



Publishing for International Audiences

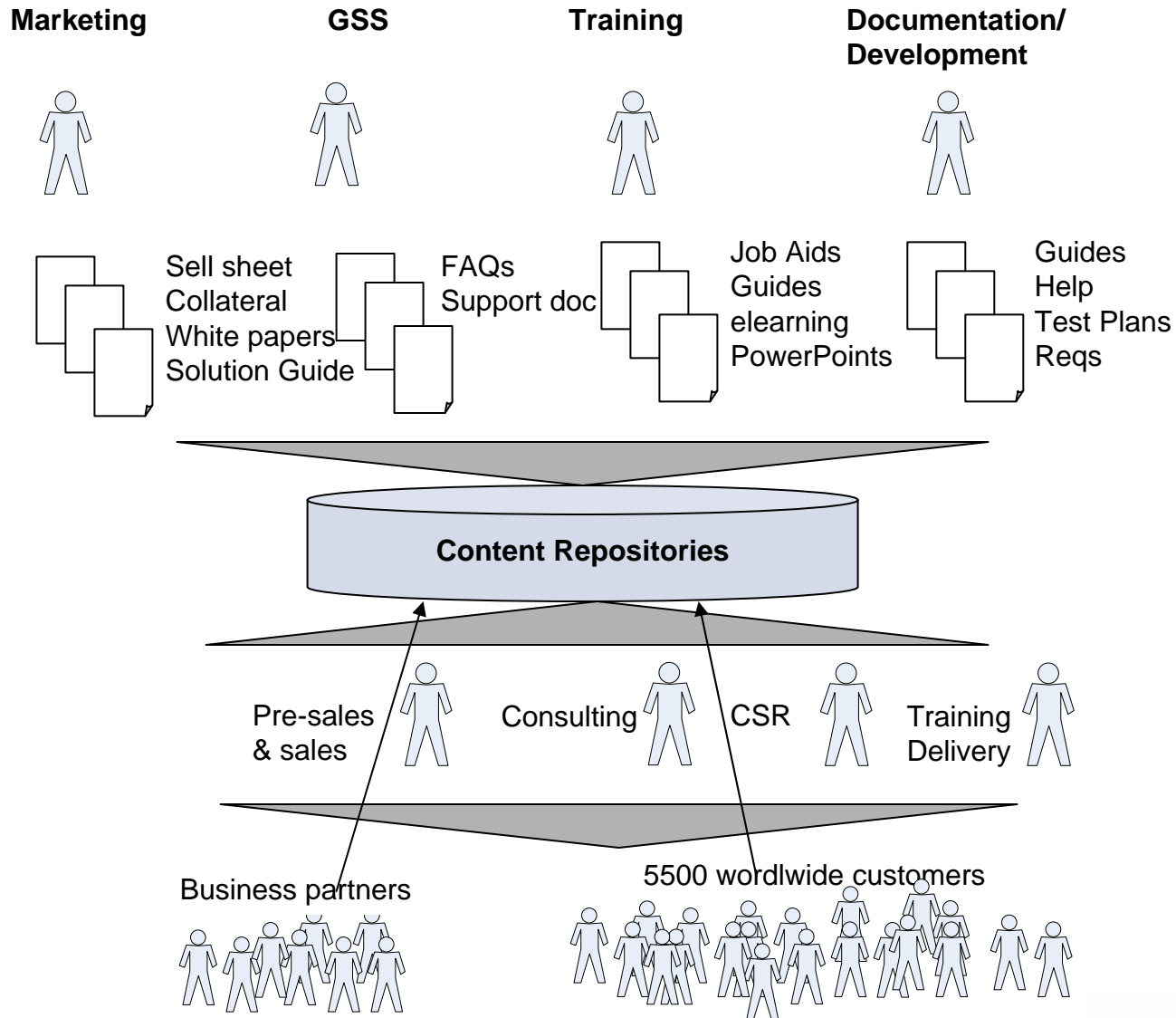
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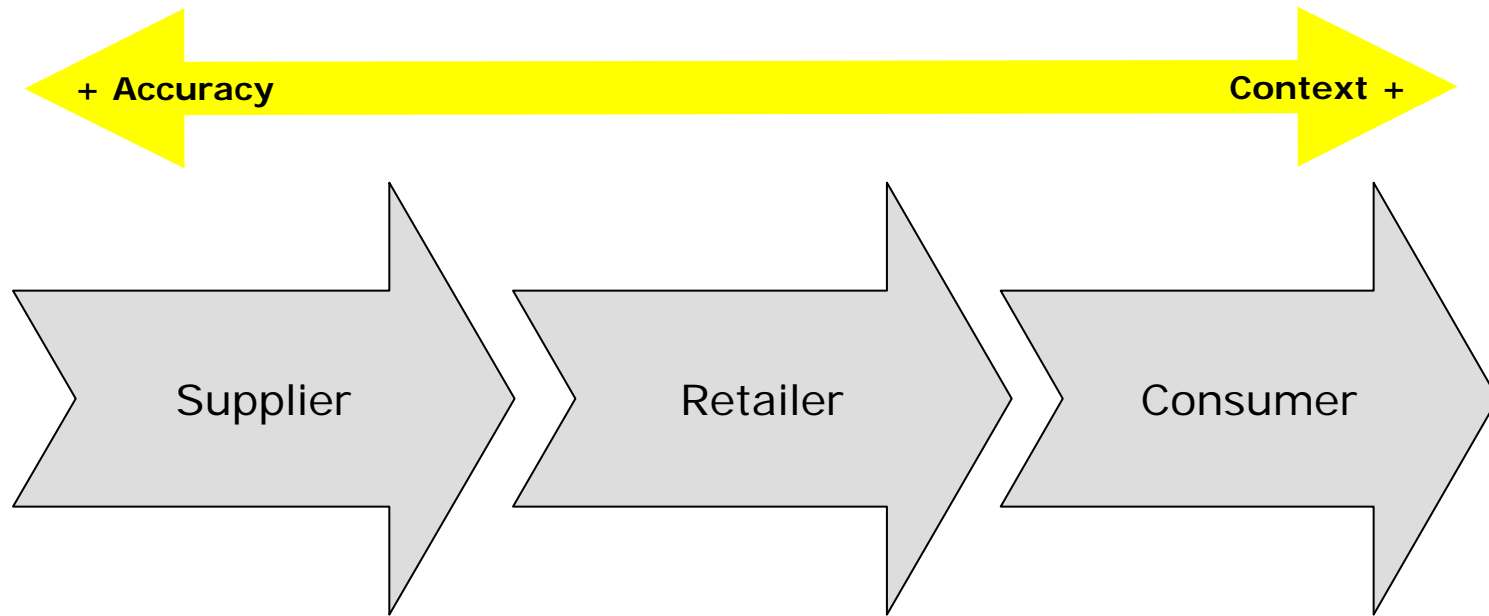


The Core Enterprise Content Landscape



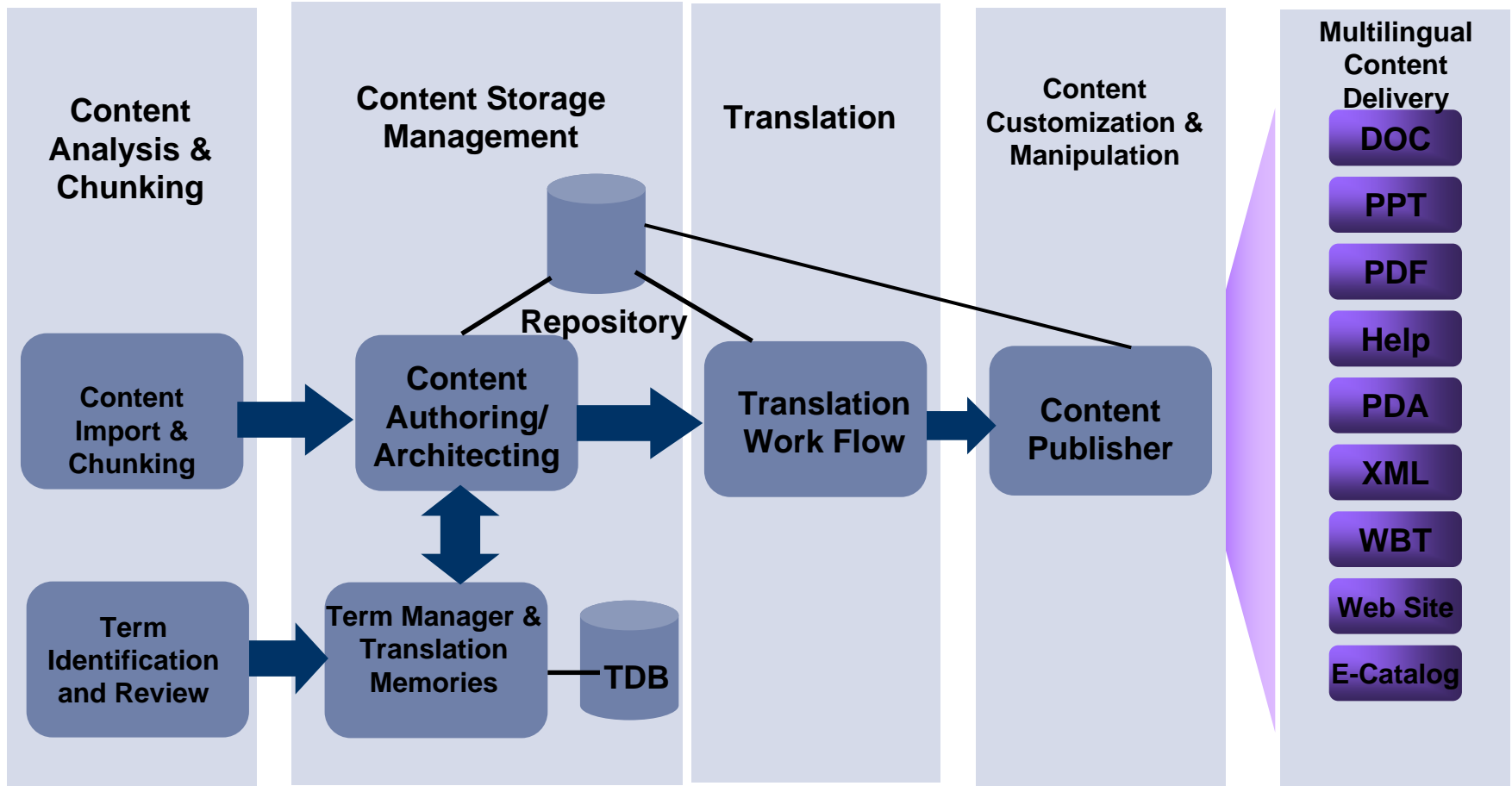
Understanding the Content Supply Chain

Content Continuum



Integrating Multilingual Content

Integrate Translation Processes

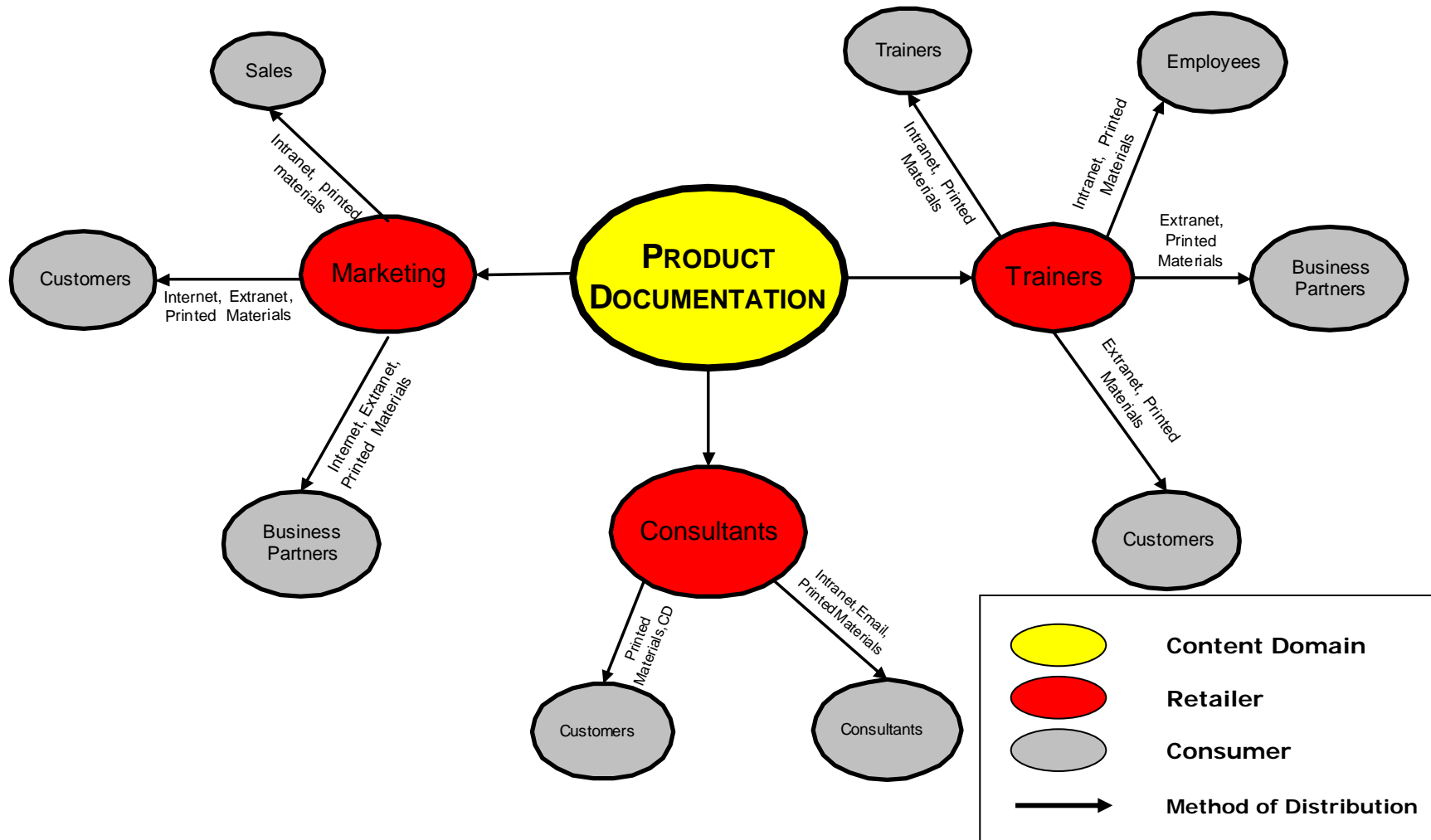


Integrating Multilingual Content

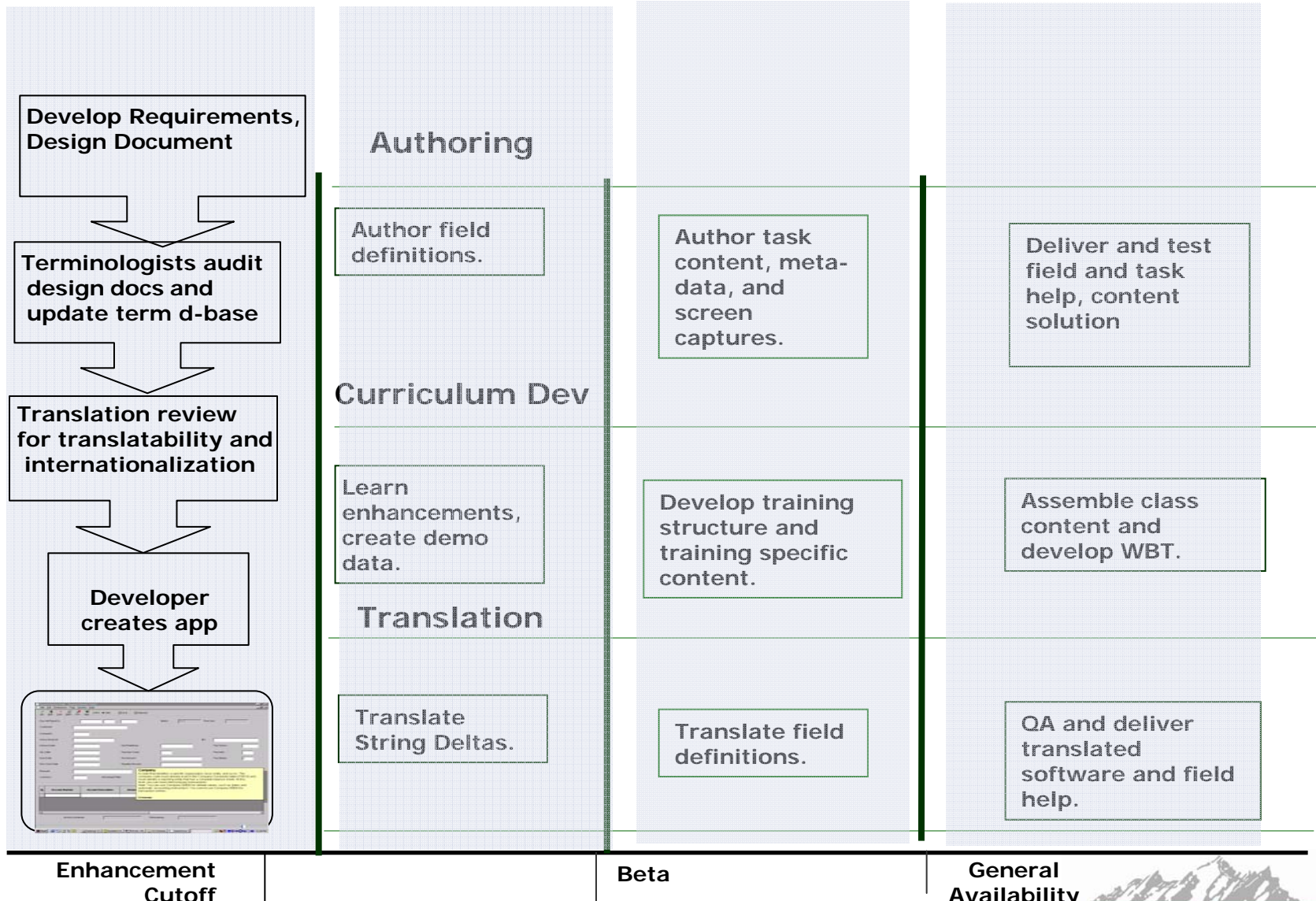
Allow for Localization

- Centralize core content and distribute for localizing
- Build in methods to make it contextual – should be true for source and language
- Balance control vs customization

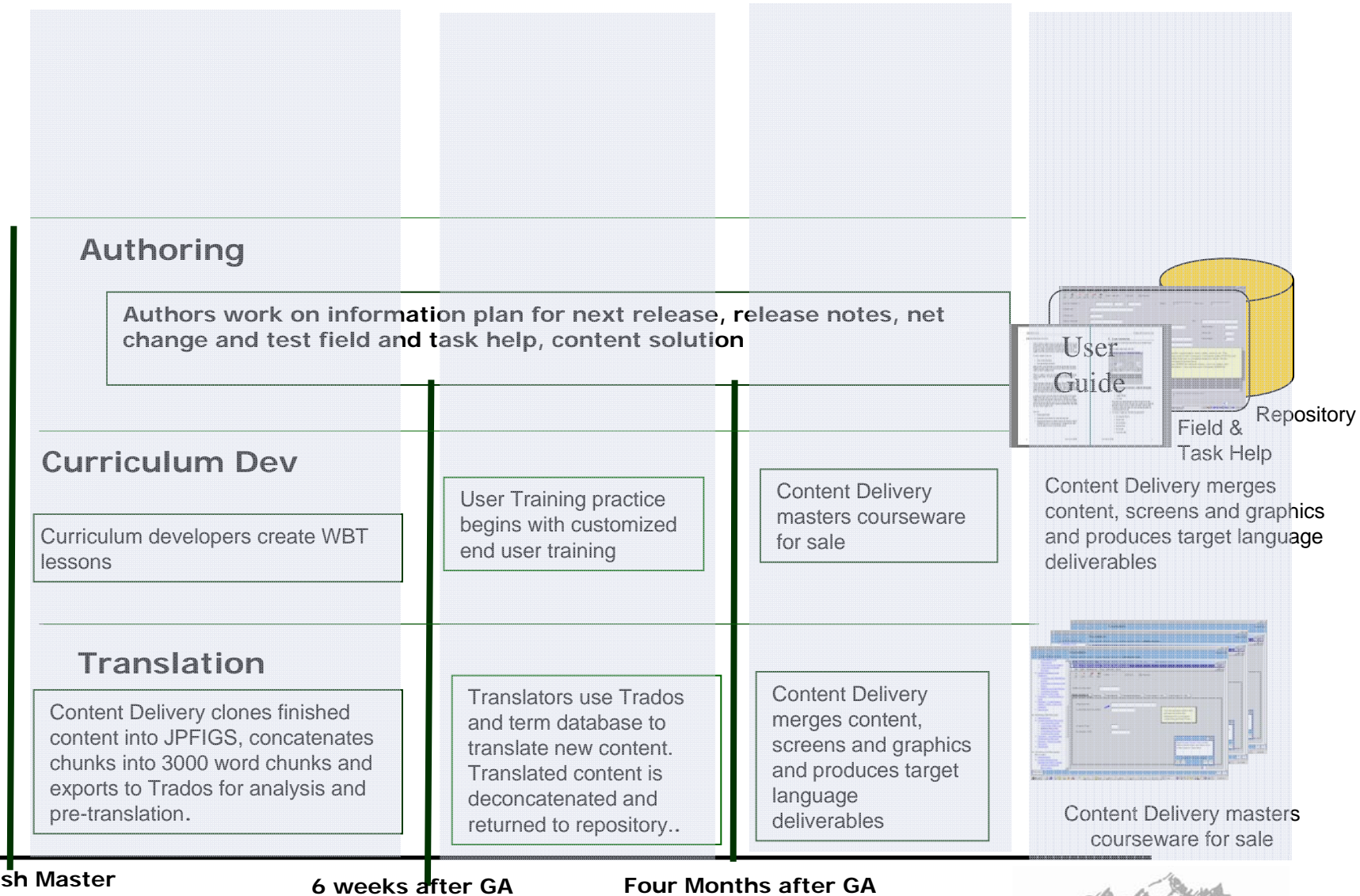
Understanding the Content Supply Chain



Integrated Process



Integrated Process



Global Process Considerations

- Is there an owner for global content or global products?
- Is there a review group?
- Are you ISO certified?
 - If so, do you have procedures for when something doesn't work?
 - Feedback processes during the project?
 - Post mortem processes that include your outside vendors?
 - Checklists with your external deliverables?
- Do you have and follow style guidelines?
- Do you participate in the design process?
- Do you know what revenue your language markets generate? (to compare your costs)

Global Process Considerations

- Do you have working relationships with foreign offices, business partners, customers?
- Do your processes include upstream/downstream requirements for departments before and after you in the process?
- Are there feedback mechanisms into your stakeholder's processes?
- If you outsource – do you know your vendor's process? Do they know yours?

Best Practices

- Begin with the Marketing Planning/Branding process
 - Internationalization review within the process
 - Terminology extraction
 - Make translate/no translate decisions up front on names
 - Include int'l design/marketing contacts in design process to maximize common branding across int'l markets
 - Work in translation friendly tools

Best Practices

- Include Int'l feedback in engineering and Marketing processes:
 - Int'l customers
 - Field offices
 - Business partners
 - Bi-lingual/bi-cultural employees
 - Customers
- Ensure standards exist for translation, localization, globalization and internationalization

Best Practices

- Research standards
 - Download Microsoft's developer standards
 - Join organizations such as LISA (Localization Industry Standards Association) – download their localizations standards guide, and Client Side News
 - Check out ISO
- Involve international stakeholders up front and within each major release process (set meetings/calls up at times that honor their time zones)

Best Practices

- Identify an owner/cop for International considerations – if everyone is responsible – no one is!
- Encourage the hiring of bi-lingual QAs, Writers or Engineers
- Identify all your company's multi-lingual employees – create a distribution list and invite them to participate where you need their eyes and/or their cultural perspective

Recommendations

- Create review teams that include all target languages
- Maximize re-use strategies
- Explore controlled English and standards enforcement tools
- Manage and share terminology
- Investigate legal requirements & contractual deliverables
- Identify revenue numbers that should drive your budget
- Become a driver for new market business cases
- Move upstream whenever possible

Lessons Learned

- Architect delivery system that allows for customization
 - Ensures adoption
 - Increases customer satisfaction
 - Reduces rogue content (out of translation cycle)
- Move from customer as content destination to content hub (this includes Training)
- Move from end-set to starter-set