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Off-the-job localization best practices

Uwe Muegge

“Off-The-Job” Localization Best Practices

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**Uwe
Muegge**



Currently

CSOFT International
Sr. Director, Tools Strategist

Monterey Institute
Chair, Localization Mgmt

ISO
Member, TC37

ASTM
Member, F43

Previously

Medtronic
Corporate Terminologist

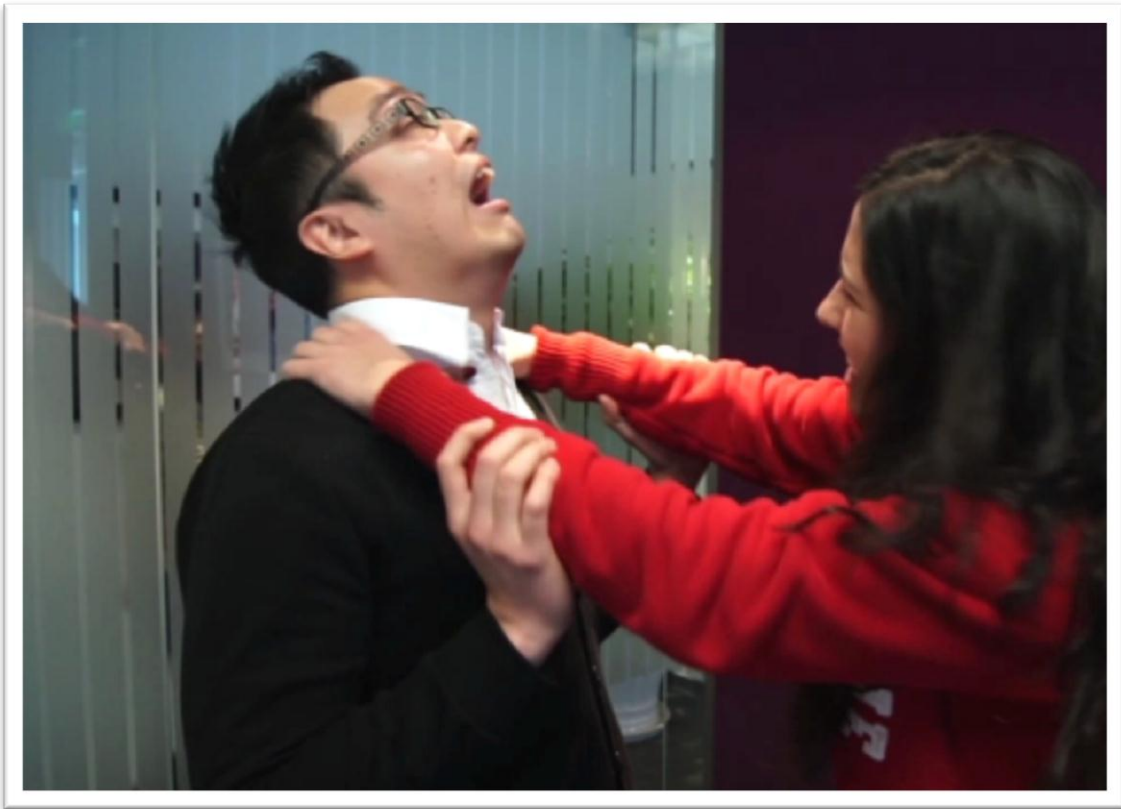
J.D. Edwards
Localization Specialist

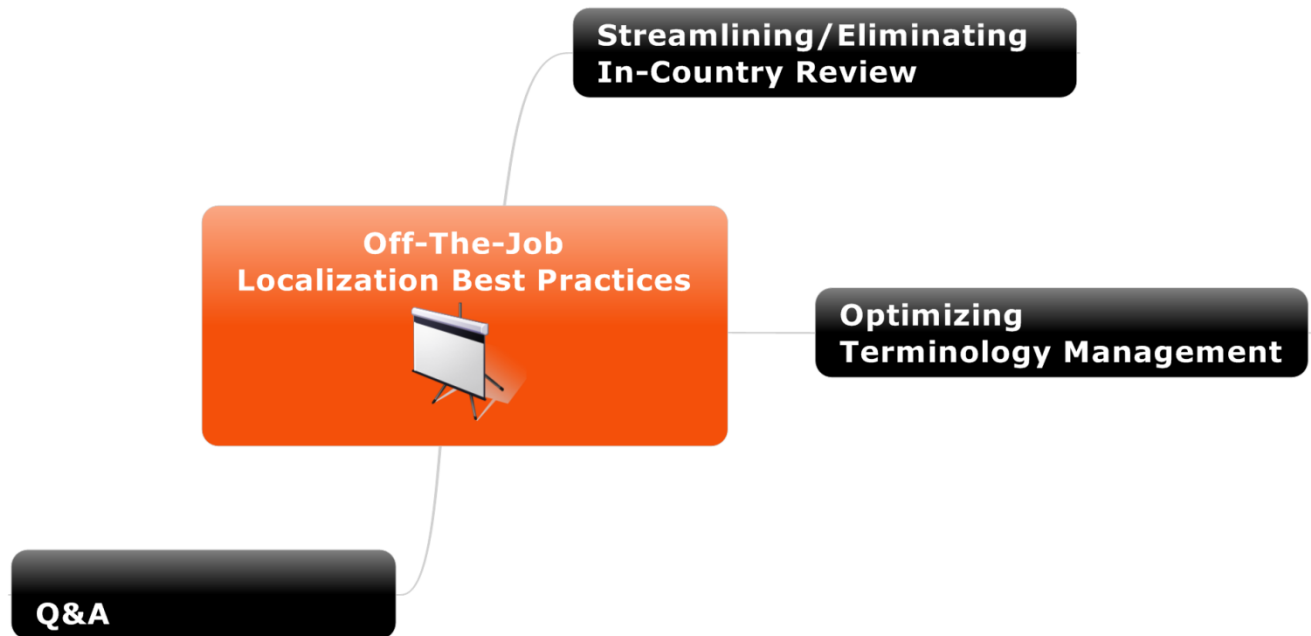
Localization 101

**A Day in the Life of a
Translation Project at**

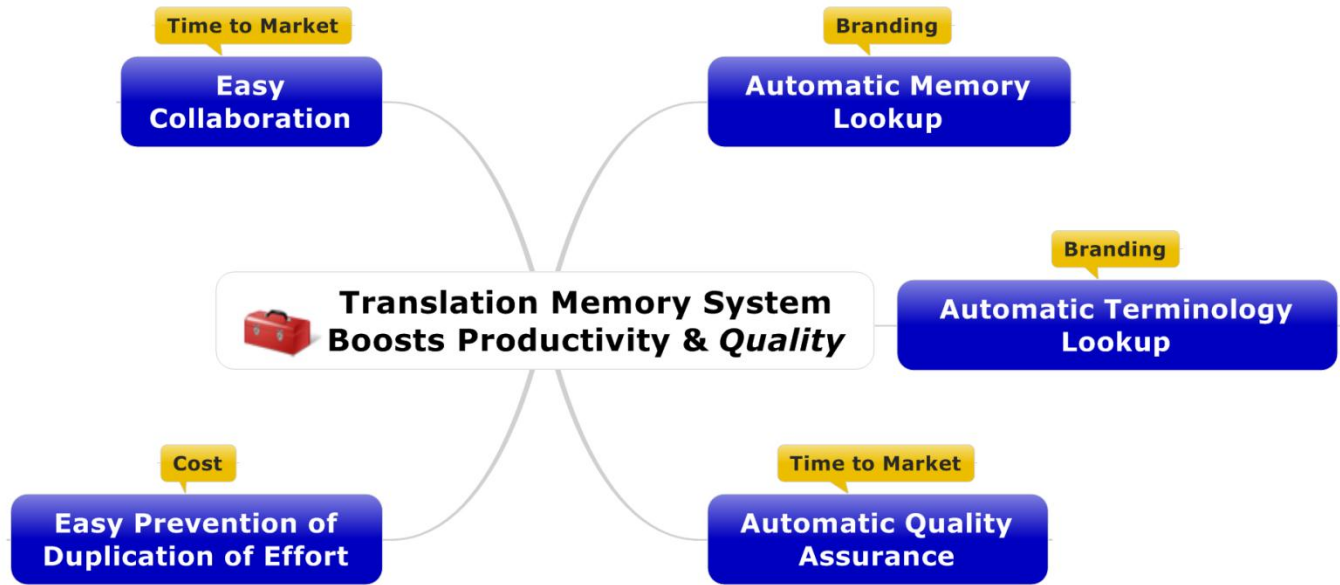


How to avoid...





But first...



**Why have an
in-country review?**

Ensure that a translation
meets local requirements





**How to streamline
in-country review?**



**Give the in-country
review process
more structure!**

Streamlining In-Country Review

Make review part of the reviewer's

- job description
- metrics
- performance evaluation

Provide the reviewer with

- glossary of key terms
- translation style guide


Plan for review by

- scheduling review time

**Average translation
turnaround time:
4 days***

***(without in-country review)**

**How to eliminate
in-country review?**



**Give the entire
publication cycle
more structure!**

**Translation is an
extension of the
writing process**

Eliminating In-Country Review

Create a partnership with your LSP by

- integrating workflows
- planning for translation
- providing product training

Write for translation by

- eliminating ambiguity
- eliminating graphics that require localization

Compile comprehensive, *authoritative* glossaries by

- extracting all relevant terms
- having in-country SMEs validate all terms

Sample Workflow for 3-day Translation Turnaround



**The hardest part of
terminology work is
actually doing it**

Most Organizations Focus on Dissemination of Terminology

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patient monitor

implantable device that monitors a patient's heart for cardiac events

Part of Speech: **noun**
Usage Status: **Approved**
Synonym(s):
Industry/Domain: [Medical devices](#)
Category: [Implants & interventional materials](#)
Product: [CG Line](#)
Company:

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Pronunciation:  

[More details](#)

Other Languages: [■Patientenmonitor](#)
German (DE)

[■English \(EN\)](#) [■French \(FR\)](#) [■German \(DE\)](#) [■Italian \(IT\)](#) [■Simplified Chinese \(ZS\)](#)
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Contributor

[Uwe \(737\)](#)

82.05% Positive feedback
Consistently receives high ratings
Has contributed 1000 terms or more

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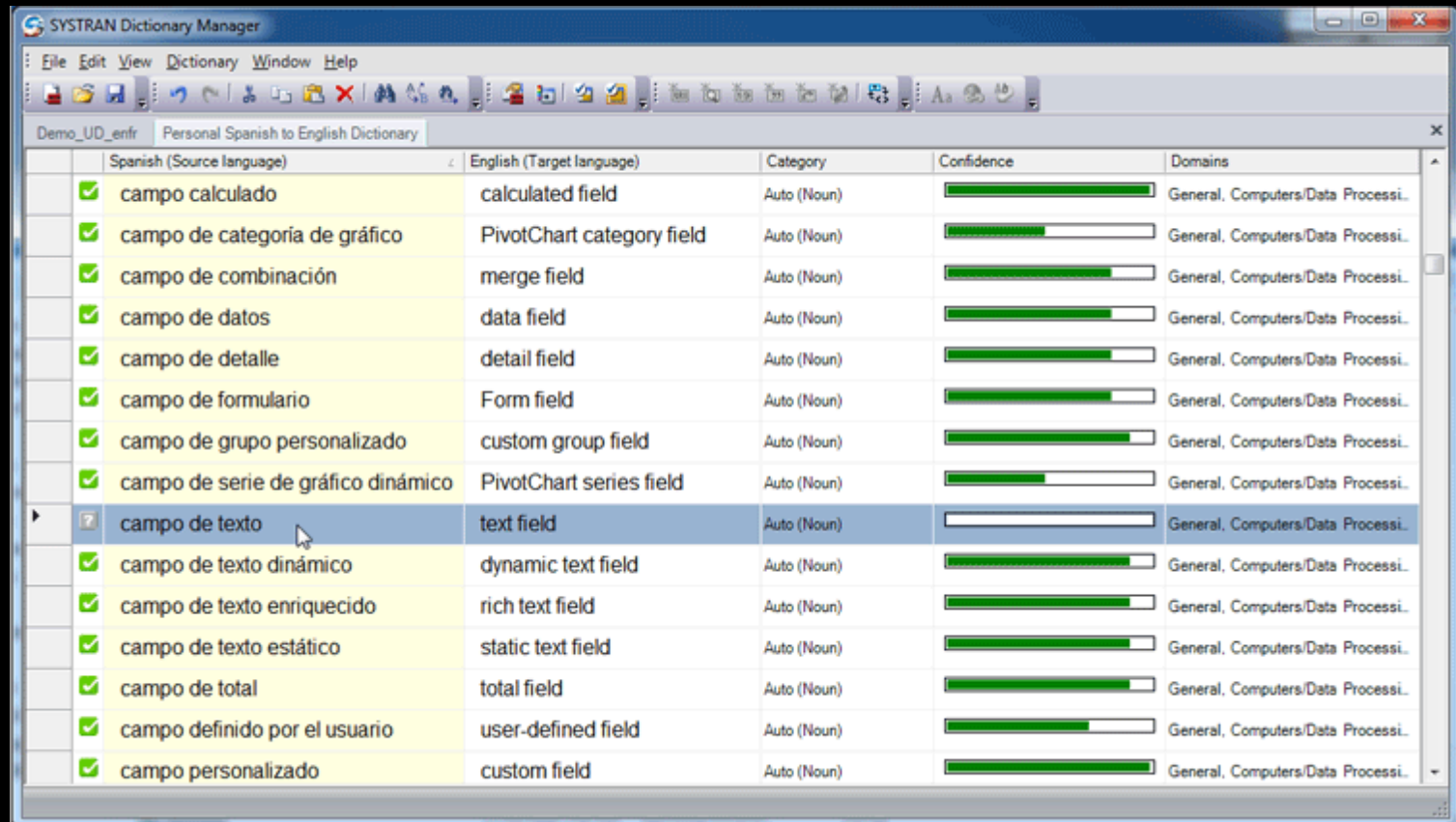
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Word languages

■English (EN) ■French (FR) ■German (DE) ■Italian (IT) ■Simplified Chinese (ZS)
■Spanish (ES) ■Korean (KO) ■Arabic (AR) ■Russian (RU) ■Japanese (JA)
■English (EN) ■French (FR) ■German (DE) ■Italian (IT) ■Simplified Chinese (ZS)

**How to extract
terminology quickly?**

'Unknown Words' Function of a Rule-Based MT System

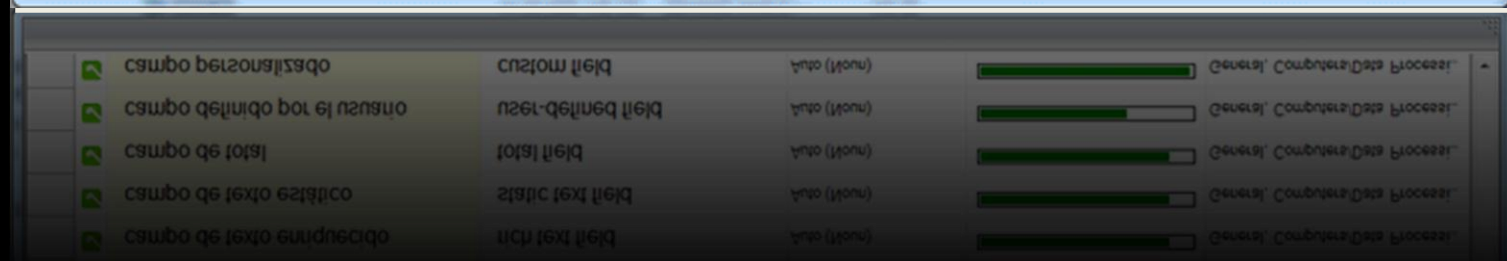


SYSTRAN Dictionary Manager

File Edit View Dictionary Window Help

Demo_UD_enfr Personal Spanish to English Dictionary


	Spanish (Source language)	English (Target language)	Category	Confidence	Domains
<input checked="" type="checkbox"/>	campo calculado	calculated field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de categoría de gráfico	PivotChart category field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de combinación	merge field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de datos	data field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de detalle	detail field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de formulario	Form field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de grupo personalizado	custom group field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de serie de gráfico dinámico	PivotChart series field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input type="checkbox"/>	campo de texto	text field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de texto dinámico	dynamic text field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de texto enriquecido	rich text field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de texto estático	static text field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo de total	total field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo definido por el usuario	user-defined field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
<input checked="" type="checkbox"/>	campo personalizado	custom field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..



<input checked="" type="checkbox"/>	campo personalizado	custom field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..
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<input checked="" type="checkbox"/>	campo de texto dinámico	dynamic text field	Auto (Noun)	<div><div></div></div>	General, Computers/Data Processi..

**How to ensure the
accuracy of
translated terms?**

Have All Terms Validated by an In-Country Subject Matter Expert



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My Tasks

My Task							
id	source	target	assigned to	modified by	date	type	status
1	EN:smartphone	DE:smartphone	RValidator	Rtranslator	2011-01-17 21:14:04	Validation	New
2	EN:tablet PC	DE:tablet PC	RValidator	Rtranslator	2011-01-13 19:59:01	Validation	Done
3	EN:USB flash dr	DE:USB flash drive	RValidator	Rtranslator	2011-01-13 17:05:18	Validation	Done
4	EN:html help fu	DE:html help functionality	RValidator	Rtranslator	2011-01-11 01:56:52	Validation	Done
5	EN:hyperlinking	DE:hyperlinking capability	RValidator	Rtranslator	2011-01-11 01:56:23	Validation	Done
6	EN:handsfree	DE:handsfree	RValidator	Rtranslator	2011-01-11 01:55:29	Validation	Done
7	EN:handsfree	ZS:handsfree	RValidator	Rtranslator	2011-01-11 01:54:29	Notification	Pending
8	EN:scripting lar	DE:scripting language	RValidator	Rtranslator	2011-01-11 00:50:59	Validation	Done
9	EN:software api	DE:software application	RValidator	Rtranslator	2011-01-11 00:08:41	Validation	Done

THE THREE THINGS

I WANT YOU TO REMEMBER

1

Careful planning and support
takes the pain out of in-
country review

2

Comprehensive, project-
specific terminology work
is good for you!

3

Rule-based machine
translation has powerful
terminology features

**Looking for linguists
with lots of
off-the-job localization
experience?**

MA Translation & Localization Mgmt

Monterey Institute of Int'l Studies

The Translation & Localization Management students generally take the courses outlined below.

Fall 1	Spring 1	Fall 2	Spring 2
Introduction to Translation Written/Sight B-A (4)	Intermediate Translation Written/Sight B-A (4)	Advanced Translation I B-A (2-4)	Advanced Translation II B-A (2-4)
Introduction to Translation Written/Sight A-B (0-4)	Intermediate Translation Written/Sight A-B (0-4)	Terminology Management (2)	Web Site Localization (2)
Introduction to Computer-Assisted Translation (2)	Advanced Computer-Assisted Translation (2)	Overview of Translation and Interpretation Studies (1)	Localization Project Portfolio (2)
Survey of Accounting (3)	Marketing Management (for non-MBA) (3)	Contemporary Research on Translation (1-2)	Translation Management Systems (2)
Introduction to Localization Project Management (2)		Software Localization (2)	
		Localization as a Profession (2)	
		Business Elective (2)	

TLM-CAT
by MontereyInstitute



Q&A



Thank you for your attention!



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