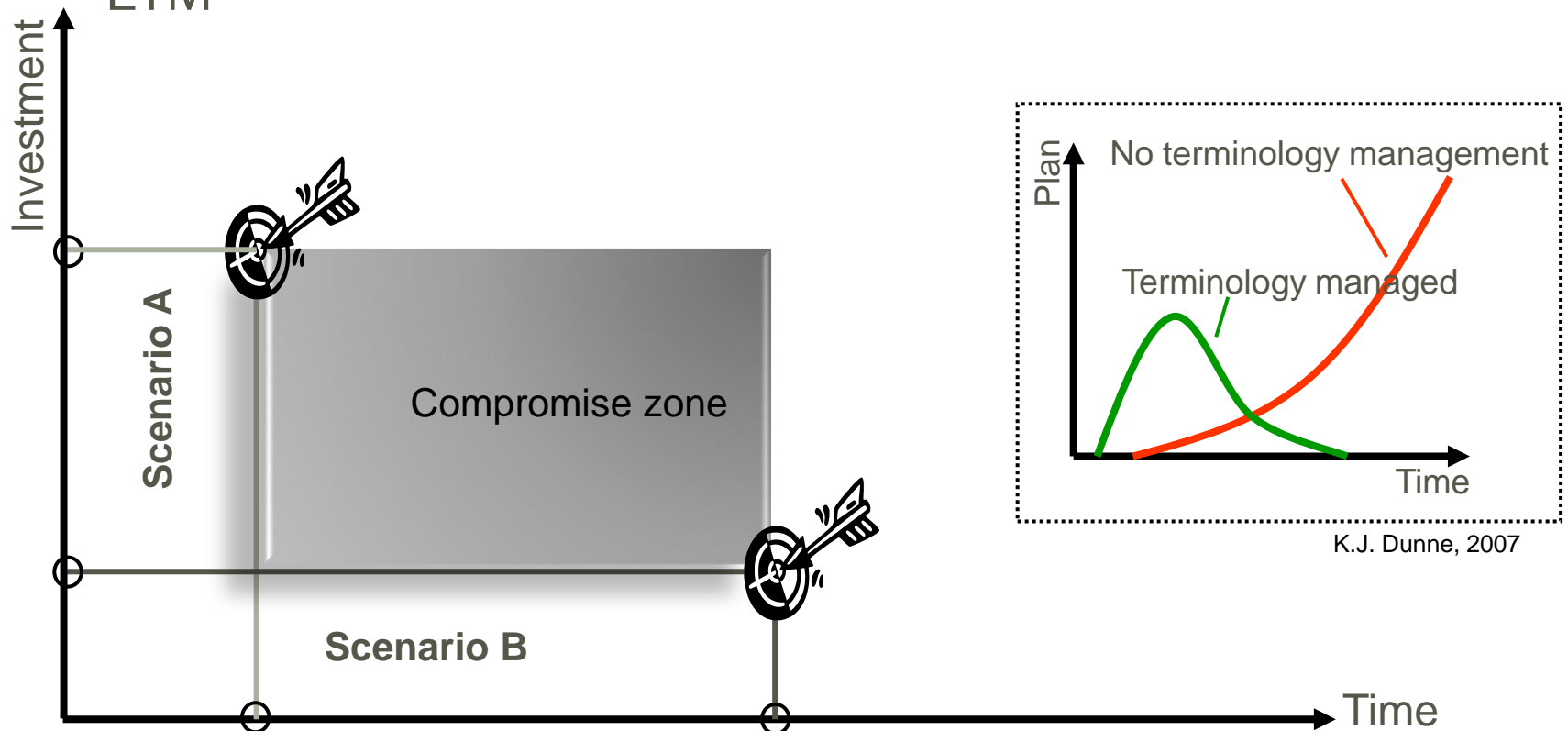
Business case for ETM 8/10

- ⌘ Operate from the assumption that decision makers have little/no knowledge of terminology and ETM
- ⌘ Present examples of terminological errors and problems as well as industry case studies



Business case for ETM 9/10

- Present at least two project scenarios for the introduction of ETM



K.J. Dunne, 2007

Business case for ETM 10/10

- ∞ Make sure timing is right (no collision with other major projects)
- ∞ Lobby for support
- ∞ Find out where the opposition is, and deal with it
- ∞ Do not give up, bide your time

Content overview

- ∞ "P" for project > ETM project concept
 - Drawing up a project concept
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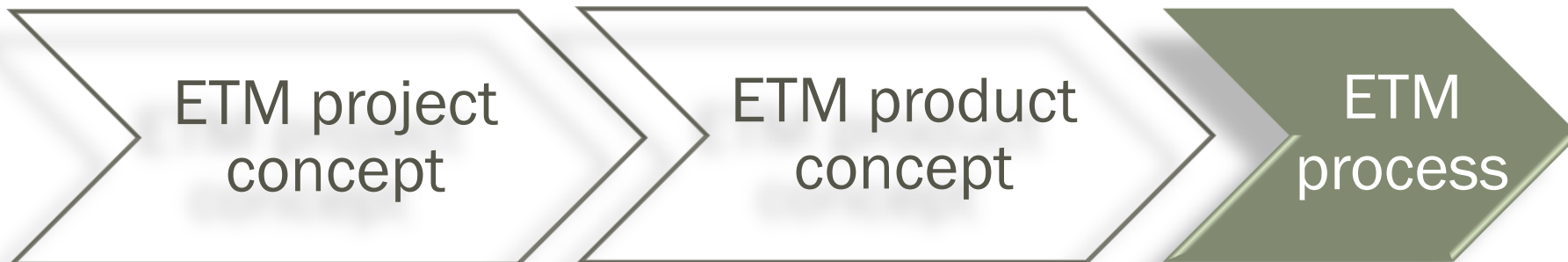
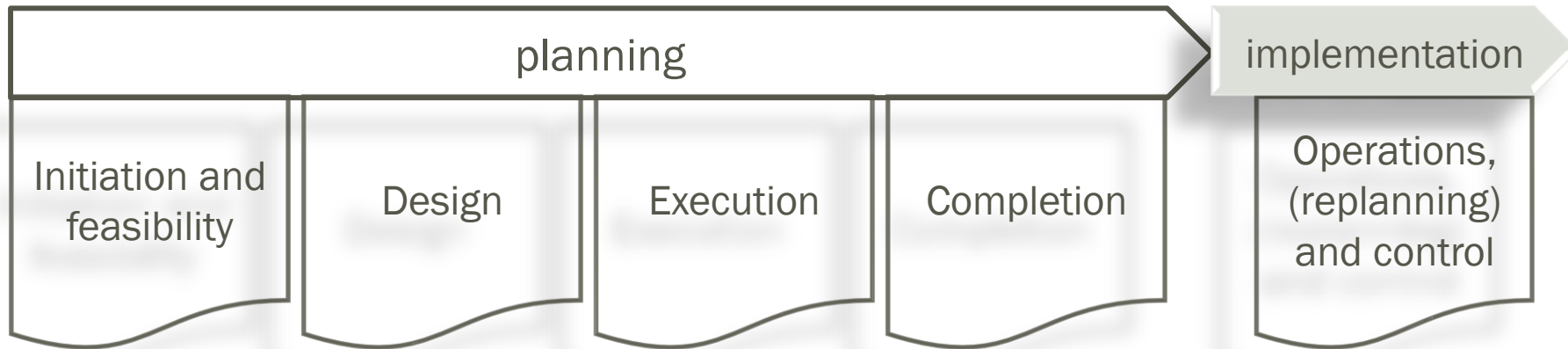
- ∞ "P" for product > ETM product concept

- ✓ *Project milestone > ETM business case*

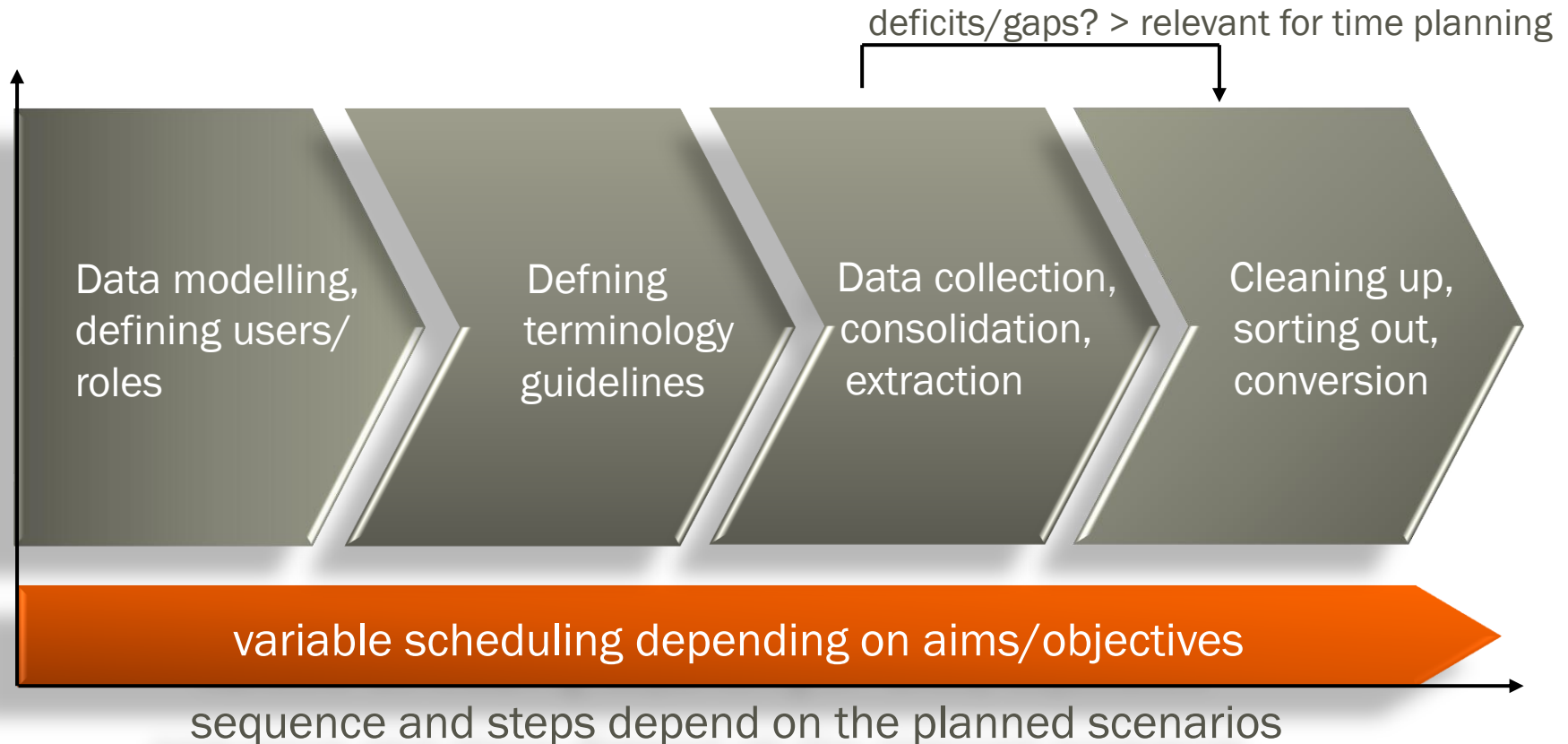
- ∞ "P" for process > ETM process concept

ETM project phases: implementation

Basic project management phases



ETM process: main steps



ETM process: key factors

- ∞ Aim for continuity, rather than perfection
- ∞ Position ETM as a sub-process within the framework of the work processes in the OUs
- ∞ Ensure that ETM is included in the affected work processes at an early stage (e.g. before products are launched)
- ∞ Create focal points for the production of terminology
- ∞ Document the entire ETM process (including roles, workflows, use of tools etc.) in a terminology guide

ETM process: terminology guide 1/2

- ∞ **Subject, objectives and structure**
- ∞ **Approach to terminology management** (prescriptive, authoring and/or translation oriented, project oriented)
- ∞ **Objectives and target groups**
- ∞ **Reference documentation**
- ∞ **Terminology data model**
 - Entry format
 - Languages
 - Models for data input

ETM process: terminology guide 2/2

∞ Terminological data categories and elements

- Concept-related data categories
- Term-related data categories (pre-defined or variable values)
- Data categories relevant for database administration

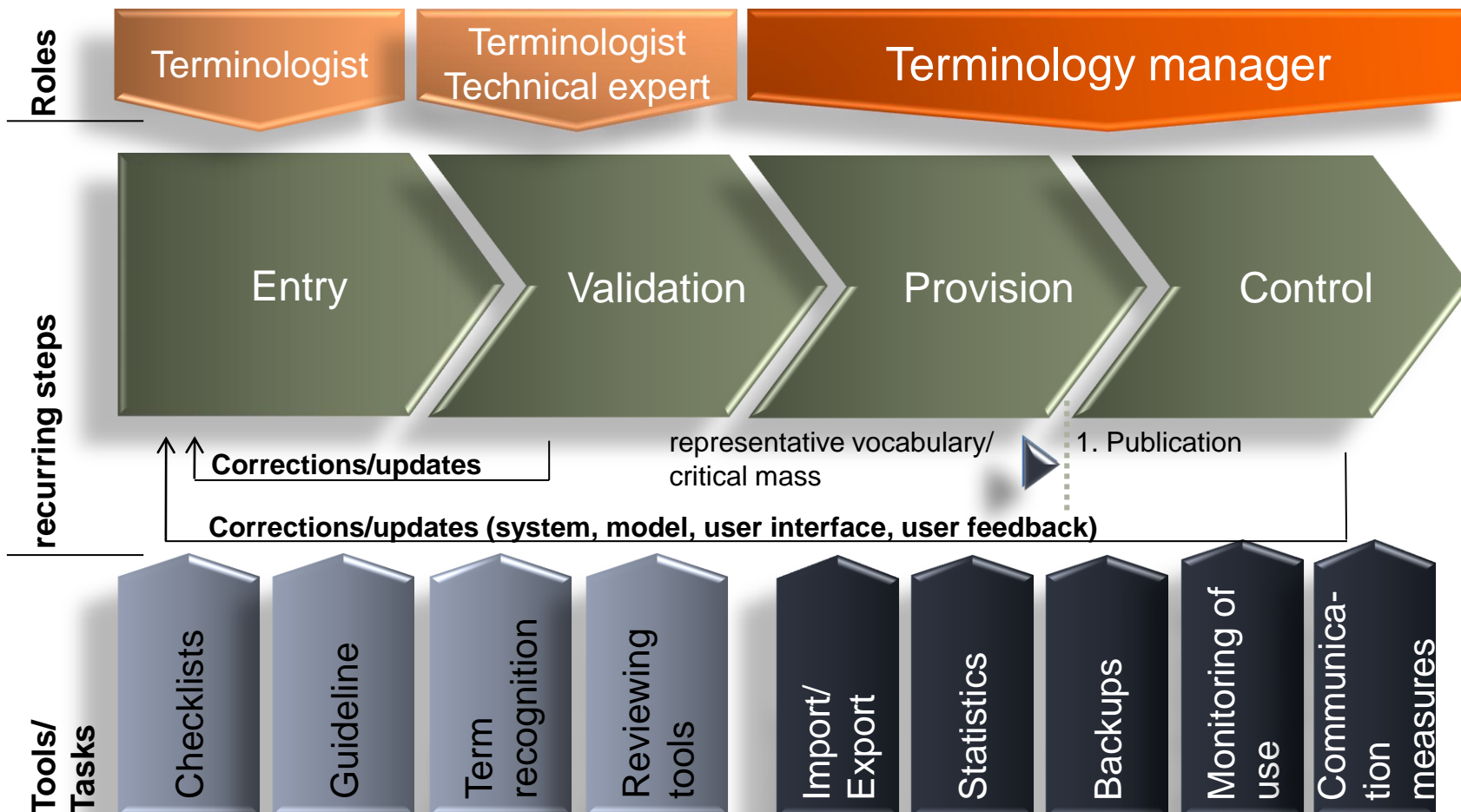
∞ Problem resolution in the context of multilingual terminology work (e.g. multilingual relations: intersection, inclusion, no equivalence; terminology gaps etc.)

∞ Validation process of terminology entries

- Processing stages (roles, tasks, editing rights)
- Validation criteria

∞ Database management

ETM process: core team



ETM process: terminology manager



Terminology manager as
project manager

Hard skills

- ∞ Knowledge of the principles and methods of TM
- ∞ Knowledge of best practices for TM (process setup, quality assurance, choice of prescriptive or descriptive approaches)
- ∞ Knowledge of terminology data exchange formats and standards
- ∞ Proficiency in the use of TMSs

Soft skills

- ∞ Project management competence (time and organisation management, cost efficiency)
- ∞ Negotiation skills and assertiveness
- ∞ Planning and organisational competence
- ∞ Communicative competence
- ∞ Conflict management competence
- ∞ Leadership

ETM process: enlarged team (OUs) 1/2

- ∞ Depending on the size and structure of the organisation, select the appropriate organisational units (OUs) for long-term cooperation in ETM
- ∞ Share all the relevant information with the OUs
- ∞ Do not overlook colleagues in foreign OUs
- ∞ Ensure terminology is harmonised in particular focus areas (e.g. in the event of mergers, acquisitions, change of suppliers and business partners etc.)

ETM process: enlarged team (OUs) 2/2

- ∞ Formulate and agree on clear targets and tasks, as both are important factors in maintaining motivation
- ∞ Train the OUs in the use of terminology database applications
- ∞ Ensure regular communication (news, updates, milestones in ETM)
- ∞ Observe team building and conflict management principles

Final messages

Terminology in communications

Every business disseminates **terminology** through its technical communications in written and spoken form.

Terminology as a product

A **product** is as good as the way it is **used** by the intended **users** and the target audience.

Terminology as a process

Terminology undergoes change and grows. The **terminology being managed** in well-designed process ensures its own development.

Benefits of terminology

The full **benefits of terminology work** only come to fruition **after at least 2 years**. The benefits **increase in the long term**.

Terminology and business

Terminology work is an important factor in business and plays a decisive role in the core business of international organisations.

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Thank you for your attention



Silvia Cerrella Bauer, Certified Conference Interpreter/Terminologist
Vice President of the Swiss Association of Translators, Terminologists and Interpreters (ASTTI)
shc@hispeed.ch, s.cerrella@astti.ch