Localisation practices

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Overview

1. The Localisation Research Centre (LRC)
2. Localisation: definitions, facts, figures
3. Requirements
   - Skills
   - Tools
   - Technology
4. Economics of localisation
5. Localisation in Europe

1

Localisation Research Centre

The LRC at UL is the focal point and the research and educational centre for the localisation industry.

1

LRC Info

- Background
  - Established in 1995 as a technology centre (Forbairt and UCD)
  - Moved to UL in 1999 - new direction
- Staff
  - CSIS faculty
  - Project staff (5 in 1999)
- Industry involvement
  - Advisory Board (new board since 1999)

1

The LRC Industrial Advisory Board

Alan Barrett, Director of Technology, Intl. Product Dev., Lotus Development
Jonathan Dempsey, Director, ETP
Ian Dunlop, VP, Product Development, Novell
Mervyn Dyke, Managing Director, VistaTec
Ewald Gehrmann, Director Business Development, Northwest Europe, TRADOS
Seamus Gallen, National Software Directorate
James Grealis, Director EMEA Localisation, Symantec
Wendy Hamilton, Vice President Business Development, Bowne Global Solutions
Martin Hynes, Senior Analyst, FORFÁS
Brian Kelly, Vice President, Berlitz
P.J. King, CEO, Clockworks
John Malone, Director Microsoft Ireland Operations Ltd. 5
Paul McBride, GM, VeriTest (Division of Lionbridge)
Patti McCann, Director of Localisation, Business Tools Division, Microsoft
Dave MacDonald, Consultant
Michael O'Callaghan, Vice President, Oracle
Anthony O'Dowd, President, Alchemy Software
Kevin Ryan, VP Academic Affairs, UL
Reinhard Schäler, Director, LRC
Gerry Carty, General Manager, Havas Interactive Ireland
Aidan Collins, Global Localisation Manager, Nortel Networks
David Murphy, Director Localisation, Siebel Systems

1

Highlights

- Research
  - The LRC conducts world-class research in areas relevant to localisation (€1.4m funding over 5 years)
- Education and training
  - In 1997, UL established the world's first dedicated postgraduate programme in software localisation and the first International Localisation Summer School.
- Cooperation with industry
  - The LRC maintains strong links with industry through its industrial advisory board and project partnerships.

1

Localisation research - a framework

LR C Industrial Advisory Board

RESEARCH

- Documentation and language technology
- Localisation technology (incl. evaluation and certification)
- Localisation course development (teaching, training, certification)
- Localisation business and market research
- Cultural issues in localisation
- Standards, guidelines and certification

SUPPORT ACTIVITIES

- Localisation Ireland
- Conference&Exhibition
- Summer School
- Yellow pages
- Publications
- Localisation Lab&Library
- Best thesis award
- Localisation Exchange (web)
- Certification*
- Terminology online*
- Scholarships*

* projects under consideration

2

The localisation industry

Facts and figures

- The localisation industry emerged in the mid 1980s.
  - Initially, it dealt primarily with packaged (office) software
  - Later, it started to deal with multimedia products
  - It now also deals with web-sites and *e*Content.
- Ireland is one of the world-centres of localisation
- World-wide market for translation and software or web localisation is growing
  - from US$11 billion (1999)
  - to US$20 billion (2004)

    Source: Allied Business Intelligence
- Approx. 300,000 full- and part-time translators world-wide

  Source: Allied Business Intelligence
- For example: Microsoft
  - More than 60% of revenues from international
  - Revenue from localised products exceeds US$5 billion
  - More than 1,000 localisation projects (product/language) per year

2

Definitions

- ## Internationalisation

  The term *internationalisation* was first used in the software industry and describes the process of designing (or modifying) digital products so as to isolate the linguistically and culturally dependent parts of them. Internationalisation is done to support the localisation process and enable fast and cost-effective localisation.

- ## Localisation

  The term *localisation* as it was first used in the software industry describes the process of adapting a digital product to the requirements of a market other than that for which it was originally developed. The adaptation of the product is usually limited to linguistic and cultural requirements. The basic functionality of the product is, at least in the case of most Western European markets, not altered.

- ## Globalisation

  The term *globalisation* describes not so much an activity, as in the case of internationalisation and localisation, but a business strategy addressing the issues associated with taking a product to the global market. These issues include worldwide marketing, sales and support.

1985

The Adaptation of software to the requirements of a foreign market

Templates

Time Date Currency

Keyboards Separators

CharacterSets

Conventions

Culture Video

Unicode Voice

Graphics

The provision of services and technologies for the management of multilinguality across the global information flow

2001

2

Issues and questions

How localisation senior executives see localisation

- We are successful when the Italians believe that the product they are buying has been developed in Italy
  - Is localisation 'make believe'? – Does the development of guideline on 'how to make a web site look Italian, German, Dutch or Swedish' represent the correct approach to preserve linguistic and cultural diversity?
- We have no problems with the localisation of games – it seems that young kids all over the world enjoy the games as long as there is enough noise, as long as there are enough tanks, fighter planes and big guns.
  - Are cultural issues understood and being dealt with?
- Maps are an interesting issue. One of our executives got arrested because a disputed border was a few pixels out of line. Now, if you look closely and see how <u>thick</u> those border markings are on our new maps - that's how we now try to avoid another arrest.
  - The universal lowest common denominator does not necessarily contribute to the preservation of cultural and linguistic diversity.

2

Why localisation?

- International revenues
  - The bottom line: large digital publishers make 60%+ of their revenue from international sales
- Legal compliance
  - Software and other digital matter needs to be available in local language and adapted to local requirements by law in some countries and regions (national and EU regulations)
- Internet
  - Global access to your web site
- eCommerce
  - Although almost 80% of web sites are in English, the language of the web will not be English in the 21st century

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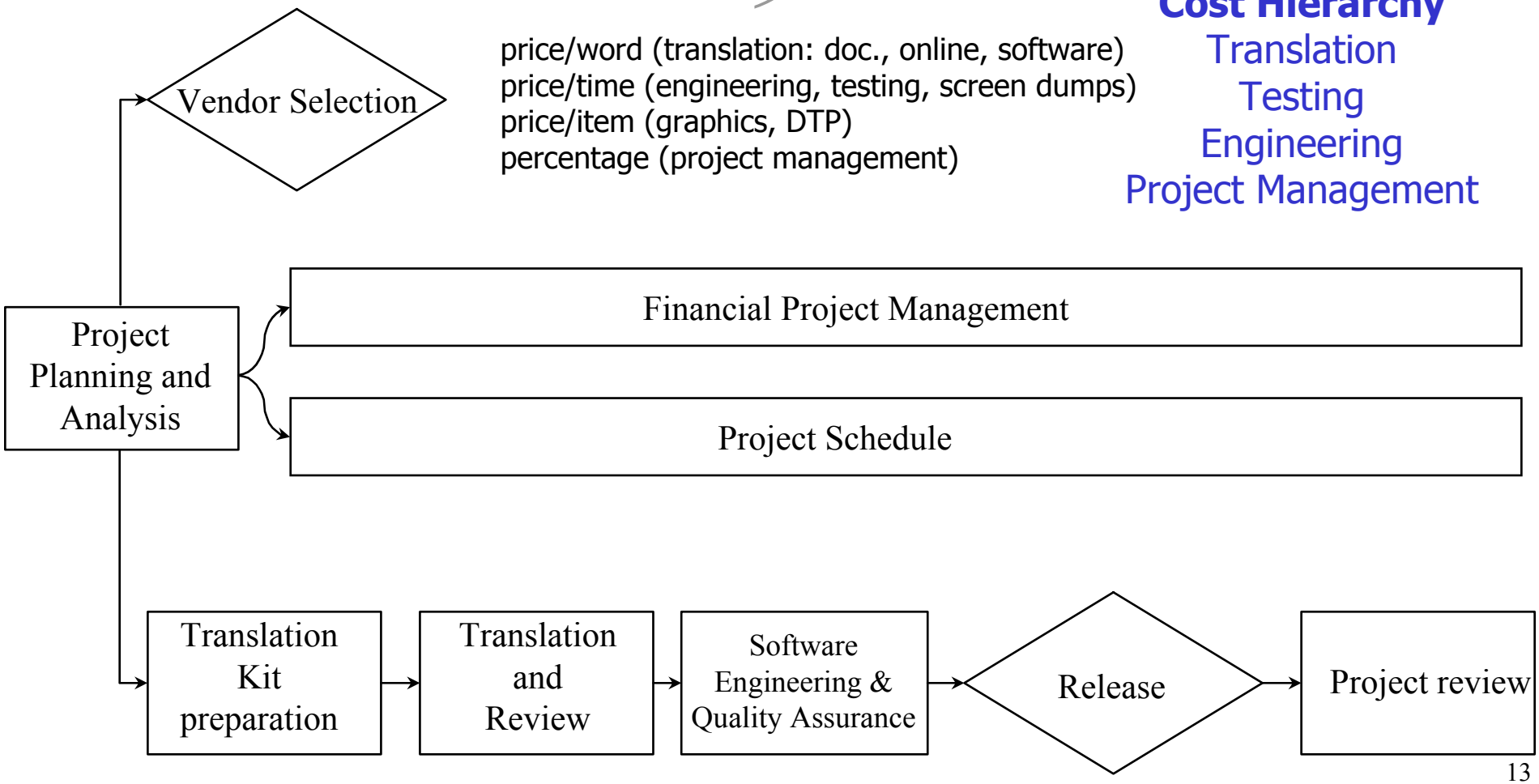
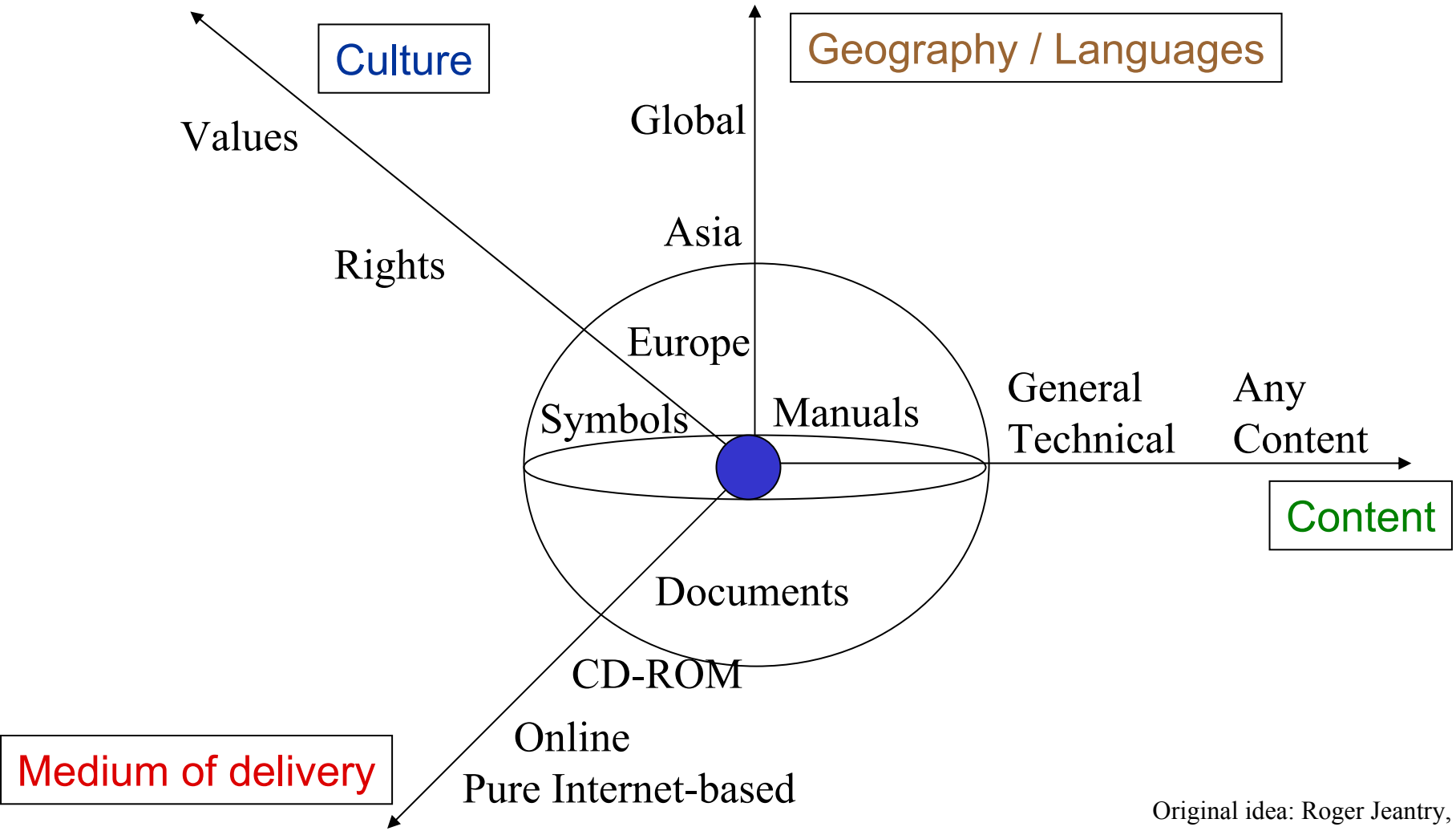
How are products localised and how much does it cost?

Cost Hierarchy
Translation
Testing
Engineering
Project Management



2 Localisation

Geography/Languages
Medium of delivery
Content
Culture



Original idea: Roger Jeantry, IC

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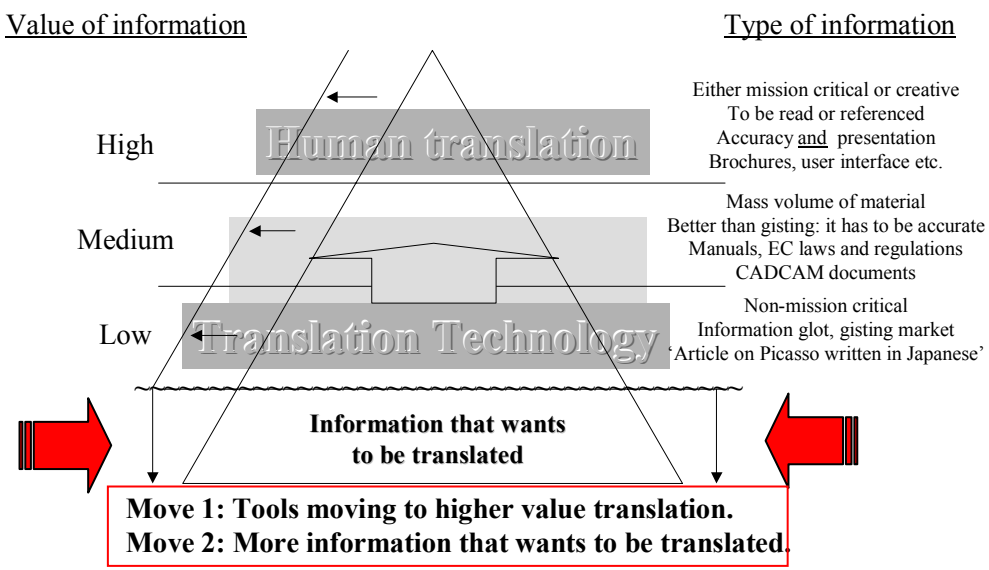
Opportunities

- Microsoft
  - 46 languages in the late 90s
    80 languages in 2005
  - Approx. 10% of what could be translated is being translated
- Lotus/IBM
  - From 2 products to 20+
  - From 1 platform to 10+
  - From asap to SimShip

A model for the future use of translation technology



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Limitations of current approach

- Challenges to current approach
  - Continuous release (software, web pages)
  - Unpredictability of amounts and dates (web)
  - Complexity of source
  - SimShip large products for many platforms in many locales/languages
- Solutions
  - Outsourcing
  - Long-term contracts (by volume rather than project)
  - Automation (workflow, testing and translation)
  - Move localisation efforts upstream - internationalisation

3

Skills requirements

- The *Certified Localisation Professional (CLP)* project (EU funded and co-ordinated by the LRC
  - Identified, defined and developed outline curricula for four key occupations at three levels
    - Project manager
    - Localisation engineer
    - Localisation quality assurance engineer
    - Internationalisation engineer
    - Recognised but not dealt with: Translator, DTP/Documentation specialist
  - Institute of Localisation Professionals will be established in 2001 and become certifying body
- Educational and training courses
- Network of teaching and training organisations

3

Tools requirements

- Categories (to be defined)
  - Translation: Terminology databases, Translation memory systems (TRADOS, STAR, Déjà vu)
  - Engineering: inhouse tools, Catalyst, Passolo
  - Testing: inhouse tools, test automation (Segue)
  - Project and workflow management (web sites)
- Integration and interoperability of tools: Standards
  - Terminology (OLIF)
  - Translation Memory (TMX)
  - Source code and doc (XLIFF)
- Certification of compliance
  - Localisation tools repository and showcase
  - Compliance testing

3

Technology infrastructure

- Research
  - Definition
  - Co-ordination
  - Encouragement
- Repository
- Evaluation
- Participation in standard bodies
  - W3C, Unicode
- Network of researchers and developers

4

Localisation in Europe
(Operations in Ireland)

- Service Providers
  - Bowne Global Solutions (US Corp. - plc)
  - Berlitz (Japanese Corp. - plc)
  - Lionbridge (US Corp. - plc)
  - SDL (UK plc)
  - VistaTEC (Ireland – private)
  - Alpnet (US Corp.)
  - Simultrans (US Corp.)
  - Transware (plc)
- Publishers
  - Microsoft
  - Oracle
  - Sun
  - Lotus
  - Siebel
  - Pivotal
  - Symantec
  - Novell
  - NetG

4

Consolidation

- 1997: IDOC, GECAP, Pacifictech, ME&TA and I&G form Bowne Global Solutions
- 1998: IC and ILE form Intl.com
- 1998: Berlitz buys LMI Asia and LMI Brazil
- SDL buys ITP
- Mendez buys Clockworks
- 1999/2000: L&H buy Mendez
- 2000: Lionbridge buys Intl.com
- 2001: Bowne buys spun-off L&H (Mendez)

5

Economics of Localisation

- How are decisions made to localise for particular markets?
  - Catalan yes, Basque/Irish no
  - US English -> UK English (NetG)
  - LA Spanish / Iberian Spanish -> ‘generic’ Spanish (difficult for text, impossible for voice?)
  - Arabic
- Demand and economics
  - Number of potential users, PCs, GNP, telephones

5

Economics of Localisation

- No outside investment in the industry
- Serious lack of profitability
- Price war – supplier pressure (rates and payment)
- Stock market challenges for some
- Too many duplicate roles and job instability
- Few economies of scale

5

Stock market performance

- ALPNET (AILP.OB)
  - 02 April: 19.8m
  - 10 Sept: delisted Nasdaq small cap market
  - Oct 16: 6.8m
- BOWNE (BNE)
  - 02 April: 360m
  - 16 Oct: 354m
- BERLITZ GLOBALNET (BTZ)
  - 02 April: 126.41m
  - 16 Oct: private
- LIONBRIDGE (LIOX)
  - 02 April: 78.6m
  - 16 Oct: 28.7m
- SDL plc
  - 02 April: 69.43m
  - 16 Oct: 23.61m

Action

- Research and resources
  - Researcher network
  - Literature search
  - Tools and technology showcases
- Teaching and training
  - Teacher and trainer network
  - Teaching and training resources
  - Professional certification
- eContent initiatives
  - Raise awareness
  - Training and education
  - Partnerships with service providers
- Tools and technology
  - Central repository
  - Standards and interoperability
  - Compliance testing
- Establish *Localisation Exchange*
  - Researchers
  - Practitioners
  - Resources
- Lobby and raise awareness
  - Financial support
  - Infrastructural support
  - Political support

Executive network; developer's network; …

Summary

- LRC
- Localisation: definitions, facts, figures
- Requirements
  - Skills
  - Tools
  - Technology
- Economics of localisation
- Localisation in Europe
- Proposed actions

For further information...

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