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The need for speed

Uwe Muegge

Available at: https://works.bepress.com/uwe_muegge/77/
The Need for Speed

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CSOFT™
One World, One Market
Fortune Magazine selects CSOFT CEO Shunee Yee as one of this year’s “10 Most Powerful Women Entrepreneurs”
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2003</td>
<td>CSOFT Founded by Xueni Ye</td>
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<td>2004</td>
<td>CSOFT Moves HQ to accommodate growth</td>
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<td>2005</td>
<td>CSOFT holds 1st Annual Operations Summit</td>
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<td></td>
<td>CSOFT Revenue exceeds $3mil</td>
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<td>2006</td>
<td>CSOFT adds P&amp;G, Bio-Rad, Pfizer, Medtronic, Beckman Coulter, Intel, Dell etc.</td>
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<td>2007</td>
<td>CSOFT Revenue exceeds $12mil</td>
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<td>2008</td>
<td>CSOFT Launches Life Sciences Division</td>
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<td>CSOFT moves HQ to accommodate growth</td>
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<td>2009</td>
<td>Xueni Ye named Asia's Entrepreneur of Year</td>
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<td>2010</td>
<td>CSOFT Expands EMEA Sales Team</td>
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<td>CSOFT Triples Size of Shanghai Office</td>
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<td>2011</td>
<td>CSOFT Opens Hong Kong Office</td>
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<td></td>
<td>CSOFT Moves HQ to World Financial Centre</td>
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<td>CSOFT Announces Tâ Platform</td>
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<td>2012</td>
<td>CSOFT Opens Shanghai Office</td>
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<td></td>
<td>CSOFT Opens Dusseldorf Office</td>
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<td></td>
<td>CSOFT employee count reaches 150</td>
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<td></td>
<td>CSOFT Revenue exceeds $6mil</td>
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<td>2013</td>
<td>CSOFT Receives ISO 9001 &amp; 13485</td>
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<tr>
<td></td>
<td>CSOFT employee count reaches 450</td>
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<td></td>
<td>CSOFT Revenue exceeds $20mil</td>
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<td>2014</td>
<td>CSOFT Ranked #30 LSP in World</td>
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<td></td>
<td>CSOFT Launches TermWiki &amp; ReviewIT</td>
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<td></td>
<td>CSOFT Grows 60% YOY in Q1</td>
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<td>2015</td>
<td>CSOFT Ranked #1 Largest LSP in China</td>
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Life Science
Rush Translation Scenario

• Client is a U.S.-based global player
• Regulatory documents
• Translation into up to 30 languages
• MS Word format
• Typically 5-25 pages long
• Typically 3-5 projects/week

• Short to no advance notice
• Translation memories available for some languages
• Corporate glossary available for some languages

• Delivery within 3 days
• Highest translation quality
Why throwing people at this problem doesn’t work

- Many projects too small
- Limited on-call availability of highly specialized linguists
- No time for resolving inconsistencies
Why throwing technology at this problem doesn’t work

- Many projects too small
- Projects too varied
- Quality requirements too high
Taking a Look at Process Optimization
TO REDUCE TRANSLATION TURNAROUND TIME, WORK WITH CLIENT TO OPTIMIZE SOURCE DOCUMENTS
TO REDUCE TRANSLATION TURNAROUND TIME, SIMPLIFY THE TRANSLATION WORKFLOW
TO REDUCE TRANSLATION TURNAROUND TIME,
TAKE TERMINOLOGY WORK SERIOUSLY
The Latest on Terminology Extraction

- Powerful desktop and cloud-based tools
- Term extraction with machine translation products
- Term extraction with translation memory products

Article available for download: http://owl.li/eDBNF
TO REDUCE TRANSLATION TURNAROUND TIME,
HAVE ONLY ONE LINGUIST EXTRACT TERMS
TO REDUCE TRANSLATION TURNAROUND TIME, Rely on validated terminology.
Hierarchy of Terminology Resources

- Check Validated Master Glossary
- Check Validated Master TM
- Check Reference Docs
- Check Unvalidated Glossaries
- Check Unvalidated TMs
TO REDUCE TRANSLATION TURNOVER TIME, HAVE TERMINOLOGY VALIDATED BY CLIENT
In a rush project, you don’t want to be correcting terminology errors after translation/DTP.
TO REDUCE TRANSLATION TURNAROUND TIME, USE A TERMINOLOGY MANAGEMENT SYSTEM
In a rush project, you don’t want to be sending around/waiting for glossary files. Pictured is CSOFT’s TermWikiPro cloud-based terminology management system.
TO REDUCE TRANSLATION TURNAROUND TIME,
UPDATE TRANSLATION WITH VALIDATED TERMS
TO REDUCE TRANSLATION TURNAROUND TIME, ELIMINATE DTP: USE TEMPLATES, NO TEXT IN GRAPHICS
TO REDUCE TRANSLATION TURNAROUND TIME, AUTOMATE FORMAL QA BY USING A QA TOOL
Automatic QA tools can identify many types of inconsistencies, incl. translation, terminology, numbers, punctuation, and tagging. Pictured is the QA module of CSOFT's Tà cloud-based translation environment.
TO REDUCE TRANSLATION TURNAROUND TIME, ELIMINATE IN-COUNTRY TRANSLATION REVIEW
TO REDUCE TRANSLATION TURNAROUND TIME, BUILD A CLOSE CLIENT-VENDOR RELATIONSHIP
To make this solution work, client and vendor need to orchestrate tools/processes and communicate closely.
THE THREE THINGS
I WANT YOU TO REMEMBER
An important fact to remember

With short-turnaround translation projects, managing terminology is a must
An important fact to remember

With short-turnaround translation projects, research terminology in parallel with translation.
An important fact to remember

3 With short-turnaround translation projects, have only terms reviewed in-country, not the translation
Thank you for your attention - visit us at booth 422c in hall 4!

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