Control your terminology - Control your costs

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Available at: https://works.bepress.com/uwe_muegge/15/
Control Your Terminology
Control Your Costs
Definition

**terminology management**
process of controlling key vocabulary
Definition

consistency

quality of elements or parts that are in agreement with each other
TEN GOOD REASONS FOR MANAGING TERMINOLOGY
A good reason for doing terminology work

1. Systematic terminology work enables consistent use of terminology across functional areas.
Typical Functional Areas

Software Engineering

Hardware Engineering

Technical Communication

Marketing Communication

Training

Legal

Sales
A good reason for doing terminology work

Systematic terminology work enables consistent use of terminology across business units.
Business Goes Global

Corporate

BU 1
- Americas
- Europe
- Asia

BU 2
- Americas
- Africa

BU 3
- America
A good reason for doing terminology work

3 Systematic terminology work enables consistent use of terminology across document types
Document Types

Planning

Development

Testing

Release

Maintenance

Specifications

Manuals

Reports

Knowledge Base

Marketing Material (Online, Print)
A good reason for doing terminology work

4 Systematic terminology work enables consistent use of terminology across different versions
Document Versioning

- User Manual
- User Interface
- Software Strings
- Online Help
- Graphics
- Knowledge Base
- Training Material
- Online

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5 Systematic terminology work enables simplified source editing and reviewing
Collaborative Authoring

- Author
- Document
- Editor
- Reviewer
- Subject Matter Expert
The Cost of Doing Nothing

Source: Schütz, Jörg: MULTIDOC – Controlling language in multilingual documentation
A good reason for doing terminology work

Systematic terminology work enables automatic terminology lookup and reuse
Translation Environment

![Translation Environment Image](image_url)
A good reason for doing terminology work

Systematic terminology work enables simplified terminology quality assurance after translation
Automatic Term Checker
A good reason for doing terminology work

Systematic terminology work enables simplified translation editing and reviewing
Editing without Glossary
A good reason for doing terminology work

9 Systematic terminology work enables **compliance** with industry **best practices**
Best Practice Standards

- ISO 704 Terminology Work – Principles and Methods
- LISA QA Model
- CEN EN 15038 European Quality Standard for Translation Services
A good reason for doing terminology work is that systematic terminology work enables all communicators to meet a critical user requirement.
Consistent terminology =
Benefits Terminology Management

- Meeting Critical User Requirement
- Compliance with Industry Best Practices
- Simplified Terminology QA after Translation
- Simplified Translation Editing
- Automated Termination Lookup
- Consistency across Functional Areas
- Consistency across Business Units
- Consistency across Document Types
- Consistency across Versions
- Simplified Source Editing
Low-cost, easy-to-use terminology management solution

Test drive the Community Edition at: www.termwiki.com
Q&A
Thank you!

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