Disciplining words
What you need to know about terminology management

Mind your Manners
Tips for business professionals visiting Germany

Auditing your documentation for internationalization issues
How to prepare your documents to integrate localization requirements
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Entering a foreign market and introducing your product or services to an audience with a strikingly different background certainly sounds like an exciting undertaking. However, the localization process often turns out to be more time-consuming and costly than anticipated. Kit Brown, who runs a consultancy company, claims that some companies could save 20 percent of their localization costs if they integrated the needs of localization from the earliest stages of the development cycle (page 10). Internationalizing products, processes and source documents before starting with the localization process is key to a time- and cost-efficient approach to the new market. Not internationalizing is like throwing away money and resource, also confirms Adam Asnes of Lingoport. In his article he shares his thoughts on software internationalization and gives valuable hints for the process (page 21).

Terminology management is widely discussed today. But why exactly is it important for an organization to manage their terminology? Which tools can support it? And, what information needs to go into a terminological entry? Uwe Muegge of Medtronic gives answers to these and many more related questions (page 17). In order to manage terms and phrases in various languages, translation memory technology entered the market and has since generated uncountable systems and data pools. Could you imagine all translation data entering one common pool? Translation memory systems that are not only fed with the data of one company, but with that of an entire industry? Jost Zetzsche of TM Marketplace gives his thoughts on translation data sharing (page 14).

Germany is a very important trading partner for companies around the globe. However, success often depends on how the company presents itself to the German market. Even little knowledge of local habits and unspoken social rules can make a tremendous difference. Introducing their book "Mind your Manners", Joachim Graff and Gretchen Schnaupp present their knowledge of the German business culture along with an alphabet of manners (page 24).

We are pleased to announce a new forum at the tcworld conference in November 2007: Speakers at the Integrated Information Management Forum will have a close look at information processes and discuss how information concepts can work internationally. The forum includes sessions in English and in German.

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Auditing your documentation for internationalization issues

Preparing your products and documents for foreign markets might sound like an exciting undertaking. However, it often turns out to be a painful process with many hurdles. Kit Brown describes how you can prepare your documentation to integrate the needs of localization right from the beginning.

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Why do I need to manage terminology, which tools can help me, and what standards provide guidance? Uwe Muegge answers the most urgent questions on terminology management.

page 17

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page 24
NISUS INTRODUCES NEW SOFTWARE

Nisus Software has released Nisus Writer Pro, the latest member of the Nisus Software family. Building on the core of the Nisus Writer Express, Nisus Writer Pro brings new features such as Table of Contents, Cross References, Bookmarks, Text Wrap Around Images, Widow and Orphan Control, and Line Numbering. Also new is the attribute sensitive Find and Replace, Glossaries and an upgraded Nisus Macro Language.

GREEK-ENGLISH CLICK-DICTIONARY LAUNCHED

Babylon Ltd., a provider of single-click translation and dictionary software, has released a new Greek English bi-directional dictionary. Babylon users around the globe will now be able to click on any term from any desktop application and receive immediate results to and from Greek in a small pop-up window on their screen. The dictionary contains more than 110,000 words, phrases, abbreviations and acronyms.

SDM MULTITERM 2007 RELEASED

The terminology management solution SDL MultiTerm 2007 has been enhanced, providing an advanced ergonomic UI and a re-architected back office system which deliver unlimited scalability and performance. Organizations of any size can centralize and share their core terminology assets to speed time-to-market, deliver consistent messaging and reduce costs associated with managing the translation supply chain.

SISULIZER LOCALIZES ONLINE HELP FILES

Sisulizer Ltd. & Co. KG, a software localization company, has released a new feature in its software localization tool – localization of online Help files in HTML Help format. Sisulizer imports all translatable content from a compiled HTML Help file (.chm). Text is automatically segmented into sentences for easy translation and translated in either a WYSIWYG mode or in a grid with separate columns for context, source and target language.

Survey reveals income of language professionals

Common Sense Advisory’s report on worldwide salary and employment practices summarizes the results of a survey of 694 professionals working in language-related activities such as translation and software engineering. ‘Wages of Localization’ catalogs this comprehensive survey of salary figures for translation and localization professionals across a broad spectrum of organizations, positions, and geographic regions. Results of the international survey included:

> On average, US and Canadian employees are paid more than language professionals in Europe and in other regions of the world.
> Higher education is a hallmark of the language business. Buyers, suppliers, and practitioners in language-related activities need an understanding of language, culture, business, and technology. It comes as no surprise that language professionals tend to be highly educated.

> In addition to their salary, most employees receive health, transportation, and other benefits. US and Canadian employees are least likely to receive meal or transportation allowances, whereas Asian companies are more apt to provide such allowances.

Lead analyst of the report Renato Beninatto was impressed about the amount and depth of the data collected: “We know that the data still harbors more interesting correlations. We will include more insight about this data set in reports, presentations, and articles in the coming months.”

www.commonsenseadvisory.com
Lack of IT governance impairs business value

‘IT Governance’, a report recently published by IT research and advisory organization Butler Group, has found that a lack of effective IT governance in the majority of organizations is perpetuating the chronic failure rate of IT-enabled business projects, and seriously impairing the achievement of business value. Research for the report indicated that IT governance initiatives were most often deployed solely within the IT department and did not take into account the broader requirements of alignment with business objectives. As a consequence, there is a lack of coordination between the IT-led elements of projects and management of the associated business change. Tim Jennings, research director with Butler Group, and lead author of the report explained: “Many new business initiatives are reliant on information systems, so the impact of poor IT governance is not just an IT issue, but directly reduces the potential business benefits”. Butler Group notes that other effects of poor IT governance include increased costs due to the inefficiencies of short-term, tactical IT deployments, unproductive use of human resources and IT assets, and the potential risk of breaching data security and regulatory compliance requirements. Jennings noted that “although the largest enterprises are paying closer attention to IT governance, medium- to large-sized organizations (up to 5,000 employees) are less likely to have the required disciplines in place, and are therefore particularly susceptible to poor returns on their IT investments”. The report concludes that an IT governance framework must take an end-to-end view of the IT value chain, including both business and IT perspectives. Jennings says: “Whether an organization views IT as a strategic capability involving significant investment, or purely as a support service to be delivered at minimal cost, the reality is that all are dependent on information systems as an integral part of many business processes. Effective IT governance is therefore essential to ensure that the delivery of IT services meets the requirements of the business”.

www.butlergroup.com
Outsourcing Professionals publish annual ranking of world’s best outsourcing service providers

IAOP announces the 2007 Global Outsourcing 100

The International Association of Outsourcing Professionals (IAOP) unveiled The Global Outsourcing 100, the association’s annual ranking of the world’s best outsourcing service providers. Companies were selected for this industry honor based on applications submitted for review by an independent panel of judges. The applications covered the same critical factors customers examine when qualifying potential providers, including, depth and breadth of services, customer references, recognitions and certifications earned, investments in people and management systems, and the experience of the company’s top executives.

“Being selected as one of the Global Outsourcing 100 companies is not easy. The application process was rigorous as was the competition among the applicants,” says Jag Dalal, managing director, Thought Leadership, IAOP and chairman of the judges’ panel. “The judging was based on a set of measurable standards as well as evaluation by a panel of industry recognized leaders in outsourcing. These are the organizations businesses should carefully consider during their selection and due diligence process.”

Early analysis of the aggregate data from this year’s applicants is already yielding great insights into the global outsourcing industry. The bottom line: 2006 was a banner year for outsourcing service providers. Average revenue topped $1 billion for the first time representing a 19 percent increase over 2005. The full list of honorees is available at IAOP’s website. Additional information on these companies, the selection process, and their relative rankings is published in a special advertising feature produced by IAOP in the April 30th, Fortune 500 issue of FORTUNE® magazine.

www.outsourcingprofessionals.org
Translation errors cause revenue losses

Eight out of ten international businesses are suffering because of translation errors, causing lost revenue, delayed product launches or even fines for non-compliance.

40 percent of respondents to a survey of global businesses conducted by global information provider SDL claimed that translation errors have caused delayed product launches. A shocking result, seven percent reported receiving fines for non-compliance because they failed to translate material accurately. Half of the firms surveyed have on average ten different departments involved in the process of localizing information. Only 37 percent of these are planning to develop a strategy in the next six months to combat these issues.

“International firms cannot compete globally in only one language,” commented Chris Boorman, chief marketing officer at SDL International. “The majority of organizations is still relying on outdated methods for their corporate communications which is costing money on a number of fronts – being first to market is pointless if you cannot communicate with your audience. Articulating your message in the local language with relevance and appropriate nuance is the only way to ensure success and must be at the heart of any global marketing strategy.”

“Cutting time-to-market and avoiding translation errors cannot be achieved until businesses realize the importance of getting localization right,” Boorman stated. “As everyone should know, it doesn’t matter how loud you shout – if you’re speaking the wrong language, you simply won’t be heard.”

www sdl com

China in search for qualified translators

According to a news article in the Beijing Time, China is struggling to find a sufficient number of translators for the 2008 Olympics and the Shanghai World Expo in 2010. The shortage of translators, especially for Chinese to English, was also the major topic of a two-day conference held in Beijing in early April, hosted by the Translators Association of China and the China International Publishing Group (CIPG). Professionals from the field of translation blame the lack of language experts on the little awareness the translation industry has been receiving in China. According to a spokesman of the CIPG the number of translators has grown dramatically in recent years, but the quality of services vary. Professionals now call for a qualifying exam for translators.

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Auditing your documentation for internationalization issues

Many companies could save 20 percent or even more in localization costs by internationalizing their product, processes and source documentation and better integrating the needs of localization into the development cycle. Before you start removing obstacles to localization in the source documents, it is helpful to conduct an audit of your current documentation and processes and set a baseline for the internationalization effort.
Before you begin

Before beginning the audit, it is important that you understand common internationalization issues, and know, in particular, what problems the localization vendor has with your documentation. It is often helpful to interview the localization project manager and to review post-project evaluations to identify major areas of concern. In addition, you will need the following:

- Contact information for the localization project manager and team members: Interviewing team members and project managers will help you identify issues that might not be apparent from reviewing process documents and the documentation itself. For example, the editing process might be documented one way but actually be performed quite differently.
- Access to the documentation tools, so that you can review the documents in their native formats.
- Prototype of the product for verification purposes.
- Issues list/questions list from previous localization projects.
- Style guides, templates, and glossaries.
- Process documentation: If you don’t have documented processes for developing, reviewing, and localizing the documentation, establishing such processes should be a top priority.
- A cross-section of the documentation set: By reviewing at least one document of each type – website, brochure, user manual, online help, and so on – you will identify most of the issues. If you have multiple product lines or business units, consider auditing one documentation sample each.
- Source graphics files.

You also need to have a notebook or electronic device where you can take notes as you conduct the audit.

Performing the audit

When conducting an audit, start at the higher conceptual level and work your way down into the details. This method helps you to quickly identify the major issues and to separate process problems from document-specific problems.

- Review the process documentation and issue lists. Look for inconsistencies and recurring themes such as communication between the localization vendor and the team, frequent late changes, and so on. Reviewing this information will help you formulate questions for the interviews.
- Interview the localization manager and team members. Ask each interviewee to describe the processes, then compare the responses to what is documented; note any problems or issues.

1. Weak or nonexistent editing process, glossary, and style guide: Particularly for large teams, the editing process, glossary, and style guide are vital components for ensuring consistency. Bolstering the editorial process, as well as developing and using a glossary and style guide improves consistency and reduces localization costs. Providing the localization team with the style guide and glossary also facilitates efficient localization. Glossary terms can be translated and verified in advance, and style guides can be developed for each language based on the one used for the source language.

2. Ineffective change management: Making changes to the documentation or product while it is being localized can substantially increase your costs. Effective change management means prioritizing changes based on severity and on the stage of the product development cycle. For complex products, you might also want to...
identify which aspects of the product or documentation are most stable and localize those first.

3. **Text in graphics**: Embedding text in graphics means that each graphic must be redone for every language. At two to three hours/graphic/language the costs add up rapidly. In addition, the text is not included in the translation memory. One solution is to use numbered callouts and a legend table.

4. **Graphics that show culturally inappropriate images or that are unclear**: Certain colors, body parts, hand gestures, and animals have different connotations in different cultures. Depending on the context, images that are positive or appropriate in one culture can be offensive in another. Review the graphics to ensure that they are as culturally neutral as possible.

5. **Unnecessary or culturally specific idioms, jargon, acronyms, etc.**: Idioms, jargon, and acronyms make it more difficult to understand the content. When writing in English, keep it simple by using action verbs, by limiting sentences to 25 or fewer words, and by using the simplest word that conveys the thought.

6. **Inconsistent tone and style across documentation set**: Translators are highly trained professionals who are fluent in the source language and native speakers in the target language. Effective translation involves translating concept by concept not word for word. However, inconsistencies in tone, style, formality can create confusion for the translator. If it is not clear in the source language, it will not be clear in the target language.

7. **Ineffective re-use of similar text or unnecessary translation of locale-specific text**: In many cases significant portions of the documentation are repetitive and appear in multiple locations (examples include cautions and warnings, warranty information, glossary terms, certain procedures, and so on). Often the only differences between information appearing in the

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**Glossary of internationalization**

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DTP</td>
<td>Desktop publishing.</td>
</tr>
<tr>
<td>Fuzzy Matching</td>
<td>The process used by the translation memory tool to match the source language segments with segments that exist in the translation memory. A fuzzy match is close but doesn’t exactly match the existing segment in the translation memory. The user determines how strict to be on flagging fuzzy matches. For example, sentences that match everything except capitalization would be considered a fuzzy match. The translator reviews the suggested match and determines whether or not to accept the translation.</td>
</tr>
<tr>
<td>Internationalization</td>
<td>The process of creating a flexible system architecture and processes for the product and documentation so that they can be easily customized to meet the needs of a specific locale. Generally focuses on the technical side of globalization. The key idea is that this process is accomplished in the source documentation.</td>
</tr>
<tr>
<td>Locale</td>
<td>The combination of culture, region, and language that make an area unique.</td>
</tr>
<tr>
<td>Localization</td>
<td>The process of reviewing and modifying a product or service so that it is acceptable to a specific locale. The key idea here is that this process creates the target.</td>
</tr>
<tr>
<td>Segment</td>
<td>A group of words that is translated as a conceptual unit. Segments are typically clauses or sentences.</td>
</tr>
<tr>
<td>Source</td>
<td>The locale in which a document or product originates.</td>
</tr>
<tr>
<td>Target</td>
<td>The locale into which the document or product is transferred.</td>
</tr>
<tr>
<td>Time to Market</td>
<td>The length of time it takes to get a product from design to availability to the customer.</td>
</tr>
<tr>
<td>Translation</td>
<td>The process of taking information in one language and transferring it to another language. A good translator considers not only the text itself, but also the conventions, idioms, and expectations of the audience for the target language</td>
</tr>
<tr>
<td>Translation Memory</td>
<td>A database tool that allows the human translator to connect the translated segment with its corresponding source segment. This capability facilitates consistency by pre-matching segments that have been translated previously and flagging them for approval.</td>
</tr>
</tbody>
</table>
have among all the types of documentation in a set? Is the writing, tone, style, formality, and formatting consistent? Is the level of detail appropriate to the audience? Is the terminology consistent across product lines?

**Categorize your findings.** As you conduct the audit, you will find that the issues fall into categories, such as graphics, single sourcing, writing/editing tools, design and layout, terminology, indexing/cross referencing, templates and style guides, or process integration.

**Analyzing your results**

After categorizing your findings, you can begin prioritizing the changes you want to make to the documentation. In many cases you will not be able to make all the changes at once, so look for those changes that are easy and inexpensive to make, but have a huge impact on the project. For example, you might be able to assign a junior writer to search and replace text that is inconsistent or idiomatic for the entire documentation set. This change could have a huge impact on the readability of your documentation, but might only take a day or two to accomplish. Or you could adjust the templates for all your printed documentation so that they print correctly on both A4 and letter-sized paper. Making this change might take less than an hour to do, but could save customers and other team members many hours of frustration with trying to get a document to print correctly.

It might be helpful to use the following matrix:

<table>
<thead>
<tr>
<th>Cost/Impact</th>
<th>High Impact</th>
<th>Medium Impact</th>
<th>Low Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Cost</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Cost</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Cost</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

After prioritizing the changes, assign action items and deadlines to the documentation team. If significant work needs to be done on the process documentation, templates, and style guides, consider selecting two or three senior documentation team members to act as the editorial advisory board for the changes. If you have multiple teams spread across several business units or product lines, consider setting up an editorial board with a representative from each team to develop corporate-wide processes, templates, and style guides. Doing so will improve consistency and will reduce overall localization costs.

**Conclusion**

Taken individually, each of the issues discussed in the article might not seem that important. However, when you consider the cumulative impact of such issues, the rationale for internationalization becomes clear. For example, if you have one error in a help file in the source documentation that takes one hour to fix and you are localizing into 20 languages, you just added 20 hours to your localization costs if you do not catch the error. If you have 100 graphics that must be localized into 20 languages, and each graphic takes two hours to update, you have just added 4000 hours to your localization process. Such issues quickly add to the overall localization cost. Viewed this way, internationalization rapidly provides a substantial return on investment in the form of significantly reduced localization costs, usually with minimal adjustment to the documentation development process.

**Online help and printed documentation**

For example, are preferential ones. This means that the translator must translate each content segment separately. In addition, certain information only applies to a particular locale (for example, electrical requirements), but if it is not identified as only applying to that locale, the content might get translated into more languages than necessary. By identifying text that is specific to a particular locale, by ensuring that information is described the same way everywhere it appears, and by reducing the number of preferential changes, you can significantly reduce localization costs.

**8. Poor/nonexistent instructions for the localization team**

When sending files to the localization team, it is important to explain in detail what you want done, and how you want the files returned to you. If you have screen shots in the documentation, you need to provide exact instructions and specifications for acquiring each screen shot, as these need to be redone for every language. Some tools do not support all languages, so you need to provide explicit instructions about the layout and functionality of the source files. If you have custom macros or buttons or templates, you need to supply those to the localization team.

**9. Layout is not optimized for localization**

Depending on the source and target languages, text can expand or contract significantly in localized versions of the documentation. Online layouts should allow for dynamic column widths in tables. Print layouts should allow plenty of white space to accommodate the expansion/contraction.

**10. Printed documents don’t accommodate international paper standards**

A4 is longer and narrower than US letter-sized paper, so pages formatted for A4 do not print correctly on US letter size, and vice versa. The easiest way to fix this is to set up a custom page size of 210mm x 279mm (8.26 inches x 11 inches), which allows the layout to still look ok and for the page to print on either sized paper without reformatting.
Running on empty?

Despite some dire predictions when SDL bought Trados a couple of years ago, the landscape of translation environment tools (aka CAT tools) is alive and well. Not only are there a good number of new contenders gaining ground in a surprisingly dynamic market, but they are also introducing interesting new technologies, both in the form of workflow management and in increasingly fine-tuned terminology and translation memory processing engines.

By Jost Zetzsche

But it’s this last point that makes me wonder. We have a fleet of beautifully tuned engines, but just like mechanical engines, these don’t run without fuel – in this case, the data. When translation memory technology entered the scene about 15 or 20 years ago, it just seemed natural for everybody to “dig for their own fuel” by performing human translation that would be retained in the translation memory databases and later leveraged for future translations. While everyone saw the benefits of this technology right away – things like increased consistency and leverage of content within the same document – the true benefit only showed up as the size of the databases increased. A 2004 study on Translation Memory demonstrated the dramatic increase in the usability of translation memories when they have been used for five years or more.1 So, to stay with our engine/fuel analogy, we dug in our own backyards to find some fuel, experienced modest success in the beginning, and now with the passing of time our engines are being fed more consistently.

Translation data sharing – vision or reality?

Are they running at 100 percent yet? Definitely not. In fact, I would guess that they are barely in double digits! Can you imagine what kind of output these translation memory engines would produce if they were not only fueled by their own home-grown data but by the data of entire vertical industries? As a consumer, can you imagine what it would mean to finally have common and well-formed terminology across competing products? Or as a translation buyer, can you imagine what it would mean for your product to finally compete on the merits of its functions and features rather than translation and terminology? Or to be able to translate not only in the most common European and Asian languages, but also afford to do the “smaller” languages?

Ultimately, this is what the vision of translation data sharing is about. Sound a little too visionary? Here are some very recent and real initiatives that are working toward exactly that vision.

Creating a cooperative platform

TAUS, the Translation Automation User Society, organized a summit in March of this year with representatives of 26 organizations – among them multinationals such as Adobe, Cisco, eBay, European Patent Office, International Monetary Fund, Microsoft, and Oracle – “to explore how a cooperative platform for sharing language data can potentially increase levels of translation automation, through for instance advanced leveraging and training of machine translation systems”2. While the participants of the summit recognized that there are definite hurdles to overcome (such as legal questions, classification of data, and infrastructure), the next meeting to tackle some of the hands-on questions is already scheduled for fall.
What’s the value of your data?

Another initiative is the licensing scheme that TM Marketplace has been offering for a couple of years. Rather than giving data assets away to competitors, this concept looks at the value of the translation memory data that has been assembled over many years, puts a price tag on it, and sells licenses for its use. For instance, General Motors is offering TM Marketplace licenses for four million of its translation segments (37 million translated words) in six language combinations to other vendors in the automotive industry, language vendors who are active in the automotive industry, or machine translation developers.

Why would a large corporation like GM do that? First, because they have an interest in aligning their suppliers and competitors to their terminology (since they are the first automotive market leader to offer their data, their terminology will likely become the standard). And second, GM has realized that there is no reason to keep the value of their data asset locked up in their corporate vault when it could just as well be realized in new and innovative ways.

Tailored terminology for freelancers

And there is a third initiative, the “made-for-order model,” done without any direct participation of the original data owner. Huge amounts of bilingual data in the form of PDFs, web pages, or various other formats are available for download on the internet. While these data sources are not prepared to be used as translation memories, the emergence of industrial-strength alignment tools and expertise makes it possible to turn these documents into bilingual translation memory data. These translation memories can be “custom-ordered” and tailored for specific industries or products. This last model is obviously geared toward a very different target audience, typically freelance translators. And while it may not directly support a “higher level” of data sharing, the least it might do would be to encourage data owners to find more profitable ways to part with their data.

Free fuel from one common source

To come to a point of “free-flowing (data) fuel” across vertical industries, a number of things need to happen, including the development of legal structures, classification schemes, quality control, an infrastructure that would support the flow of data including the necessary tools and standards, strategies to merge existing and differing terminologies and much more. But really these are very minor considerations compared to the one primary development that makes it all possible to start with: Data owners need to come to the realization that their data holds redeemable value to others, and that it is in their interest for others to use their data. Once this cornerstone falls into place, the others will follow.

Not only is it encouraging to see some very prominent companies such as GM already participating in data sharing, and others like the TAUS members actively pursuing it, it guarantees that the vision of commonly produced and shared data fuel will come to pass.

3 You can find a White Paper on the legal ramifications at www.tmmarketplace.com/whitepapers/align

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What you always wanted to know about terminology management

Disciplining words

Terminology management is a hot topic these days. At the tcworld conference 2006, terminology had its own forum with hundreds of participants. And a number of highly visible institutions like the Terminology SIG of the Localization Industry Standards Association (LISA) has been evangelizing the development and use of standardized terminology in the business world for many years. Yet a recent terminology survey reveals that even in the localization field, where the benefits of terminology work are most palpable, a high percentage of businesses does not systematically manage terminology. Why? Because there is still a lot of confusion surrounding the whys, what's, whens, and hows of terminology management. Here are some initial answers that apply to almost any organization that cares about quality, customer satisfaction, and, ultimately, the bottom line.

Photo: Brenton Nicholls
Why should my organization manage terminology?

Your organization can profit from terminology management in several ways:
- **Terminology management reduces time-to-market by streamlining development, writing, editing, review and translation cycles.** With approved terminology in place, developers, writers, editors, reviewers and translators can use automated tools to insert and verify terminology.
- **Terminology management is an excellent strategy for sharing knowledge.** A well-designed term base that is continuously updated provides valuable information to all communicators inside and outside the organization (e.g. authors of technical, marketing and legal texts, including software engineers) and outside the organization (e.g. advertising, marketing and translation agencies). In fact, such a term base is useful for almost any employee, especially for those who need to familiarize themselves with an unfamiliar domain, e.g. new hires/transfers.
- **Terminology management enables organizations of any size to use the same terms consistently within and across the communication types that accompany a product or service.** Typical communication types include specifications, drawings, GUI, software strings, help systems, technical documentation, marketing materials, regulatory submissions, etc. As multiple authors typically contribute to these communications, terminology management is the most efficient solution for ensuring that the organization speaks with one voice.

When is the best time in the product life cycle to start a terminology management project?

The best time to start terminology management for a project is the specification phase, i.e. the time before the actual development effort for the product or service begins. Controlling project terminology at this early stage is the most efficient method for ensuring that all communicators, including developers, use the same terms for the same features and functions throughout the life cycle of a product or service. Starting later, e.g. during the documentation or even in the translation phase, prevents effective source control. For example, once software development has reached a certain point, correcting inconsistencies carries such a heavy cost and time penalty that such changes are prohibitive. And if the software is inconsistent, the documentation, as well as the translated versions of the software and the documentation, will be as well.

**What type of tools does my organization need to manage terminology?**

A customizable terminology database system forms the core of any terminology management effort. Organizations that do not develop terminology at an early project stage might benefit from an automatic terminology extraction tool to help build the terminology database. The content of such a terminology database needs to be easily accessible to all communicators, e.g. developers, authors, reviewers, translators. Today, that typically means exchanging terminology data between multiple systems such as software development systems, authoring/content management systems, terminology/controlled language checkers, translation/machine translation/globalization management systems and CRM/ERP/inventory management systems. As the importance of consistent use of terminology is better understood, more and more tools vendors provide direct interfaces between terminology databases and the environments, in which terminology is being used. A potentially easier-to-implement but less efficient solution involves the deployment of a terminology website that gives all communicators online access to terminology. Note, however, that many web-based terminology management systems require manual look-up on the user side and have only limited capabilities, if any, for checking documents for consistent use of terminology.

**What is the concept-based approach to terminology management?**

A typical dictionary lists entries in alphabetical order, and each entry consists of one term per language. In this term-based approach, synonyms (e.g. display and monitor), variants (e.g. peripheral device and periphery device), and different forms (e.g. Department of Defense, Dept.of Defense, DoD) are each listed in separate entries. In a concept-based approach, all terms that express the same concept (i.e. unit of knowledge, idea) are listed in the same entry. It’s the concept-based approach to terminology management that enables organizations to actually manage the usage of terminology by identifying desirable and undesirable terminology and marking terms accordingly, e.g. as either ‘preferred’, ‘admitted’ or ‘deprecated’/‘do not use’.

**How much information should go into a terminological entry?**

ISO 12620 specifies almost 200 possible data categories for a terminological entry, and yet ISO 12616 lists only three of those as mandatory, i.e. term, source, and date. For many organizations, the most practical solution will probably be a data model that involves less than two dozen data categories. The Terminology SIG of LISA has just released a proposal for TBX-Lite (see the sections on standards below) that lists 21 data categories, many of which will be automatically populated by a terminology management system. The data categories specified in TBX-Lite are ideally suited for organizations that wish to build a powerful, standards-compliant, yet easily manageable terminology database.
What is the most important type of term that is missing from many terminology databases?

Trademarks! Trademarks and trade names are core intellectual property in any organization and must be used correctly in all external communications. A terminology database is the tool of choice for enabling consistent usage of those key communication assets. In addition, maintaining trademarks in a terminology database is an excellent safeguard against accidental translation, an error that can cause major financial damage, not to mention embarrassment. By the way: The correct part of speech of a trademark is proper adjective, i.e. the trademark modifies a generic noun as in ‘KLEENEX® tissue paper’.

Why are definitions so important?

Writing definitions can easily be the most time-consuming and expensive part of managing terminology. On the other hand, the definition is often the most valuable part of a terminological entry, especially if the organization uses the terminology database as the universal knowledge base that it is. It’s the definition that helps developers pick the correct term from a range of options, and it’s the definition that lets a new employee understand an unfamiliar concept better than any other information in an entry. A quick note for those who struggle with definition writing: Remember that a terminological definition is not the same as a lexicographical entry. A good terminological definition is a brief, to-the-point statement that should not be longer than one sentence.

What standards provide guidance on terminology management?

- ISO 704:2000 Terminology work – Principles and methods
  This 38-page document is an excellent introductory text to terminology management.
  This is another overview text that describes the major concepts used in terminology management.
- ISO 12616:2002 Translation-oriented terminography
  This document provides information on managing terminology specifically for translation environments.
- ISO 12620:1999 Computer applications in terminology – Data categories
  This document specifies the data categories that form the basis for the TBX and TBX-lite terminology exchange standards.
- LISA proposal for TBX-Lite, available online at www.lisa.org/sigs/terminology/
  This document lists 21 data categories for building powerful, standards-compliant term bases.

For a more comprehensive overview of terminology-related standards visit www.muegge.cc

1 LISA Terminology Management Survey (www.lisa.org/sigs/terminology/)

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Change your encoding, change your company

By Adam Asnes

It’s a mark of greatness when a company can effectively develop products and compete worldwide. Yet software internationalization is often one of life’s painful forgotten labors that suddenly grabs intense and panicked attention as it leaps out and grinds globalization plans to a halt. You’d think that enabling technology so that it’s easily leveraged for any market opportunity would be a pretty glamorous and exciting pursuit. With rare exception, the first, second or twentieth-plus time a company does this is still a painful effort that holds back global top-line revenue opportunities.

Of course, it doesn’t have to be this way – but when you look at the nature of how software is actually developed and comes to market, unless internationalization is a very firm requirement at the project’s outset, it shouldn’t be a surprise that it gets overlooked until it’s an ugly problem. This is not one of those “if only everyone always internationalized” diatribes. I hope to describe the business issues around internationalization, including the fundamentals of what it does for a company, the competitive implications, funding the effort, and managing and maintaining global market requirements.

One point I want to get beyond quickly is the belief that you can just force your translations without internationalizing software first. I get asked about this a few times per month, often by managers who are even in the localization business. Incidentally, developers never ask this.

In the case of some limited products, it may be possible not to internationalize, but it’s a bad idea anyway. You risk having a product that doesn’t work or works poorly. In the best scenario, your software can’t be leveraged across markets or even maintained from release to release. Not internationalizing is like throwing lots of money and resources away for an inferior result which has no future. For complex applications, it’s simply not going to work. Developers nearly always accept this, but it’s an abstract concept which management can have trouble understanding. Internationalization, when done well, allows you to support any locale requirement quickly. You have one product to support over time that’s good for the whole world. Your translations are easily updated from release to release.
Business issues

Several common events push a company to expand its product development to include locale supporting requirements.

1. Somebody sold something – there has been some new marketing partnership or a new powerful customer opportunity that requires multi-locale support. A classic example is that the company gains a business contract that will necessitate supporting Japanese or another language. In some cases we’ve seen new license deals for entire countries, such as in health care or education. It’s a big hurry up to meet the customer demands.

2. Localization is realized as a competitive necessity. Perhaps the company has already invested in global sales efforts and finds growth is limited given a poor competitive position without internationalization.

3. A global company has just purchased another company or intellectual property and wants to make the new product useful for its worldwide sales efforts and product line.

4. The CEO is mandating a new global initiative. This is an important new step for the company’s evolution. You can’t go to a management conference these days without hearing about globalizing revenue opportunities and for good reason.

Top-line and bottom-line considerations

Software internationalization can have dramatic effects on top-line revenues and revenue plans as well as on bottom-line costs and profitability. It’s never just about minimizing a cost. You have to look at the whole picture to calculate return on investment and in terms of long-term changes in process.

When valuing any internationalization effort, give attention to top-line business questions such as these:

> How much does your company have riding on success in its target markets?
> What are the revenue projections over one, two and more years?
> What is the top-line cost of not having a product ready for a specific market opportunity?
> What is the result for your company’s equity value by stretching into new markets effectively?

And, of course, to get an effort funded, these bottom-line business issues need to be answered:

> What will it cost?
> How long will it take?
> Who is going to do the work?
> Do we have to give up other feature requests to prioritize internationalization?
> How can we improve the process?
> What expensive surprises do we need to watch for?

> How do we maintain the internationalized product going forward?

Learn your CFO’s language. He or she will want to understand the return on investment and may consider amortizing the effort as a capital expense. The decision isn’t about the technical issues of bits and bytes.

Globalization is never just about one customer, sale or ”language”. It’s a new engineering and company process that opens opportunities.

Development issues

At Lingoport, we’ve picked up the pieces enough to see that internationalization projects have been typically frustratingly late, as in quarters to years, and rife with cost overruns.

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Managing an internationalization effort, especially for the first time, can be challenging for a development team. Given the top-line sales and marketing objectives, there’s typically a shortage of time. Compounding this is that understanding the scope of requirements and detail of tasks for an internationalization effort is not an obvious thing for your development team. It’s tempting for many teams to just start out looking at embedded strings as the most obvious problem. While they are important and can be tedious, there’s much more involved. The issue of who does the work isn’t always obvious or easy. Chances are your development team members aren’t sitting on their hands looking for something to do. You’ll need to balance internationalization demands with new feature development, too.

Building requirements starts with identifying target locale requirements. The obvious issue is language, but there’s more to it regarding culturally sensitive formatting of issues such as dates, times, numerical values, addresses and more. Changes to your database tend to have far-reaching effects into your application. Changes to programming logic or the graphical user interface further complicate things. As you might imagine, clearly built requirements will be an important pivot for all your efforts. Make sure that whoever is working on this isn’t doing it for the first or second time. There are so many pitfalls that even globalization architects who have led similar efforts many times are still learning.

For some companies, internationalization can be performed in stages. For example, it can start with supporting storage, retrieval and processing of customer data for Unicode or ISO-Latin encoding. A second possibility might be more completely internationalizing but limiting the team to addressing Western European locale requirements. Others may require a full Unicode enablement to support “double-byte” locales such as Japan, China and Korea. You can separate the ideal from the practical if need be and consider optimizing business decisions regarding budget, technologies, long-time plans and competitive market needs.

Figuring out the scope of an internationalization effort, assigning resources and planning expenses can be challenging. Architectural changes, third-party product issues such as graphics and reporting tools, installers, databases and more must be accounted for. You have to find and fix internationalization issues buried within your hundreds of thousands to millions of lines of code. Without a strong detection, extraction and refactoring tool, this alone has the potential of being an error-prone and time-consuming iterative process. Embedded strings must be quickly and easily distinguished and filtered from programmatic elements such as debug statements or SQL queries. Externalization should be automated to avoid further human error potential. Every programming language has its unique locale-limiting methods and functions as well as character encoding issues. As simple as HTML (including JSP, ASP, ASPX and so on) may be as a language, it takes some sophisticated programmatic language to comb through it. C++ has hundreds of locale-limiting issues that are highly dependent on the target encoding and supported operating systems. Even Java and C# don’t internationalize themselves, though they were built to be considerably more internationalization friendly than most other languages. You also have to effectively distribute the knowledge of internationalization complexity to your development team. Our team created a tool to help analyze source and cut time and expenses. We now offer it as a standalone product and adapt it for scalable use among large development teams.

Any tool won’t help you find what’s not in your code. You still have to be savvy with your architecture, with a long-term eye towards your product life cycle.

Localization, testing and beyond

Unless your company is only internationalizing to support managing multi-locale customer data but not localizing the database, you’ll likely be interested in when the role of localization comes in. It’s quite reasonable to dovetail string extraction efforts with your localization vendor so that your localized releases aren’t dependent on first completing the entire internationalization effort. For initial testing you can use pseudo-localization. To do this, add new characters from your target locales to either side of a string, expanding the string as needed. This lets you make sure that your product supports extended characters, resizing and the like, without having to wait for localization testing or needing to have your tester speak the target language. You’ll want to use pseudo-localization for the interface, as well as passing data and locale-formatted variables through your application’s database and functions. Once you’ve received the translations from your localization company, you’ll need to perform linguistic testing as well. Expect that some translations may need to be adjusted – they may be technically correct but not the best choice given the specifics of your interface, product domain or word usage.

Finally, you need to create a sustained plan for systematically auditing new code development, making sure that it doesn’t break new internationalization requirements over the years. Make sure you have strong documentation on your internationalization architecture and procedures. That way you have a legacy that can be clearly followed over the years.

Through it all, I can’t overestimate the need to communicate. Most development efforts fail due to lack of clear requirements and ongoing communication. You’re going to have to blend internationalization objectives with new features. That means a clear development path, source control practices, testing processes, education, tools and cooperation among developers. You’ll have a whole world of new clients and worldwide stakeholders to support. And that fundamentally changes a company with the opportunity to further make it great.

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Joachim Graff and Gretchen Schnaupp present their guide to practical business etiquette in Germany:

Mind your Manners – Tips for business professionals visiting Germany

Germany is a major trading partner for many countries throughout the world, not to mention the most important single market in the European Union. Almost everyone wants to be active in this market, and for the most part, almost everyone already is. For this reason, stiff competition exists among many almost identical products and services.

This fact not only leads to increased pressure to differentiate product quality and characteristics, but it also increases the importance of how a business presents itself to the German market. Of course, a company’s products play a large role in its performance, but, more subtly, so do its employees. Most of us know just how important social behaviors are when doing business in our own cultures, and this holds true when working abroad as well. Whether one is taking part in trade fairs, carrying out price negotiations with partners or colleagues, talking with end-customers, or applying for a job abroad, appropriate business conduct helps create mutual trust and understanding and is, therefore, often the key to business cooperation and success.

In ‘Mind your Manners’ Joachim Graff and Gretchen Schnaupp give a detailed description of German business etiquette, hints for applying for a job in Germany as well as cultural specifics to remember while on the job. The following passages are an excerpt of the third edition.

Introductions: Who introduces whom?

When it comes to making introductions in Germany, there is a noteworthy difference between how it is done in private life and how it should be done professionally. Within an organization, the individual of higher rank is responsible for introducing anyone who is new to the group. For example, a trainee would be introduced to his or her new colleagues by his supervisor or his mentor. New professional employees would be introduced by his or her manager.

Pecking order: Who shakes whose hand?

In Germany, shaking hands is a common custom. However, who initiates a handshake can be more perplexing than you might expect. In deciding whether or not to initiate a handshake when introducing yourself, keep the following tips in mind:

- The colleague higher up the corporate hierarchy always has the "handshake initiative", or the right to offer his or her hand first.
- If you approach a group of people, you should always extend your hand and introduce yourself.
- To show respect, always extend your hand to older individuals first.

Greetings: What should I say?

Make a positive impression from the start. By standing up and walking out from behind your desk to greet somebody when they come to meet with you, you are subtly expressing respect for that person. Such an action sends the message that you would like to communicate without a barrier between the two of you. Your guest may not consciously notice this gesture, but it will help create a comfortable atmosphere for a meeting.

Business dinners

It is traditional in Germany to eat the main meal of the day at lunchtime, between 11:30 AM and 1:30 PM. In contrast to a long, several-course meal, a German lunch usually consists of an appetizer (usually soup), a main course, and a dessert. When you are attending a business conference, both lunch and dinner are considered important components of the conference. Meals allow those attending to make personal contacts and to continue discussing business issues in a more casual atmosphere.

Ladies at the dinner table

Contrary to earlier traditions that frowned upon women speaking with the waiter, tasting the wine,
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or paying the bill, all of these things are normal today. It is not only acceptable for a woman to ask for the bill, but also to enter a restaurant first, and – if acting as hostess – to try the wine before it is served.

**Alcoholic beverages**

The consumption of alcohol in Germany (even during the work day) may be more common than you are used to in your country, and when others drink, you may feel pressured to drink as well. Again, you don’t need to worry - modern etiquette suggests that it is acceptable to refuse a drink. In fact, you can even offer to order drinks for others and refrain from drinking alcohol yourself.

**Presenting in Germany**

For the most part, when giving a presentation in Germany, you don’t have to worry. Depending on the audience, it is often acceptable to present in English, but it is always a good idea to confirm this beforehand. This fact might make presenting in Germany sound easy; however, Germans expect presentations to go beyond superficial information about a topic and to provide supporting facts for business decisions. Although they prefer to focus on hard facts and their sources, it is acceptable to lighten up your presentation with a few stories or anecdotes. At the same time, be careful not to tell long, self-praising stories or to add too many jokes or anecdotes – you do not want to come off as being too arrogant or unprofessional.

**E-mail etiquette**

The fast spread use of e-mail has made communication much easier, especially with overseas business partners and clients. Unfortunately, this form of communication also increases your risk of making written mistakes and e-mail faux pas. For this reason, online etiquette rules (also known as Netiquette) were developed. Here are a few of the most important things you should remember when corresponding through e-mail.

**Addressing e-mail**

When starting your letter, the best forms of address are still, “Sehr geehrter Herr.” (“Dear Mr. …”), “Sehr geehrte Frau” (“Dear Ms. …”) and “Sehr geehrte Damen und Herren” (“Dear Sir or Madam…”), despite the more informal style associated with e-mail correspondence. This rule holds true especially when writing to individuals whom you have not yet met in person. By using a formal manner of address, the recipient will feel honored and respected. Although “Hallo” (“Hello”) is heard and read frequently, this word is too informal and demonstrates poor style even if it is often written out of habit. Having said that, even when writing personal e-mails, a formal address such as “Dear …” (“Liebe / Lieber”) is always a better start.

**What does a German mean when he says...?**

You can usually go on the assumption that Germans mean exactly what they say. In Germany, individuals expect each other to adhere to promises – given that they are of a realistic substance. Those who do not hold to their word set their trustworthiness in great jeopardy.

Here are a couple of examples that you will surely encounter in Germany:

**Greetings:**

“Wie geht es Ihnen?” – “How are you?” Although the meaning is the same as in English, the German understands this simple question to be one to which he should truthfully and elaborately answer. So, if he is having a bad day, this could be an uncomfortable question for him to honestly answer.

**Commands:**

“Rufen Sie mich an.” – “Give me a call.” If you agree to call someone, even casually, they do expect to receive a reply from you within the next few days. Likewise, if you ask a German to call you, expect the phone to ring!

**Invitations:**

“Nächstes Jahr um die gleiche Zeit statten Sie uns aber einen Gegenbesuch ab...” – “Next year around this time, pay a visit to our place...”

Be prepared: The Germans will be there, standing on your doorstep!

**Promises:**

“Ich werde Ihnen die Präsentationen in den nächsten Tagen per E-mail zusenden.” – “I will send you my presentation via email in the next few days.”

Graphics: “Mind your Manners”, 3rd edition
not expect your German colleagues to remind you to do something. When you make a promise, you are obliged to keep it.

**Punctuality:**
“Wir treffen uns um 11.00 in dem Konferenzraum.” – “We are meeting at 11.00 in the conference room.” When the Germans set up an appointment, they adhere strictly to the time. Even a few minutes delay might not go unnoticed. In fact, in some cases, a meeting will not be started until everyone is accounted for. Also, be careful when making statements like, “Ich bin in fünf Minuten da.” – “I will be there in five minutes.” These time frames will be interpreted literally.

From these examples, it is very important to notice that what may be a casual or “empty” promise in another country is usually taken as a serious one in Germany.

**German stereotypes**
Nobody knows exactly where they come from or why they exist, but in the minds of many non-Germans there are persistent beliefs about what “typical German” characteristics entail. Like with all stereotypes, these ideas are not made up of tangible facts, but of opinions.

The following list of “German” characteristics does not reflect the authors’ point of view; rather, it is a collection of “positives” and “negatives” that most non-Germans are said to perceive of the Germans.

**Positives**
The following “good” characteristics are commonly associated with the Germans:
- Hard working
- Exact
- Punctual
- Orderly
- Quality focused
- Resistant to bribery
- Trustworthy
- Committed

**Negatives**
The following negative characteristics also prevail in the minds of non-Germans:
- Perfectionists
- Stubborn
- Inflexible
- Obsessed with work
- Serious
- Know-it-alls
- Grouchy
- Unfriendly
- Cold and reserved

So, how should you really take these assumptions that provide an all-too-simple platform for basing our own actions and reactions? Our suggestion: Be cautious about relying on the exactness of these stereotypes. You will almost always come into contact with a German who embodies the exact opposites. You should only allow yourself to perceive the world as it actually presents itself. Only then can comfortable, friendly, and open contact with Germans really start. As the German saying goes, “Wie man in den Wald hinein ruft, so schallt es heraus.” In short: The way you act towards others is the way you can expect them to act towards you.
Localization World
Shanghai – East meets West

„Out of Asia“ was the theme of the first Asian Localization World Conference held in Shanghai in mid March. The international event organized by MultiLingual Computing, Inc. and the Localization Institute brought together more than 300 professionals from 28 countries. While the conference attracted several Asian exhibitors as well as visitors, many European and American attendees made their first advance towards the Chinese culture.
By Corinna Ritter

To avoid getting lost in the largest and most important Chinese industrial city, TOIN had provided a Shanghai Insider Card with the most important phrases to get around and – for the worst case – an emergency phone number. The location provided those new to China with the opportunity to immerse themselves deeply into the new cultural environment. Most foreigners enjoyed the adventure of trying their luck with a metro trip to the famous People’s Square or ordering unfamiliar meals in one of the many traditional restaurants.

For Chinese attendees the conference offered great opportunities to network with Western colleagues or start up business talks with potential clients. “The Chinese localization market is developing a little slower, so attending the Localization World Conference helped us broadening our knowledge and view, stay up-to-date with the world market, learn something practical for our business and help pushing the local market forward,” commented Samantha Zhao from the Chinese company CCJK Technologies. “We gained a better idea of the industry, the standard and the market.”

The sessions featured topics from Asian vendor expectations and business culture to more general topics of localization and translation. In his plenary presentation "Starting Ten Factories in China in Ten Years" Magna vice president Fred Kao encouraged companies to consider business operations in the People’s Republic. Showing Magna, a producer of car supplies, as a great example of the rapid development in China, Kao suggests that what worked in manufacturing could now very well be applied to intellectual jobs like translation and localization.

Further plenary sessions included Satish Maripuri of Lionbridge Technologies, Jacob Hsu of the Symbio Group and Frank Yu of Augmentum, as well as Don DePalma and Renato Beninatto of Common Sense Advisory.

“Local Language First!” will be the conference theme at the next Localization World which will be held from June 19th to 21st, 2007 in the Berliner Congress Center in Berlin, Germany.
TCEurope’s colloquium for user-friendly product information: Experts from different fields discuss their importance for information management

Optimizing intersections – involving all parties in the information management strategy

“Integrated Technical Communication – Shaping and positioning the profession” was the theme of this year’s colloquium organized by the umbrella organization for technical writers TCEurope. The aim was to bring together all parties involved in processes along the life cycle of a product – ranging from development, design, production, sales and marketing, after-sales-services, maintenance and repair to recycling and disposal.
By Ursula Wirtz

To debate how interaction between the different fields involved in the product life cycle can be managed more smoothly, delegates from technical communication met with representatives from engineering, content management, information architecture, usability, terminology as well as indexers and localizers. All together, around 30 experts gathered for the 7th European colloquium for user-friendly product information that was held in Brussels in March.

Lack of interaction, bottlenecks or insufficient flow of information at intersections create severe obstacles to a smooth process. But how can we achieve efficient interaction and successful integration? Simply introducing the best content management system is not sufficient, as Scott Abel from the Content Management Professionals said. Content management starts in your mind. A functioning workflow depends as much on the people involved in it. An IT solution can automate certain processes, however, even the success of this software is dependent on whether or not its users accept it. In the end, quality depends much more on the human factor than we might think. Automation has its limits, also claimed Caroline Diepeveen from the Society of Indexers. From her experience a tool is not able to create a high-quality index. Seemingly insignificant characteristics of data like family names as well as differences in user behavior depending on the culture can create problems. For example, people from different backgrounds will look up names like “van der Waarde” or “de la O” under different letters of the alphabet.

While professionals at each work step need different pieces of information, they in turn generate the information needed at a different stage of the product life cycle. Thus, technical communication, as well as all other fields involved in the development of a product, need to be seen as an integrated and important part of information management. To guarantee a smooth workflow and avoid the typical problems at intersections, all stages need to be integrated in an overall information management strategy. As the association representing technical writers from Europe, TCeurope recommends to involve technical communicators in the product development and design from the earliest stages on. The close collaboration between engineers and technical writers will create a win-win-situation for both parties: While the closer insight into the product and its characteristics will help technical writers write better manuals, they in turn help the engineers look at the product from a user perspective.

TCeurope is the European umbrella organization of societies of technical communicators, representing over 7000 individual members in nine member organizations in Austria, the Czech Republic, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland and the UK. TCeurope organizes a European colloquium for user-friendly product information every year.

TCeurope has published a guideline for safe and usable operating manuals for consumer goods (SecureDoc guideline) and a guideline for professional education and training of Technical Communicators (TecDocNet guideline). www.tceurope.org

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support you with tools for language and terminology check,
train your employees.

The 8th European colloquium for user friendly product information will take place on April 19th, 2008 in Italy with the focus “Trends in Technical Communication – Standardised processes in a mass market versus customized documentation.”

Photo: Leo Adank
Initiated in early 2006, the Localization Certification Program was developed by industry experts, representing the leading professional associations, publishers, and academic institutions in the field, in response to the growing demand for localization professionals. The program provides a unique educational opportunity to learn and demonstrate competency in the emerging localization and international e-business field. It is comprised of 45 hours of self-paced online instruction, a three-day intensive hands-on workshop and a localization certification exam.

Through the Localization Certification Program you will ...

- gain cutting edge localization skills and training to facilitate your career progression in the fields of localization and international e-business;
- learn localization and international e-business strategies and find out how they are impacting your business;
- acquire new techniques and strategies you can implement immediately;
- meet industry leaders, make new friends, and expand your network of colleagues;
- demonstrate competency and gain certification in the field of localization;
- earn 20 ATA credits for the Localization Certification Program

This year’s European Localization World Conference will take place at the Berliner Congress Center on Alexanderplatz. With the theme of Local Language First! Localization World presents the perspectives of developers, practitioners, and corporate and institutional users. As in all Localization World conferences, the program will cover a wide range of issues in the world of translation and localization in addition to the conference theme. With three concurrent tracks, the program is filled with information and discussions about linguistic assets, and with case studies from a wide range of applications.

## tcworld calendar

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<thead>
<tr>
<th>when</th>
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<tr>
<td>May 24-25</td>
<td>British Association of Communicators in Business Conference</td>
<td>Newcastle, UK</td>
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<td><a href="http://www.cib.uk.com/artman/publish/article_731.shtml">http://www.cib.uk.com/artman/publish/article_731.shtml</a></td>
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<tr>
<td>May 30-31</td>
<td>Interop 2007</td>
<td>Moscow, Russia</td>
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<td><a href="http://www.interop.com">http://www.interop.com</a></td>
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<tr>
<td>June 5-6</td>
<td>Gilbane Conference on Content Technologies</td>
<td>Washington, DC, USA</td>
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<td>June 6-7</td>
<td>TAUS Executive Forum</td>
<td>San Francisco, USA</td>
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<tr>
<td>June 12-14</td>
<td>Localization Certification Program at CSU Chico</td>
<td>Chico, USA</td>
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<td><a href="http://rce.csuchico.edu/localize/">http://rce.csuchico.edu/localize/</a></td>
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<tr>
<td>June 19-21</td>
<td>Localization World Conference</td>
<td>Berlin, Germany</td>
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<tr>
<td>June 20-24</td>
<td>5th Annual ALC Conference</td>
<td>Providence, USA</td>
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<tr>
<td>June 28-30</td>
<td>IWIPS 2007</td>
<td>Merida, Mexico</td>
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<td><a href="http://www.iwips.org">www.iwips.org</a></td>
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<tr>
<td>July 8-11</td>
<td>International Conference on Arts and Cultural Management</td>
<td>Valencia, Spain</td>
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<td><a href="http://www.culturescope.ca">http://www.culturescope.ca</a></td>
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<td>July 11-13</td>
<td>Business Show Tokyo 2007</td>
<td>Tokyo, Japan</td>
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<tr>
<td>July 16-20</td>
<td>International Terminology Summer School 2007</td>
<td>Cologne, Germany</td>
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The Gilbane Conference on Content Technologies will focus on concrete lessons learned and best practices for industry and government specialists alike. The Conference will be chaired by Tony Byrne, founder of CMS Watch. Topics include (among others):

- Enterprise Content Management technologies, business applications, and solutions
- How to get your Content Management project funded
- Best practices in content governance and web operations management
- New standards in content interoperability
- Comparative approaches for using XML to manage authoritative content
- How different federal agencies have successfully implemented records management solutions
- Role of new media technologies – blogs, wikis, and RSS – in public agencies
- The future of the federal government web
**Associations**

GALA is an international non-profit association that promotes translation services, language technology and language management solutions. The 200+ member companies worldwide include translation agencies, localization service providers, globalization consultants and technology developers. GALA companies share a commitment to quality, service and innovation in helping clients reach global markets.

[www.gala-global.org](http://www.gala-global.org)
[info@gala-global.org](mailto:info@gala-global.org)

OASIS (Organization for the Advancement of Structured Information Standards) is a not-for-profit, international consortium that drives the development, convergence, and adoption of e-business standards. The consortium produces more Web services standards than any other organization along with standards for security, e-business, and standardization efforts in the public sector and for application-specific markets. Founded in 1993, OASIS has more than 5,000 participants representing over 600 organizations and individual members in 100 countries.

[www.oasis-open.org](http://www.oasis-open.org)
[info@oasis-open.org](mailto:info@oasis-open.org)

**TC-europe**

Technical Communication in Europe

With the foundation of TC-europe nine European associations of technical writers promote the quality of technical communication across borders, popularize the occupational image, advance educational opportunities and support the interests of their members all across Europe. To enhance these goals TC-europe organizes an annual colloquium on user friendly product information, in which cross-border topics are discussed and viewed from a political, strategic, economic and technical point of view.

[www.tc-europe.org](http://www.tc-europe.org)
[info@tc-europe.org](mailto:info@tc-europe.org)

**Service Providers**

across Systems is the manufacturer of the across Corporate Translation Management (CTM) software solution. across includes a translation memory and terminology system as well as powerful tools to support the project and workflow management of translations. Product manager, translator and proofreader all work together within one system, either in-house or smoothly integrated with translation service providers. There are several partner concepts and the Software Development Kit (SDK) for system integrators and technology partners in order to include both preliminary and subsequent process steps.

[www.across.net](http://www.across.net)
[info@across.net](mailto:info@across.net)

**empolis** – The Information Logistics Company – offers enterprise content and knowledge management solutions for company-wide information logistics and for improving business processes. Our portfolio includes a wide range of solutions for technical documentation and communication, e.g.

- the empolis:Content Lifecycle Suite – the intelligent publication tool for creation and reuse of media-independent content, version and variant management, integrated translation management and 3D animation
- the empolis:Industry Catalog Solution – the solution for managing, editing and publishing complex product information, empolis is part of arvato, the international media service company within the Bertelsmann group.

[www.empolis.com](http://www.empolis.com)
[info@empolis.com](mailto:info@empolis.com)

**TCEurope**

tekom Gesellschaft für technische Kommunikation e.V. is the largest association in Europe representing technical communicators, illustrators and translators. tekom is a neutral platform for the exchange of information, knowledge and expertise and promotes professional education and training in the field of technical communication. Founded in 1978, tekom currently represents around 6000 members in all industrial branches. tekom cooperates with associations of related professions, educational institutions, industry organizations and standards bodies worldwide.

[www.tekom.de](http://www.tekom.de)
[info@tekom.de](mailto:info@tekom.de)

**cognitas.**

cognitas – these are more than 80 experienced employees like technical writers, designers, translators, online-specialists and tool developers. cognitas is one of the largest certified service providers of technical documentation in many different sectors like information and communication technology, the aerospace industry, defense and automotive engineering. Our range of services is based on a system of modules, we accompany you from the first concept phase through rollout and on to implementation. The company is situated in Munich, and has subsidiary offices in Paderborn, Stuttgart and Salzburg (Austria).

[www.cognitas.de](http://www.cognitas.de)
[claus.noack@cognitas.de](mailto:claus.noack@cognitas.de)

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- Discounts on training, conferences, books, and more
- Access to an influential network of content professionals
- Invitations to participate in industry surveys
- Access to survey results
- Content placement consideration on TheContentWrangler.com

[www.TheContentWrangler.com](http://www.TheContentWrangler.com)
[sales@thecontentwrangler.com](mailto:sales@thecontentwrangler.com)

Become a member of TheContentWrangler.com Wrangler.com community. It’s free!
Eskenazy Translations
Eskenazy Translations specializes in state-of-the-art technical translation, software localization and website localization. The company uses the following CAT and localization tools: Trados, across, Transit and Passolo. Translation into 45 languages is offered in Word, Framemaker, QuarkXpress, Illustrator, Freehand, CorelDraw, Photoshop, HTML, SGML an XML. Catalogues and brochures are delivered print-ready for Windows and Macintosh. The current customer base includes 500 industrial companies worldwide. References: Liebherr, Siemens, Panasonic, maxit Group. [www.eskenazy-translations.de]

Kothes!
Technische Kommunikation GmbH & Co. KG
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Lionbridge Technologies, Inc. (Nasdaq: LIOX) is a leading provider of translation and content development services. Lionbridge combines global resources with proven programme management methodologies to serve as an outsourcing partner throughout a client’s product and content lifecycle. Global organizations in all industries rely on Lionbridge services to cost-effectively increase international market share and speed adoption of global products and content. Lionbridge maintains solution centres in 25 countries. [http://www.lionbridge.com]

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Moravia
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mt-g medical translation is the leading provider of translations and global information services dedicated to medical science. We specialize primarily in medical technology and diagnostics, regulatory affairs, dental medicine and other specialist medical fields. We offer a range of professional services covering translation, information production, global information management and XML documentation applications. More than 450 medical and pharmaceutical experts in over 100 countries are engaged in translating, producing, managing and documenting medical information. [www.mt-g.com info@mt-g.com]

VAV-avtato is a global service provider for the creation, management and delivery of technical information. From information sourcing to global delivery, we help make workflows more efficient and use latest technology to achieve optimum cost savings, shortened production times and consistent quality. Our core industries are automotive, engineering, energy and medical. Over 200 experts in 9 locations on 4 continents produce • Owners literature • Service and repair manuals • Training literature • Diagnostic procedures • Spare parts catalogues and translate these documents in more than 30 languages. Our own Content Management System allows intelligent integration into your software environment. [www.vaw-online.com plahner@vaw-online.com]
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November 7 and 8, 2007 Rhein-Main-Hallen Wiesbaden, Germany
Further information: www.tekom.de/conference
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