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The Global Content Lifecycle is
Coming of Age

Session Abstract



Language translation is a part of something bigger. For too long, those involved in the global content process focused on isolated areas of that process and failed to look at its role in the larger picture. In doing so, they unknowingly miss great opportunities for improvement. This includes not only business processes that are opportune for integration with other business units, but also the technology opportunities such as integration into Content Management Systems (CMS), Web and Product Data Management Systems. This session will share information on technology strategies and best practices relating to making language translation a natural part of the Global Content Lifecycle. In addition, the financial elements and business case which serve as the rationale for taking this new view are reviewed in detail.



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Agenda

- The Big Picture
- People, Process & Technology
- What is the opportunity?
- New Alternatives: Integration really works?
- Global Content Comes of Age

People



Process



Technology



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The Big Picture

Imagine for a moment the construction of a house. Consider all that goes into designing, managing and constructing that house. It is a complex process involving many participants.



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The Big Picture

To construct a house successfully, it requires:

- Proper planning
- Budget & time management
- Selection of experienced Contractors
- Effective communication
- Well planned orchestration
- Use of quality materials
- Problem resolution skills



The Big Picture

If you isolated and asked any one of the Contractors to provide you with his/her view on what single thing could be done to make the process more efficient, improve quality or reduce cost, they are likely to give you an answer which is directly related to 'their' function or role.

This viewpoint does not take into account the big picture and may result in efficiency for one and inefficiency for others. This comparison is fitting if you consider the People, Process & Technology required to achieve success in the Global Content Lifecycle.



People, Process & Technology

People



Process



Technology



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People, Process & Technology

People



- Content Creators
 - Marketing
 - Technical Writers
 - Web, Rich Media, Legal, etc
- Content Reviewers/Editors/Approvers
- Content Translators
- Customers & Consumers



People, Process & Technology

Process



- Source content lifecycle
 - Creation, edit, review
 - Interpretation, education, understanding
 - Audience or market validation
- Multilingual content lifecycle
 - Interpretation, education, understanding
 - Translation, edit, review, approve
 - Audience or market validation
- Governing Polices, Regulations and Process
 - Quality policies
 - Regulatory compliance



People, Process & Technology

Technology

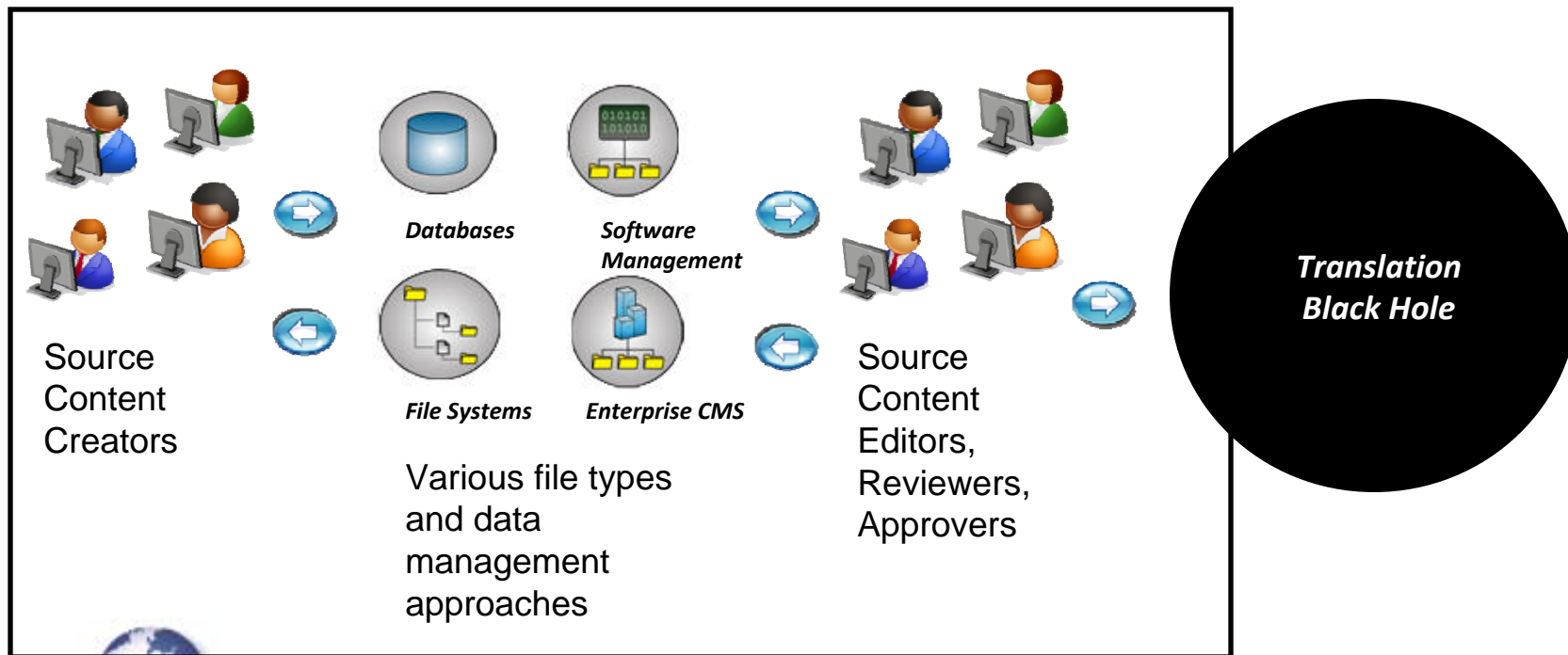


- File storage & File types
 - Desktop, File Server, Content Management
 - HTML, IDD, XML, DOC, XLS...
- Workflow & Communication/Collaboration
 - Email, verbal, hard copy
 - A variety of software workflow solutions



People, Process & Technology

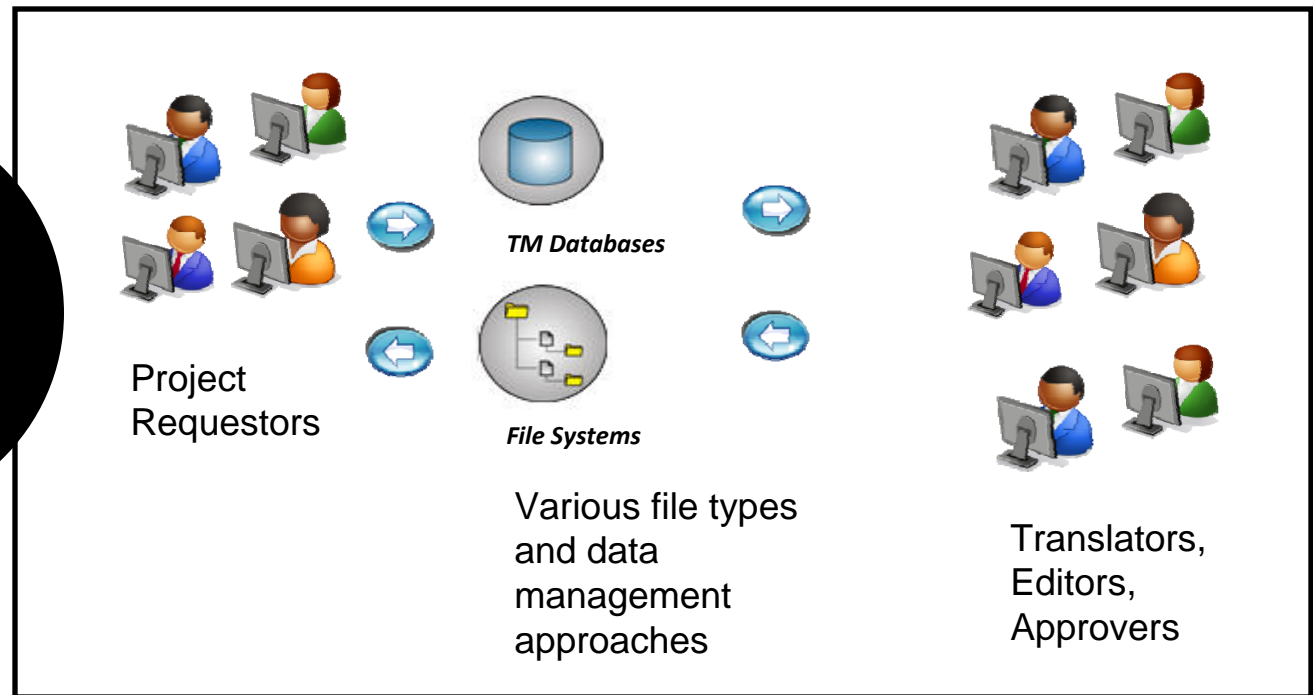
Let's look at a traditional source content process in action...



People, Process & Technology

Let's look at a traditional translation process in action...

**Translation
Black Hole**



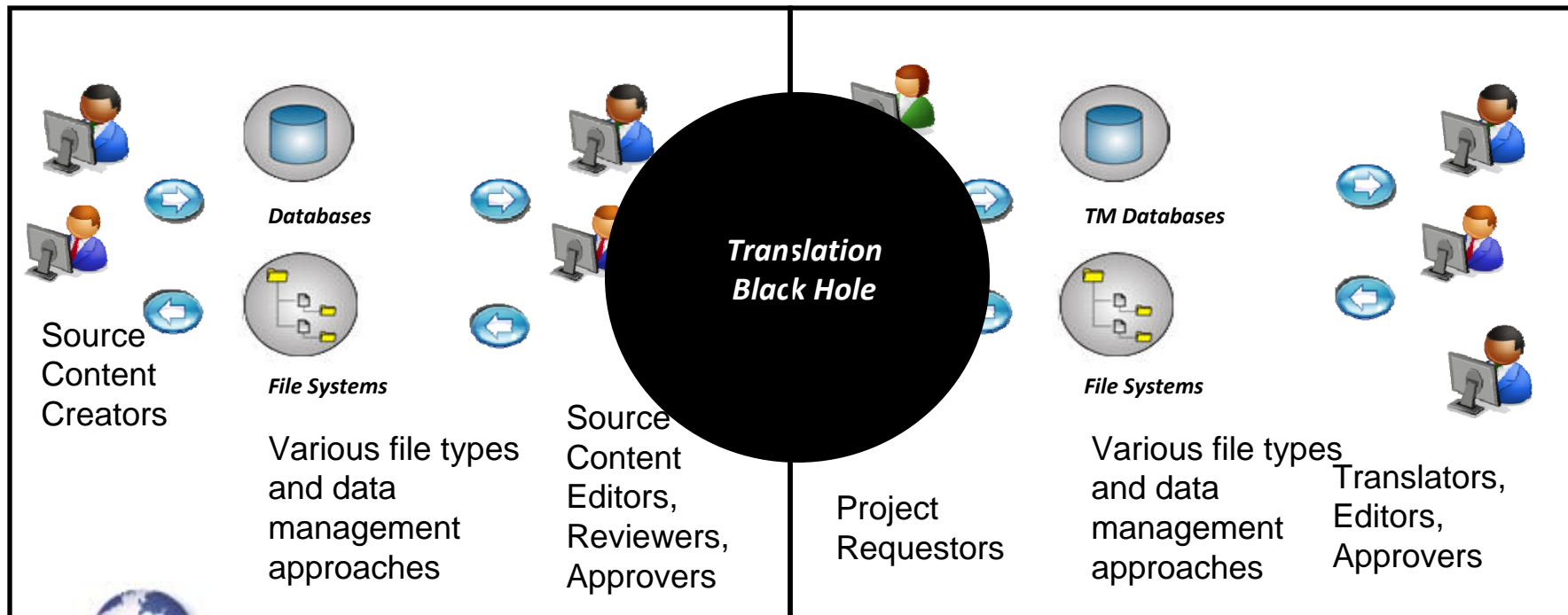
Opportunity

The disconnected process, disparate technologies and isolated participants simply do not allow for maximum efficiency. The historic 'monolingual content strategy' vs. a 'global content strategy' are challenging the past models and creating a new approach. Some key areas to consider:

1. Develop and deploy a single data management strategy which can be shared by all participants
2. Establish integrated workflow and collaboration for all participants
3. Identify and mandate standards which serve the greater good
4. Look at the 'big picture' and not isolated functional areas



People, Process & Technology



Alternative Solution: PEOPLE



Auditors

Graphic Designers



Handle wide variety of content types

Translation Project Mgr.



Tec

All collaborate together on same source

Total Transparency

Add Unique Process and Technology to see Significant Gains



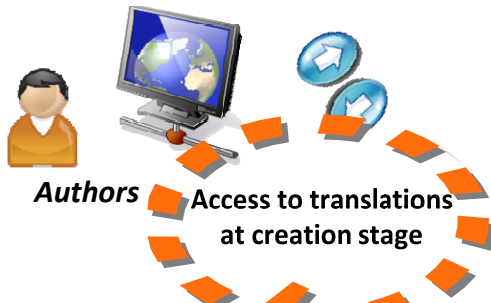
Project Managers



Translators



Approvers



Authors

Access to translations at creation stage



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Alternative Solution: PROCESS



Same process for all content types

Consistent, repeatable, process

Flexible and adaptable

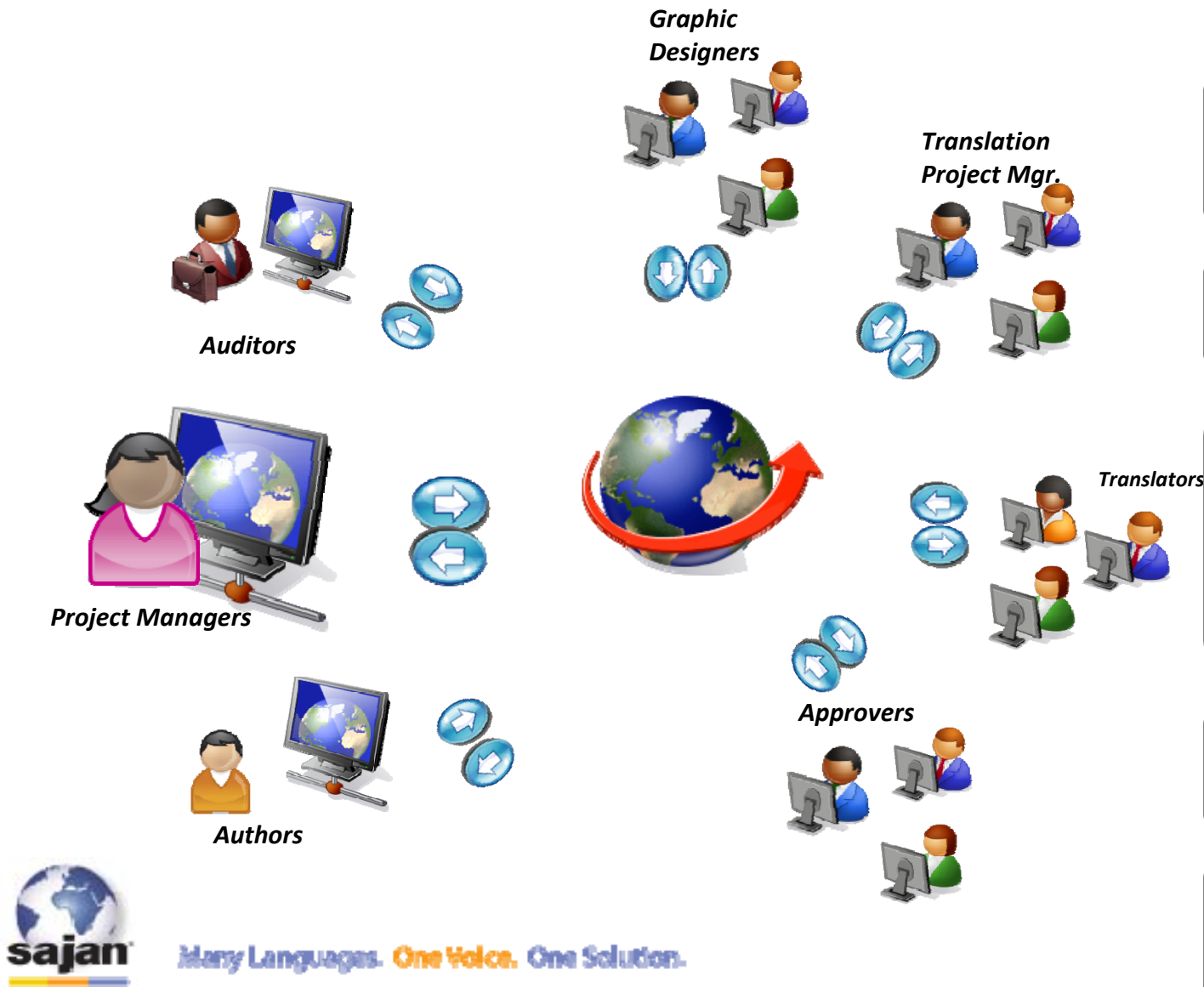
Scalable to meet the enterprise needs



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Alternative Solution: TECHNOLOGY



Flexible, adaptable workflow

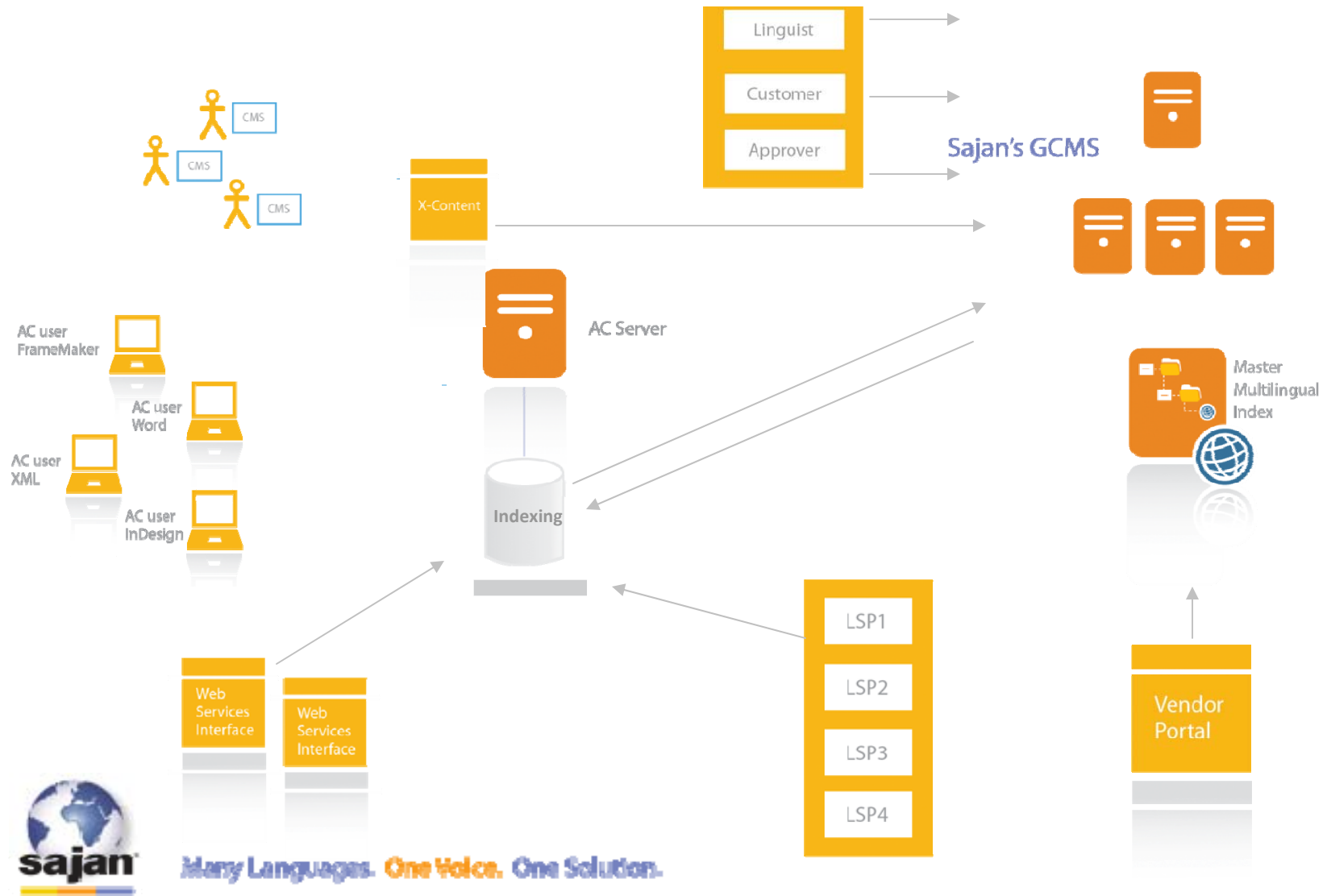
Integration into authoring tools

Multi-lingual data Management: single source and version control

On-demand, 24x7 access

Analytics for status and trending

Global Content Lifecycle:



Content Management & Translation Management Systems-Coming of Age

- ✓ Further reduce cycle times from source content creation to multi-lingual content delivery with integrated process.
- ✓ Further increase the quality of the multi-lingual content with collaboration and centralized multi-lingual data management.
- ✓ Further decrease the cost of multi-lingual content creation with authoring integration, centralized data management (re-use) and shorter cycle times.



Sajan / CMS Process Flow

