Corporate language and content management strategies

Translation technology and workflow management at your service
Structure of the presentation

- Source text control
- Issues in translation and multilingual document management:
  - Case 1: Integrated Language Services (ILS)
  - Case 2: Cummins Engine Company
  - Case 3: Tweddle Litho Company
  - Case 4: Atlas Copco
- Conclusion
Some aspects of source text creation

- Management and usability of technical documentation
- The reader/user:
  - Unexperienced
  - Expert
- ‘Restructuring minimalism’
- The minimal manual
Source text management

Case 1: documentation for air line reservation system
- Research into user behaviour:
  - 80% reduction in volume of the manual
  - 80% reduction of phonecalls to helpdesk

Case 2: documentation for parcel delivery
- 74 billion $ losses due to the use of an inadequate Operational Manual
Controlled language

- Constrained terminology, syntax and/or semantics
- Clear and consistent style
- Enhance clarity, usability, transferability, retrievability, extractability, and translatability
- Some resistance when first using it
- The objectives are met
Case 1: ILS

- Printing business
- Language related issues:
  - Copywriting
  - Translation
  - Terminology management
  - Translation memory
  - Remodelling and finetuning of workflows
**ILS : the creation of a special integrated language service**

- Coordination and streamlining of the translation process
- Creation, hosting and updating of translation memories and termbases (in-house terminology)
- Editing, copywriting and localisation issues
- Content creation for multilingual websites
- Source text control and management
**ILS : Workflow**

- Pre-study of existing documentation
  - Style briefing of translators
  - Reference material evaluation by the customer
  - Terminology study of source texts and mapping of inconsistencies
- Implementation of MAHT
- Internal and external evaluation
- Full project execution
- Follow-up and evaluation
Intercultural Problems

Communication – Translation – Local Markets

- Asian customers and the European market
- Files are in unknown or incompatible file format
- Source text has been translated into ‘Japenglese’
- Content is not adapted to European market
- Rewritten source texts need local market guidelines for translators
- Text expansion
Knowledge management

- **Data/ Information / Knowledge**

- **Information:**
  - Textual
  - Graphical
  - Corporate Identity

- **Input:** source control

- **Output:** a variety of formats
  - CD-ROM, Website, media-neutral databases, printed matter, etc.
Case 2: Cummins Engine Company

- Leading manufacturer of gas and diesel engines (4500 distributors in 130 countries)
- 50 service manuals and 60 parts manuals every year
Towards more efficient localisation procedures

- The publications had to be localised in a more efficient way
- Reduce publication time and translation cost
- Tools for:
  - Selection and output of source/target data for translation
  - Use of translation memory
  - Post-editing by translators
  - Controlled language (authoring process)
    - More accurate matching in the translation memory
Source text management

- Source language: English
- Information chunks in manageable fragments
- Diffing algorithm: comparison of the last and current versions of the document to determine the editing changes
- Comparison in TM: unmatched items are sent for translation.
- Upgrade of TM with the new information in the translation and in the source document
Results

- 6 languages: Sp, Fr, G, I, Sw, Pt
- Operator and Maintenance Manual (400 pages): from 6-8 months to 10 weeks.
- 65-70% reduction in translation costs:
  - Use and reuse of data across publications
  - Integration with terminology and TM
  - Batch composition system for layout and graphics (saves 30% on production costs)
Case 3: Tweddle Litho Company

- Technical publishing house for automotive industry
- Complete data management services including authoring, translation and other related services
Better, faster, cheaper

- Ford Motor Company: 30 languages, 60 countries (localisation!) supporting the vehicle release.
- Lay-out, graphics, had to be more accurate.
- Culturally neutral global format and meet local requirements for engineering, regulatory, safety and environmental conditions.
- Reduce publication cycle time and costs.
The solution

- Authoring process was changed: SGML fragments in a document management system
- Text and graphics were separated and stored in dedicated databases
- Reduce page count
- More accurate data
- Improve production cycle
- One process applies to all markets
- Supports late product changes
Key to the solution

- Data model and DTD: SGML
- Information granularity / storage
- Media specific output: paper / electronic
- Effectivity control: target audience, type of vehicle involved
- Documents and CDs in over 30 languages. Increase in shared data up to 90%. Turnaround time for all markets from 6 months to 2 weeks.
Case 4 : Atlas Copco

- Atlas Copco:
  - industrial and professional tools compressed air equipment, construction and mining equipment etc.
  - (26,000 employees worldwide)

- Local branch in Antwerp (Belgium)
  - Technical documentation for the European market (engineers for the authoring, in-house translators and free-lance translators)
Atlas Copco: the challenge

- Specialised manuals in more than 12 languages
- Conditional publishing
- Source once, Write many times
Atlas Copco manuals

- Publish instruction manuals on the Web in web standard XML format - requiring no specific software from user
- Personalisation of the instruction manual in 3 ways:
  - conditional publishing to the specific equipment (no more/no less info): all information maps in master documents in repository are provided with retrieval tags, corresponding to model and its features
  - in the language of choice
  - with metric or British units of measurement
- Manual content is defined by sales dept and customer
- A few mouse clicks automatically convert retrieved XML file to PDF and e-mail it to user
Atlas Copco manuals

- Each manual is dynamically generated on-the-fly, allowing instantaneous update of content
- Allowing decentralised and fragmented technical authoring and translation
- Reduce/eliminate time-to-market, pre-press, paper, printing, distribution cost
System architecture

TriDK

Repository
Maps
Master documents
Illustrations
Schema, templates

XML auth.
Create link
Submit/Check-in.
Check-out/Export

Select to be translated
Import translations

Publish personalized document
to Web
to pdf

Interface with CRM / prod conf. system

Web client

XML transl.
Translations

- 12 EC languages
- Project allows increase to 18 languages
- Trados 5 translation software:
  - imports English XML files exported by FrameMaker
  - protects tagged publishing conditions during translation
  - builds up translation memories per language pair for utmost re-use of already translated sentences
  - enables Multiterm terminology management, forcing external translators to use pre-determined terminology, improving quality
  - allows pre-calculation of translation cost (once translation memories are built up)
Conclusion

- Optimal procedures in technical document creation and translation:
  - Source text control
  - Terminology management (both source text and translation oriented)
  - Translation management
  - Content management
  - Critical analysis of the needs of the user
  - Workflow management