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L10n Sourcing
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- Types of Content
- Sourcing Options
- Decentralized or Centralized Localization
- Testing
- Decision Factors
- Example 1
- Example 2



Content Type	Volume	Difficulty	Tools
<ul style="list-style-type: none"> GUI strings & messages 	Low	Very high	In-Context Translation
<ul style="list-style-type: none"> Database contents 	?	High	In-Context Translation(?)
<ul style="list-style-type: none"> Online-Help 	High	Low	Translation Memory
<ul style="list-style-type: none"> Print Manuals 	High	Medium	Translation Memory
<ul style="list-style-type: none"> Training material 	High	Low	Translation Memory
<ul style="list-style-type: none"> Testing 	Med	High	Test Plan

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Sourcing Options

Types of organizations that you might contract for translation services:

High-Risk

Cost Effective

~\$0.00

- Open-Source developers (if your software is open-source based)

~\$0.00

- Customer (do it yourself)

~\$0.07

- Software developers (they know the usual software slang)

~\$0.07

- Freelancers translators

?

- Distributor (knows the market needs)

?

- In-house employee(s)

~\$0.15/w

- SLVs (Single Language Vendors)

~\$0.22/w

- Small MLV (Multi Language Vendor)

~\$0.25/w

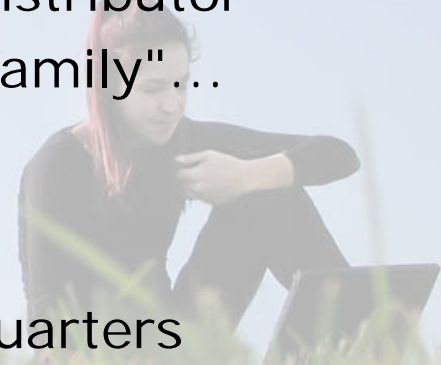
- Large MLV (Multi Language Vendor)

(average price/word for 10 languages)

Expensive

Low-Risk

- Decentralized Localization:
 - Executed by the distributors in the local market
 - + Local distributor knows the market needs
 - IP rights of I10n stays with the distributor
 - Distributor may hire "friends or family"...
- Centralized Localization:
 - Located at the company's headquarters
 - + Uniform quality and management
 - Requires communication with distributor
 - May lose "contact" with the market

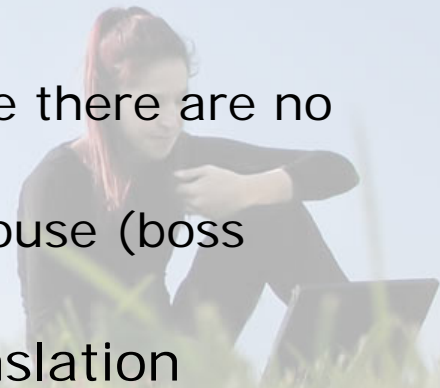


- You need to elaborate a "Test plan" to check:
 - All(!) translation strings
 - Hot keys
 - Size of menus, labels, drop-down boxes, ...
 - ...
- Modifications from testing may require you to rework your documentation!

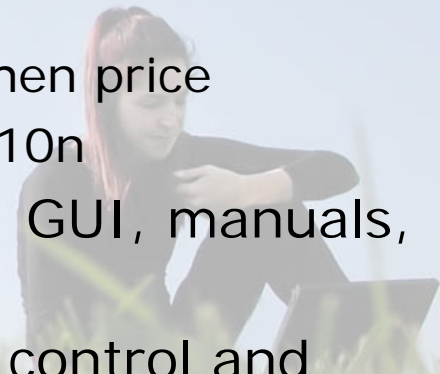
Very well covered in Bert Esselink:
"A Practical Guide to Localization",
ISBN 1-58811-006-0

- Company size
 - In-House intercultural competences – capacity to manage 10n projects efficiently
 - "SimShip" large projects or many small updates?
 - Number of languages
 - Criticality of time-to-market
 - Available budget
- 

- A small company wants to localize its product into 2 languages:
 - No time pressure
 - Very price sensitive
 - Decision for centralized I10n, because there are no distributors yet
 - High intercultural competences in-house (boss speaks 3 languages)
- ➔ Contracting a developer for GUI translation
- ➔ Contracting a freelancer for manuals & online help
- ➔ Contracting the GUI developer for testing



- A medium-sized company releases a new version in 7 languages:
 - Release synchronized with marketing campaign => time pressure and some risk
 - Time-to-market is more important than price
 - Local distributors participate in the I10n
- ➔ Contracting a specialized SLV for all: GUI, manuals, online help and testing
- ➔ Involving the distributors for quality control and terminology coordination with the SLVs

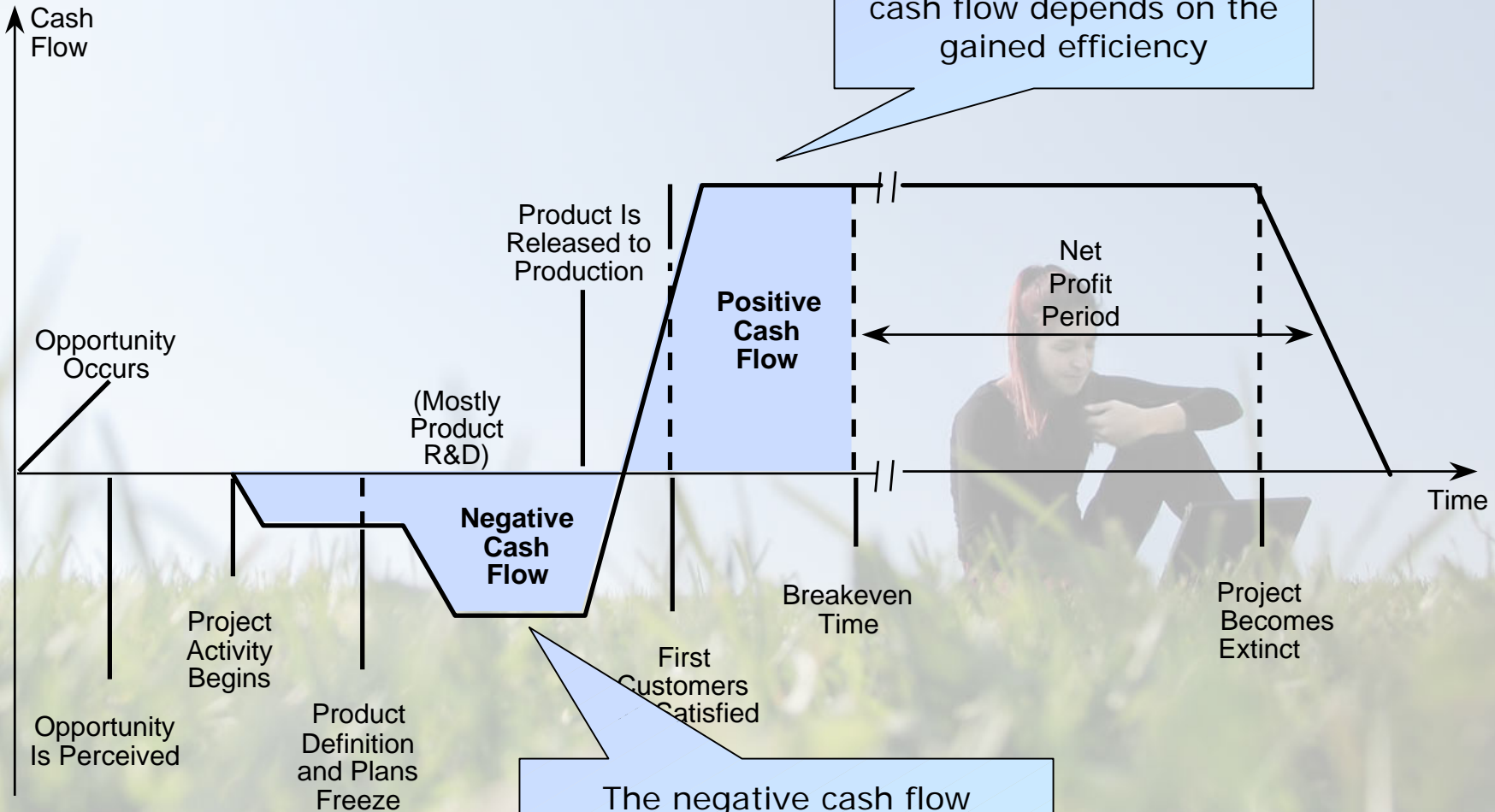




How many
Languages?

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L10n is Like an Investment



The negative cash flow (investment) depends on **which** workflows to implement and **how**.

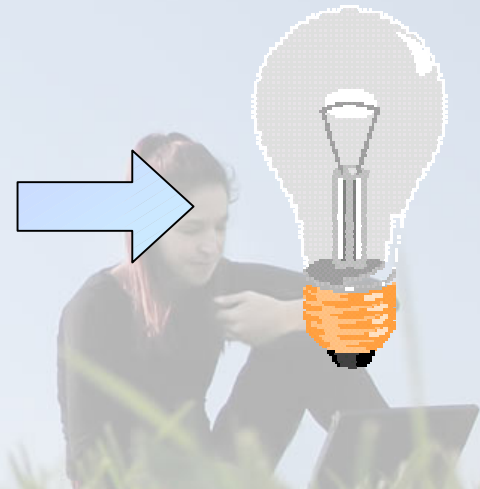
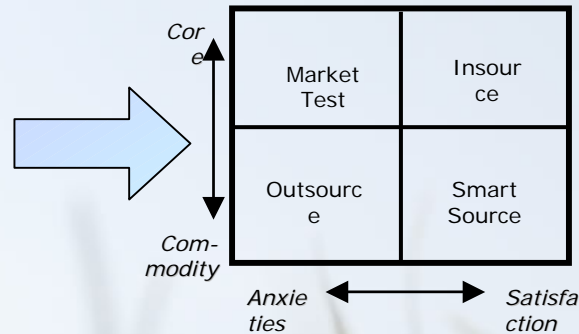
How to Decide

- Summary of Decision Factors
- Example of Decision Factors

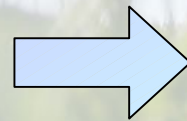


Factors:

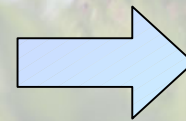
- Bla bla bla
- Bla bla bla
- Bla bla bla
- Bla bla bla



Decision
Factors



Theory



Recom-
mendation

The decisions depends on many factors:

- **"Value" or "Impact":**
How much \$\$\$ is involved in the sourcing decision
- **Relative effectiveness:**
How efficient is your company in building the goods, compared with a provider?
- **Ease of sourcing:**
Is it easy for you to find another provider?
- **Relative sourcing position:**
Is it easier for you to find a provider than for your competition?
- **Strategic or Not:**
Does the sourcing decision influence the possibility to build/lose sustainable competitive advantage?
- **Integrated or Modular:**
How tightly are the sourced goods integrated with the company?

Product or service 1
Product or service 2
Product or service 3
Product or service 4

This example uses a fictitious MLV translation agency with 20 employees, specialized on marketing material. Should they "make" their translation in-house? What should they do with the workflow?

Decision Factors Example

Office Material
Standard Translation
Marketing Translation
Workflow

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- Relative sourcing position:
Is it easier for you to find a provider than your competition?
- Strategic or Not:
Does the sourcing decision influence your company's ability to build/loose sustainable competitive advantage.
- Integrated or Modular:
How tightly are the sourced goods/services integrated into your company?

The company creates "value", by training it's in-house staff in marketing translations. Freelance translators with these skills are very expensive.

Freelance translators with these skills are very difficult to find.

Big translation agencies may have better access to the skilled resources

Big translation agencies may have better access to the skilled resources

A new translator has to learn a lot of knowledge upon joining the company

Low	High	High	High
Very Low	OK	Good	Bad
Easy	Easy	Diff	Diff
Same	Good	Med-Bad	Bad
Not	Not	Strategic	Med
Med	Med	Med	Integ

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