Did structured content get you the localization ROI you expected?

Content Strategy

- Globalization
  - Your company wants to address more countries

- Competition
  - Your competitors have decided to localize their offering

- You have been asked to be prepared to make your content available for far more many coutries.

- You selected to launch a structured content strategy to improve effciency
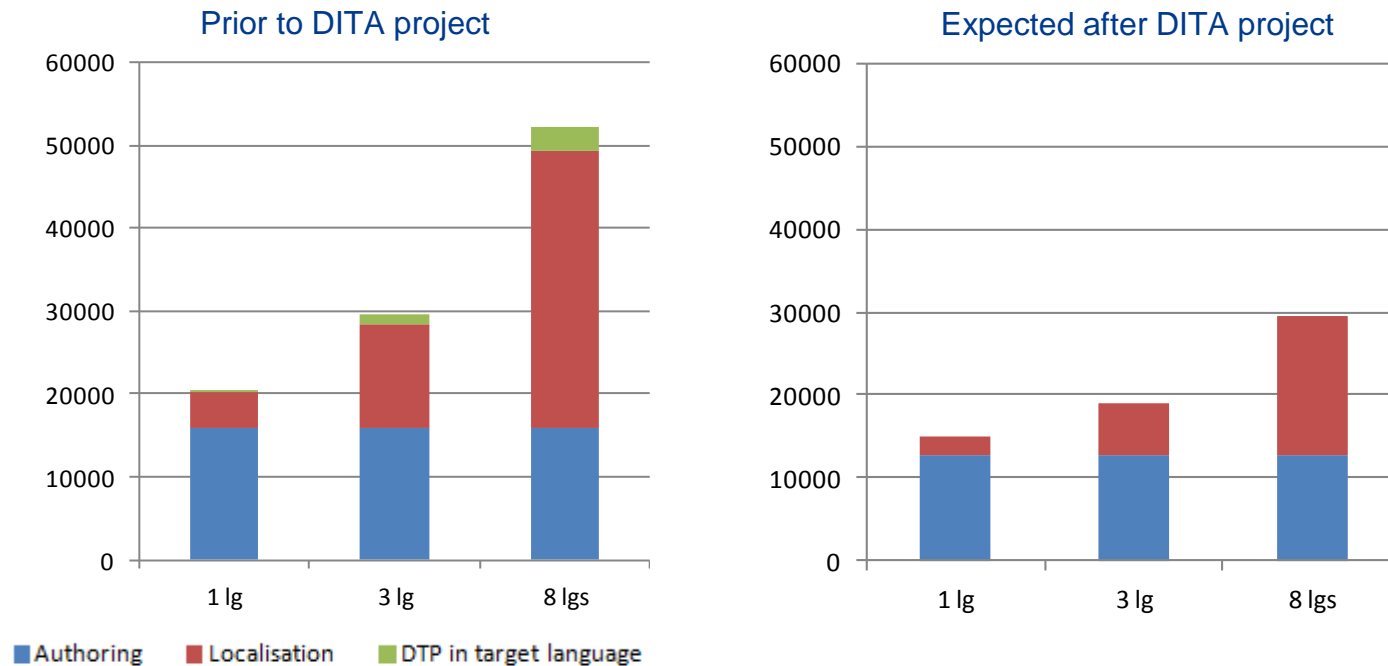
Change management

- 2 years ago, you decided to go for DITA
  - To somehow reduce the cost of authoring
  - To significantly reduce localization cost
  - To get rid of DTP costs
  - To shorten the documentation turn around time

- You went through all the changes:
  - You have defined your document types
  - You have broken them down into topics
  - You have implemented a CMS
  - You have selected an authoring tool and trained your writers
  - You have designed your rendering process

Presentation

- **The issue**

- The reasons

- The solution

- The effectiveness of the solution

Your ROR expectation

Cost of multilingual documentation:

Prior to DITA project

Expected after DITA project

Legend: Authoring (blue), Localisation (red), DTP in target language (green)
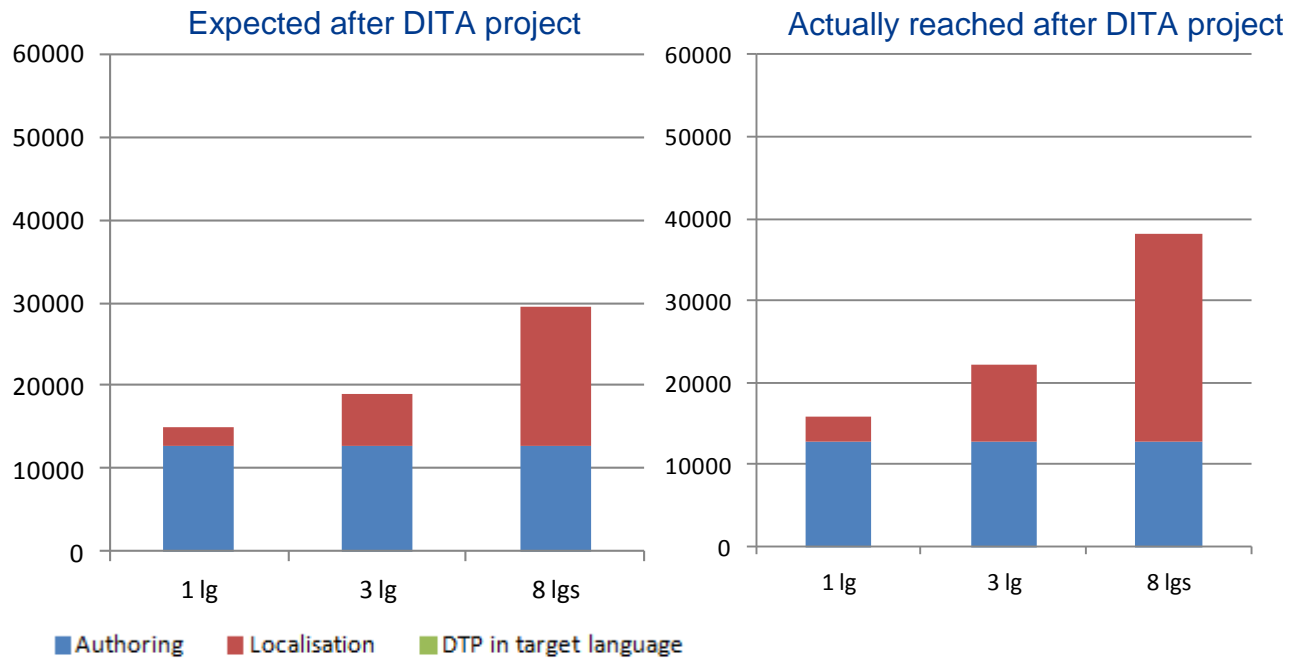
X-axis categories: 1 lg, 3 lg, 8 lgs

Estimation for a User's Manual around 130 pages of a new machine
Authoring includes interviews, investigation and validation
Localization include all external costs charged by LSP but no internal costs

Measured ROI

- You got everything right:
  - Decrease in authoring cost
  - No DTP cost left
  - Shorter turn around time …
  - But not the expected savings in localization

Expected after DITA project

Actually reached after DITA project

Legend: ■ Authoring ■ Localisation ■ DTP in target language

Presentation

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Fix costs

- In a localization project, there are plenty of tasks which are not related to the size of the project:
  - Exchange of files
  - Pre-processing and post-processing
  - Administrative work (quote preparation, approval, invoicing)
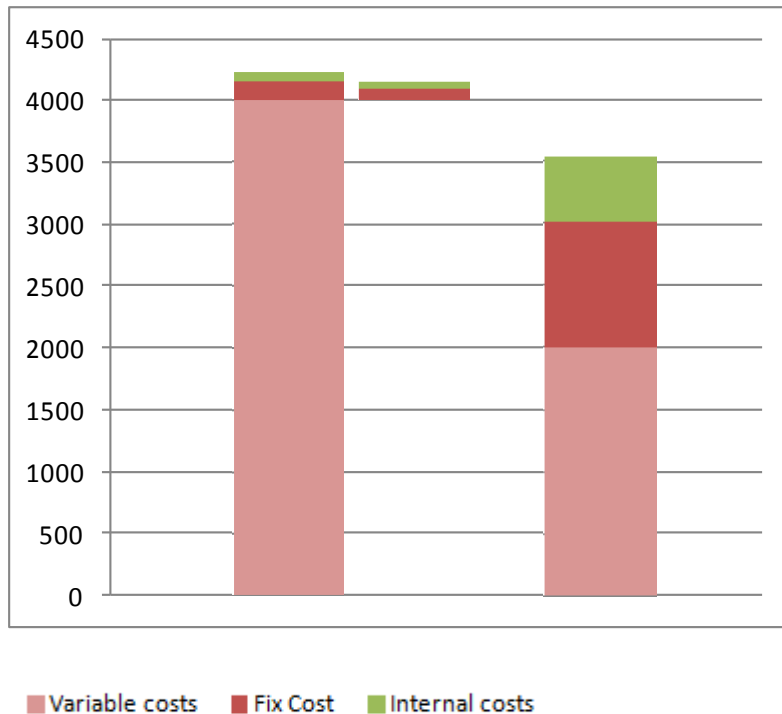
Estimation for one project of 40,000 words to 10 batches of 2000 words

Assuming the price per word is unchanged

Legend: ▮ Variable costs ▮ Fix Cost ▮ Internal costs

Unit price per word

	Before		
Expected Net monthly income	3000		
Expected gross revenue	4500		*incl. Salary, social charges, infrastructure (office, computer, internet), software, taxes, currency rate, bank costs*
Number of Working days	18	days	*including Vacation, commercial, tests , training, invoicing, chasing payments, complaint management, setting the environment*
Average productivity	2500	wd/d	*professional translator, simple content with some terminology…*
Unit price	**0,100**	**/ wd**	

Actual content

- Sentence to translate:

  Refer to the Unity System Planning Guide for an example of an M1 block created in a Unity application to read the ports of a switch DRS to diagnose a ring break.

- In XML structured content:

  *<P production-type="both" translate="trans">**Refer to the** <String.V ref-variablename="ProductName_CCS_CPFx_italics_abbrev"/> <Emph translate="trans" italic="italic" bold="no-bold" over="no-over" under="no-under">**System Planning Guide**</Emph> **for an example of an** <NoTrans translate="notrans">**M1**</NoTrans> **block created in a** <NoTrans translate="notrans">**Unity**</NoTrans> **application to read the ports of a switch** (<GlossRef translate="trans" target="D-SE-0008564.68"><NoTrans translate="notrans">**DRS**</NoTrans></GlossRef>) **to diagnose a ring break.**</P></FactBlock>*

- How to make sure:
  - I am translating at an acceptable speed
  - I do not corrupt the structure
  - I do not enter double or missing space

Translating out of context

- Some CMS propose to filter the sentences already translated.
  - It is interesting when slight changes happened to a topic, even though it is charged only 25%.

- But 2 similar sentences might translate differently
  - Whether in a title, in a list and in a legend…
  - What do we do?

- But the translator is lacking context:

  "It also uses them in the mechanisms provided for handling function block instantiations."
  - Either I make a quick choice
  - I search the reference document (PDF) I was provided
  - I ask a question to my customer and wait for his feed-back

Consequence on unit price

- If we factor in:
  - The smaller size of projects
  - The lower productivity

- The unit price per word will be affected:

	Before		After		
Expected Net monthly income	3000		3000		
Expected gross revenue	4500		4500		*incl. Salary, social charges, infrastructure (office, computer, internet), software, taxes, currency rate, bank costs*
Number of Working days	18	days	17	days	*including Vacation, commercial, tests , training, invoicing, chasing payments,complaint management, setting his environment*
Average productivity	2500	wd/d	2300	wd/d	*professional translator, simple content with some terminology…*
Unit price	**0,100**	**/ wd**	**0,115**	**/ wd**	

That's why

- Through the double effect of fix costs and unit price per word:

Expected after DITA project

	1 lg	3 lg	8 lgs

(y-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000)

Actually reached after DITA project

	1 lg	3 lg	8 lgs

(y-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000)

Legend: ■ Authoring ■ Localisation ■ DTP in target language

Presentation
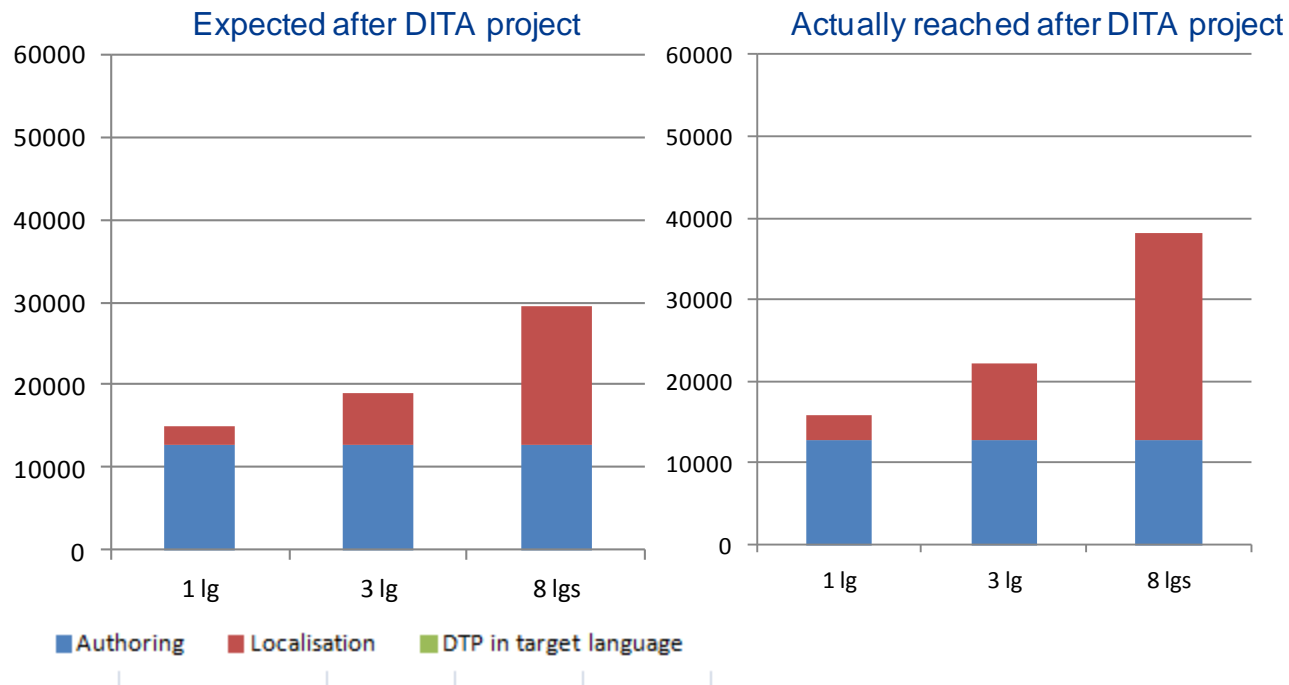
- The issue

- The reasons

- **The solution**

- The effectiveness of the solution

Any solution?

- What if we have a contract ?
  - Where everything is charged per word
  - Where word price is fixed

- It's not fair !

- Your supplier will quit sooner or later

- Its quality level will drop
  - Do you measure the quality ?
  - When you get hit, it's too late
  - The technology keeps generating mistakes

The solution

- Review the localization process when you switch to structured content

- Select the best practices in localization to apply

- Select the best mature technologies

- Identify what shall be internalized what shall be outssourced

- Select the partner(s) who can support you:
  - on all these changes
  - on a permanent improvement process

- Plan the transition phase

Globalization management system

- Set up a modern GMS (Globalization management System)
  - With automated processes with workflows, user profiles
  - Ground for all other best practices.

- Integrate this GMS with the CMS
  - to automatically synchronize the workflows.
  - to reduce human effort

- Align administrative processes:
  - Quote approval
  - invoicing

Advanced CAT tool

- Clean the linguistic assets:
  - Term Bases
  - Translation Memories

- Build dedicated filtering:
  - To hide as much structure as possible to the translator

- Configure In Context Exact (ICE) matches
  - To benefit from the pre-translated content, at a low cost without quality issues

- Provide the translator with rendering features
  - Either standard rendering (Stylesheets)
  - Or the exact CMS rendering

Measure and control quality

- ## Set-up a process
    - ### Automatic Quality control:
        - Structure control
        - Completion
        - Spell check
        - Terminology
        - Custom checks (string length, figures…)

    - ### Customer review
        - By an In Country reviewer
        - With rendering features
        - Updating Translation Memories

- ## Define Service Levels
    - ### Keep measuring service levels
    - ### Against realistic targets (SLA)
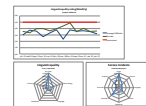
Set up Machine Translation

- ## Machine Translation (MT)
  - To increase productivity; followed by post editing
  - Mature technology
  - Efficient when properly tuned

- ## Tune the M.T. Engine
  - With actual clean linguistic assets (Term Bases, Bilingual corpus)
  - With proper DITA structure management
  - Involving the linguists from your partner

- ## Measure productivity increase

- ## Check the impact on quality

- ## Update your authoring rules

You will get more than you expected

- If you do all these steps and in this order :

Expected after DITA project

Chart with values 60000, 50000, 40000, 30000, 20000, 10000, 0 on y-axis; categories 1 lg, 3 lg, 8 lgs on x-axis.

To be expected with best practices

Chart with values 60000, 50000, 40000, 30000, 20000, 10000, 0 on y-axis; categories 1 lg, 3 lg, 8 lgs on x-axis.

■ Authoring   ■ Localisation   ■ DTP in target language
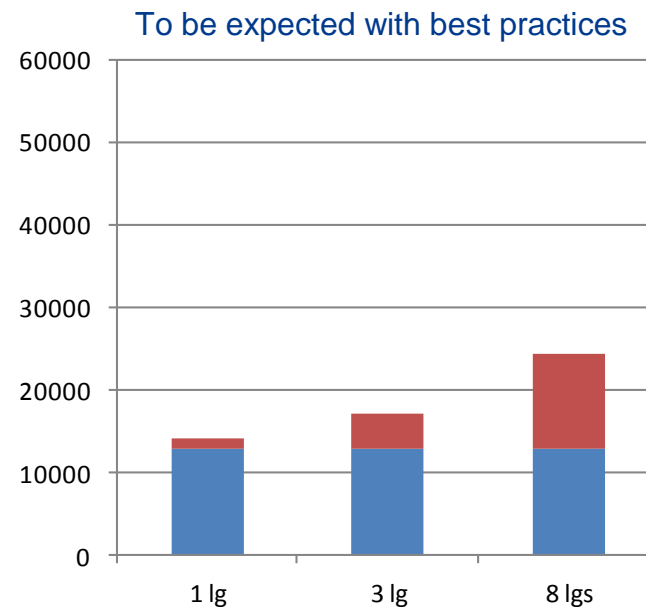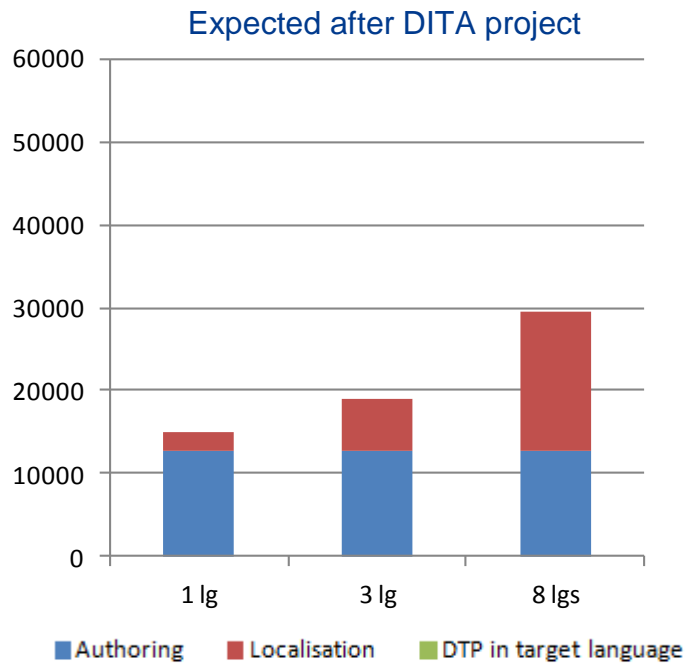
Who shall do that?

- The Language Service Provider (LSP):
  - If you are spending less than 5 Mio in localization since the LSP will share with others
  - In full transparency
  - No up front capital expanditure vs a commiment on volumes

- A mid size LSP:
  - If too small, it does not have the compency nor the power
  - If too large, its overheads might damage the ROI

Presentation

- The issue

- The reasons

- The solution

- **The effectiveness of the solution**

And it works!

- The customer:
  - A leading specialist in automation (100 countries, 140,000 employees)

- The project:
  - From 2003 to 2007, Only localization was outsourced to a very large LSP
  - In 2007, it outsourced technical documentation management (from authoring to publishing and localization)
  - Assystem and WhP were selected
  - Over 5 years, permanent process improvements in full transparency with the customer

Improvement steps:

- Clean the linguistic assets
  - Translation memories
  - Term bases

- Improve the localization process
  - ICE matches

- Set up the GMS
  - Automated workflows
  - Integration with CMS
  - Switch to Xliff standard

- Implement Machine Translation

- Feed back on Authoring

Customer architecture

Authoring
FrameMaker
Acrolinks

topic

XML CMS

Rendering

Publishing

PDF

Topics

Topics

XLIFF

DITA
filters

Package
preparation

MT
Engine

GMS

Review

Post
Edition

XLIFF

XLIFF

Customer
reviewer

WhP
Translator
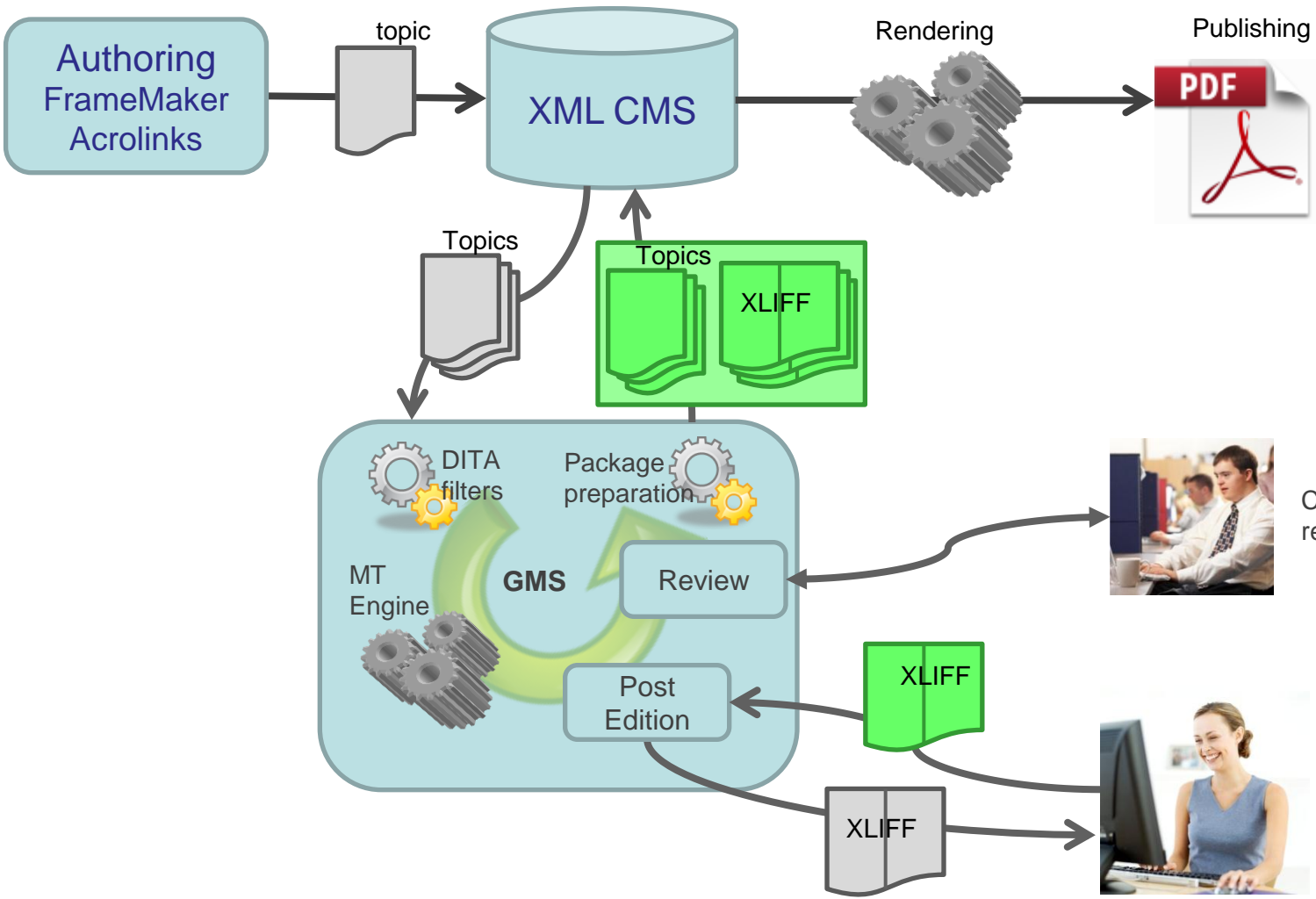
Result

- Customer confidence went up

- The overall volumes of documentation increased

- The number of languages increased

- The localization costs remained rather stable

- We got other localization projects

Next with this customer and others

- Technical content is getting closer to marketing content
  - Everything is now on line
  - We integrate more and more SEO localization features for technical content
  - Videos, 3D animations, audio localization
  - User generated content – community management

- More and more DITA awareness
  - In Western Europe
  - In Eastern Europe
  - In Asia

Conclusion

- My peers very often tell me:
  « Why do you invest in Technical Documentation ?
  There is nothing new to do ! »

- My answer is always:
  « Because there is plenty to do especially when your DNA is innovation, technology and advising your customers-partners »

Dominique Trouche
CEO
WHP International
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WhP

Merci !

Workflow for one language

Extract the files to be translated

Pre-process

Analyse files with TMs

Approve the quote

Assign translation

Translate

Check translation

Handshake?

Review

Check translation

Approve / rate translation

Post process

Deliver project

Accept translation

Update TMs

Upload the file into the CMS

Invoice

Accounting

Measure linguistic quality
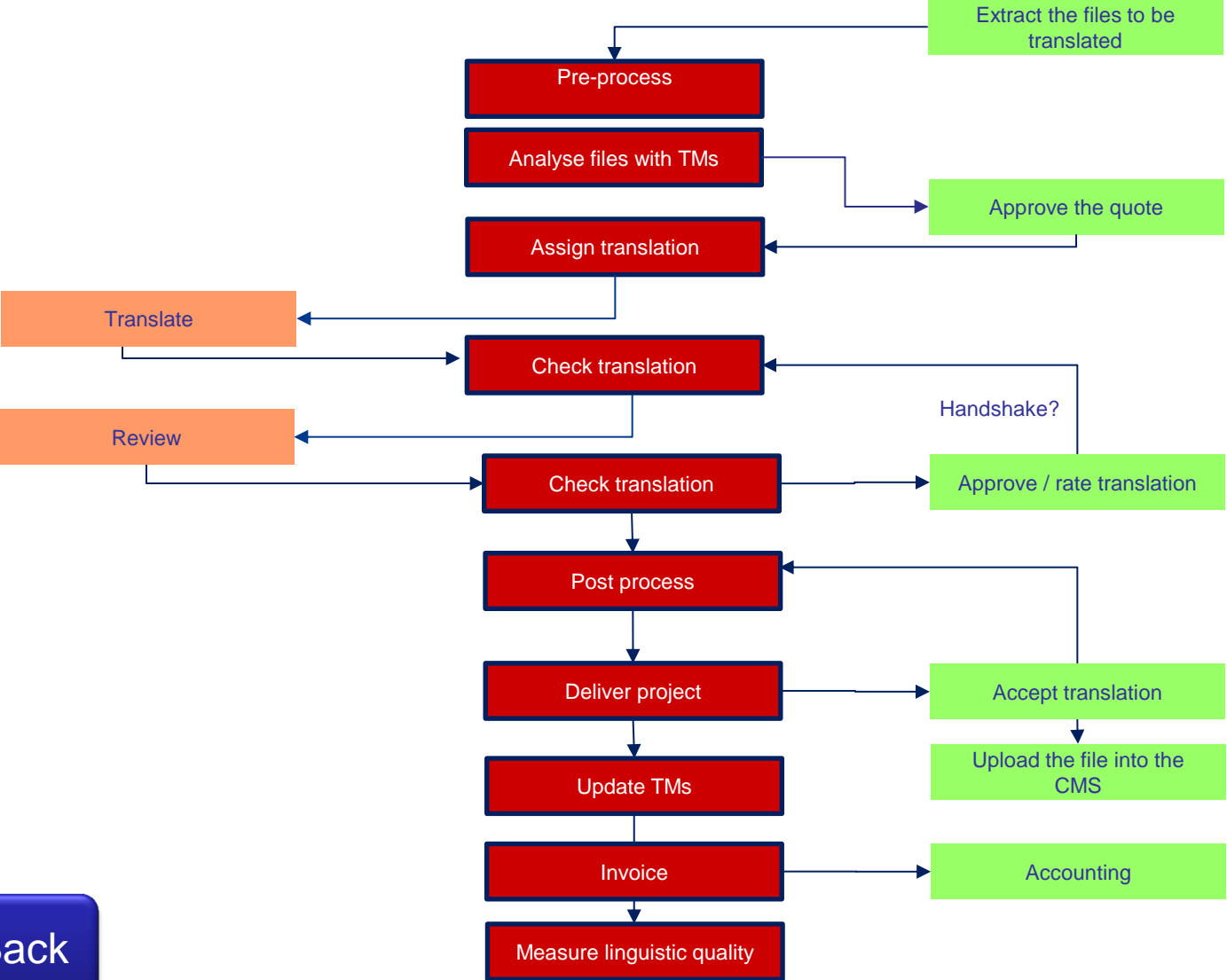
Back

Advanced filtering


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4	Transmitter and Receiver¬Modules	No placeholders found	Add comment for this segment
6	Hardware Guide	No placeholders found	Add comment for this segment
8	This guide describes the hardware implementation of {2} Transmitter and Receiver modules.	Show placeholders	Add comment for this segment

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Rendering

Customer review

Quality control

Linguistic quality rating (Monthly)

projects delivered

Legend:
- Average/ 1000 wds
- German
- Service level

X-axis: juil.-12, août-12, sept.-12, oct.-12, nov.-12, déc.-12, janv.-13, févr.-13, mars-13, avr.-13, mai-13, juin-13

Y-axis: 0,00 / 1,00 / 2,00 / 3,00 / 4,00 / 5,00

Linguistic quality

errors / 1000 words

Axes: Accuracy (2,000 / 1,500 / 1,000 / 0,500 / 0,000), Terminology, Language, Guidelines, Country

Service incidents

incidents/1000 projects

Axes: Scope (30,0 / 25,0 / 20,0 / 15,0 / 10,0 / 5,0 / 0,0), Process, Language, Tools, Guidelines, Schedule, Technical, Financial

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