



The Localization Bermuda Triangle: Cost, Speed and Quality

Author-it Summit '14

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Cost, Speed and Quality: Localization Pain Points

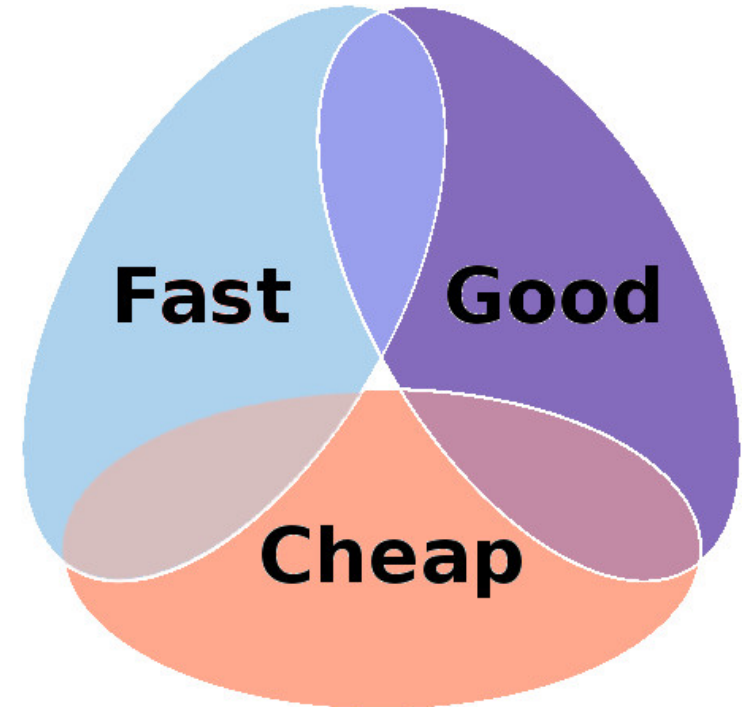
- Slow turnaround times — Time to Market
- Quality problems in translated content — User Experience
- High cost of the entire process — Budget

Cost, Speed and Quality – “Pick any Two”

- Sacrifice quality with low cost and high speed
- Sacrifice cost with high quality and high speed
- Sacrifice speed with high quality and low cost

OR

- Translate quickly and to a high standard, but then it will not be cheap.
- Translate quickly and cheaply, but it will not be of high quality.
- Translate with high quality and cheaply, but it will take a relatively long time.





Content Strategy

Optimize source content to improve the localization process

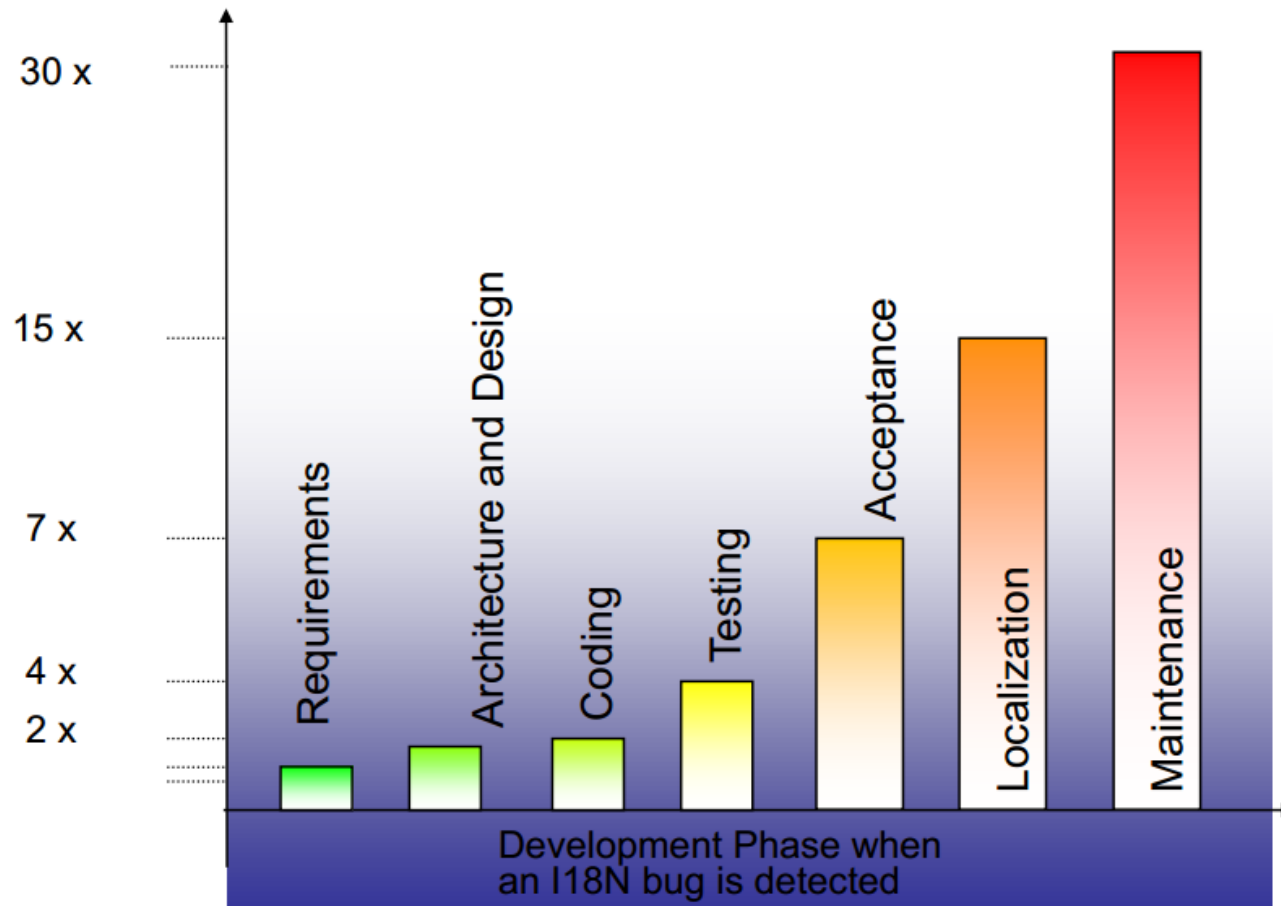
The Role of Quality in the Localization Process

- High quality source content produces high quality translation.
 - “Garbage in, garbage out”
 - Opposite is also true — “put good in, get good out”
- High quality content is easier to translate.
 - Easier content takes less time
 - More accurate, produces few linguistic bugs (less rework)
 - Fewer words
 - Costs less
- Poor quality is expensive:
 - \$5000/bug metric during localization at Cisco
 - Cost increases if serious issue discovered after release



The Role of Quality in the Localization Process

Source: "Software Internationalization Tools and Solutions" - Xerox



- Thinking about localization and after the source is released is too late
- Catch linguistic bugs early
- Optimize source content before translation
- Send finalized content to localization, not draft

Content Optimization in Authoring

- Consistency is key — control the source language
 - Spelling rules
 - Style and voice
 - Terminology
- Sentence length — less is more
 - Wordy, run-on sentences are confusing
 - Keep sentences 26 words or less
- Graphic text — embedding is bad
 - Automated search tools can't find it
 - Difficult to localize



Content Optimization

How to achieve consistency and quality in source content

Spelling Rules: The Myth of International English

Consider this marketing text from a recreational vehicle:

Fine for UK, AUS, NZ...
Doesn't work in US or CA.

Fine for UK, AUS, NZ, CA...
Doesn't work in US.

“...option to customise your vehicle in four colours, add a stripe down the center, or an additional tyre in the trunk.”

Fine for US...
Doesn't work in UK, AUS, NZ, CA.

Fine for US, CA...
Doesn't work in UK, AUS, NZ.

Spelling Rules: Pick One, Localize the Rest

UK / AUS / NZ:

“...option to **customise** your vehicle in four **colours**, add a stripe down the **centre**, or an additional **tyre** in the **boot**.”

CA:

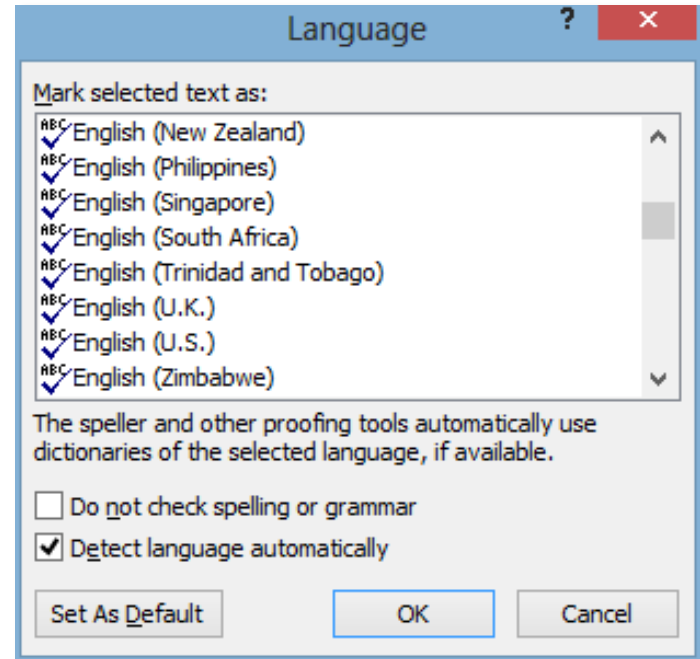
“...option to **customize** your vehicle in four **colours**, add a stripe down the **centre**, or an additional **tire** in the **trunk**.”

US:

“...option to **customize** your vehicle in four **colors**, add a stripe down the **center**, or an additional **tire** in the **trunk**.”

Spelling Rules: Consistency and Localization

- Spell checkers drive consistency in content
- Spell checkers use one rule for single locale
- Translation memory (TM) tools use single locale
 - Consistent spelling → more matches in TM
 - More word matches → lower cost



Terminology: Consistency and Localization

- Terminology is a major factor in driving consistency. Consider this terminology text from a company making printers:
 - Two sided
 - 2 sided
 - Double sided
 - Duplex
 - Two-sided
 - Two-Sided
 - 2-sided
 - 2-Sided
- Translation memories see each variation in source text as different content. This includes capitalization, spacing and punctuation. 100% word matches come from text that is identical.

Terminology: Consistency Improves Clarity and the User Experience

Most companies struggle with consistency in these common terms:

- email or e-mail?
- web or Web?
- internet or Internet?
- web site or Web site?
- website?
- web page?
- webpage?

Two sided lorem ipsum dolor sit amet, mea ne brute **website** dignissim, fabellas consetetur adversarium ad mea. Ad ius velit suavitate corrumpit, no **Web** usu eirmod dissentiunt accommodare, elit populo iriure sit cu. Eu mel esse **duplex** disputationi, an nullam debitis vim, an **double sided** veri altera perpetua sed. Causae eruditi no sea, saepe abhorreant nec id. Usu esse **Web site** inermis ut.

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Style Guide: Rules to Drive Consistency and Clarity

- Long sentences can be confusing, increasing risk of inaccurate translation
- Limit sentences to 26 words or less
- Style guide example:
 - Word count dropped from 30 to 16
 - Passive voice to active voice
 - Remove modal verbs
 - Avoid possessives
 - Condition precedes action

Before

Use the Saved Job option to store your job on the device's hard drive so that it can then be printed on demand when required or printed from Internet Services.

After

To print your job from the hard drive on demand or with CWIS, use the Saved Job option.

Style Guide & Terminology at Work

- Applying style guide and terminology rules greatly improves consistency
- Consider all the possible variations of this common phrase:
 - Condition precedes action
 - Remove passive voice
 - Remove unnecessary words
 - Remove modal verbs
 - Apply approved terminology

For more information, contact your system administrator.

For more information, please contact your system administrator.

For more information, contact the System Administrator.

For more information, you can contact the system admin.

For more information, contact the System Admin.

If you need more information, you may contact your system administrator.

If you need assistance, please contact the system administrator.

If you require assistance, contact your Sys Admin.

Please contact your system admin for more information.

If more information is required, call your System Administrator.

Call the System Administrator if more information is required.

Please call the System Administrator if you need more information.

Call your Sys Admin if you need more information.

If more information is required, you should contact your System Administrator.

Please contact your system administrator for more information.



Content Optimization

The case for writing fewer words

Get to the Point – Words Are Expensive

“I’m sorry I wrote such a long letter. I did not have the time to write a short one.”

– Abraham Lincoln

Case Study: a Tale of Two Teams

Team A User Guide

- Our guide provides more information to customer
- “more = better”



700 pages

Quality?

- High volume of customer support calls
- Only 15% of customers used the manual to find information

Team B User Guide

- Our guide provides necessary information to customer
- “less = more”



200 pages

Quality?

- Low volume of customer support calls
- Most customers used the manual to find information

Get to the Point – Words Are Expensive

- The most effective way to reduce localization cost? Write less!
- Translation charges by the word. More words → higher cost

Cost?

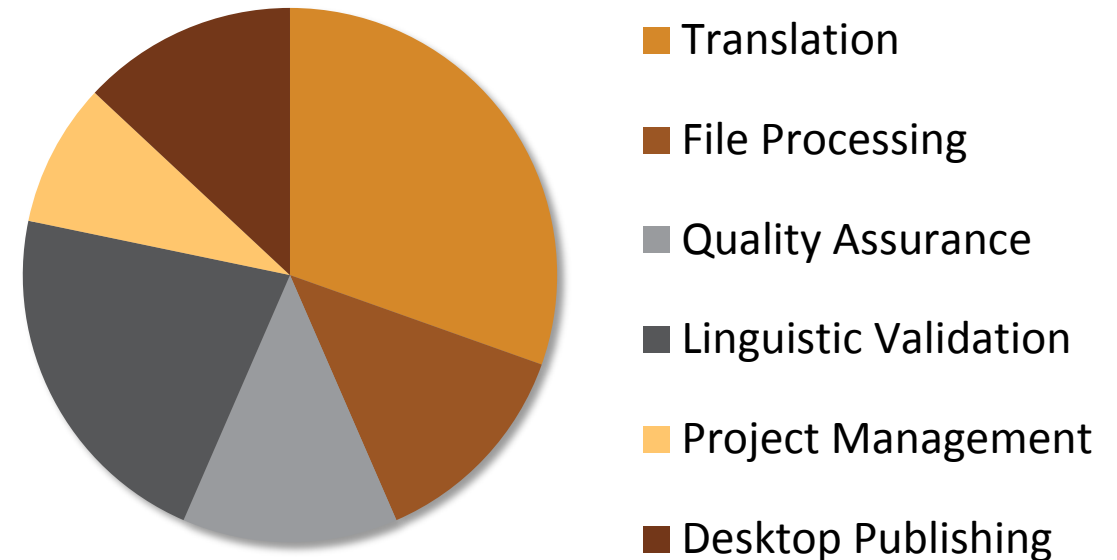
Team B User Guide = 200 pages
200 pages x 250 word/page = 50,000 words
50,000 x \$0.25/word = \$12,500
\$12,500 + fees and other processes =
\$35,000± ...for 1 language

20 languages = \$700,000

Speed?

- Turnaround time = Time to Market
- Slower time → Loss of Sales

Translation Cost





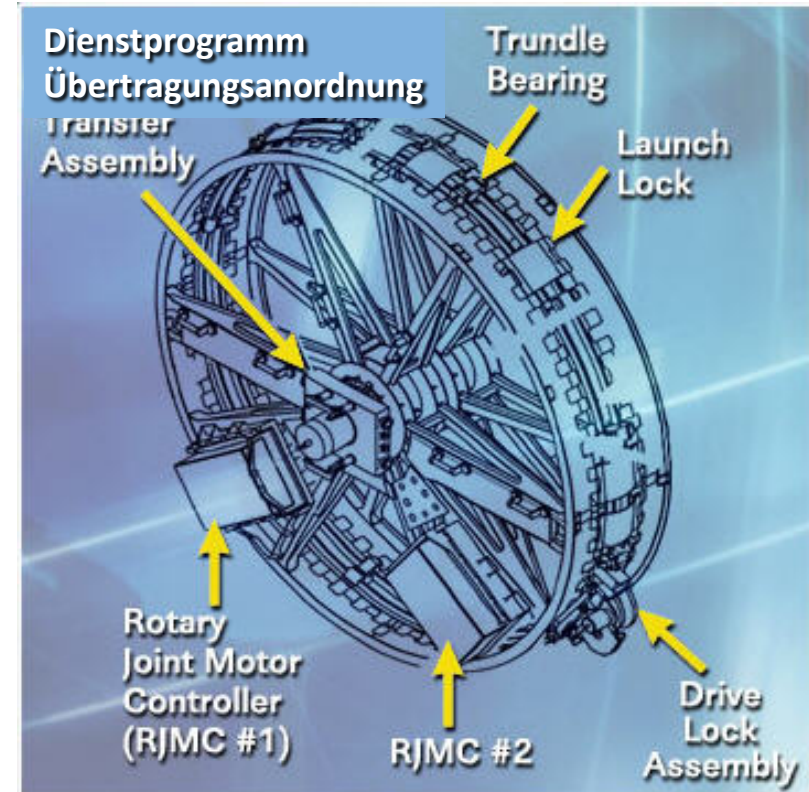
Graphics

Localization strategy techniques to optimize your images

Graphics: Worst Case

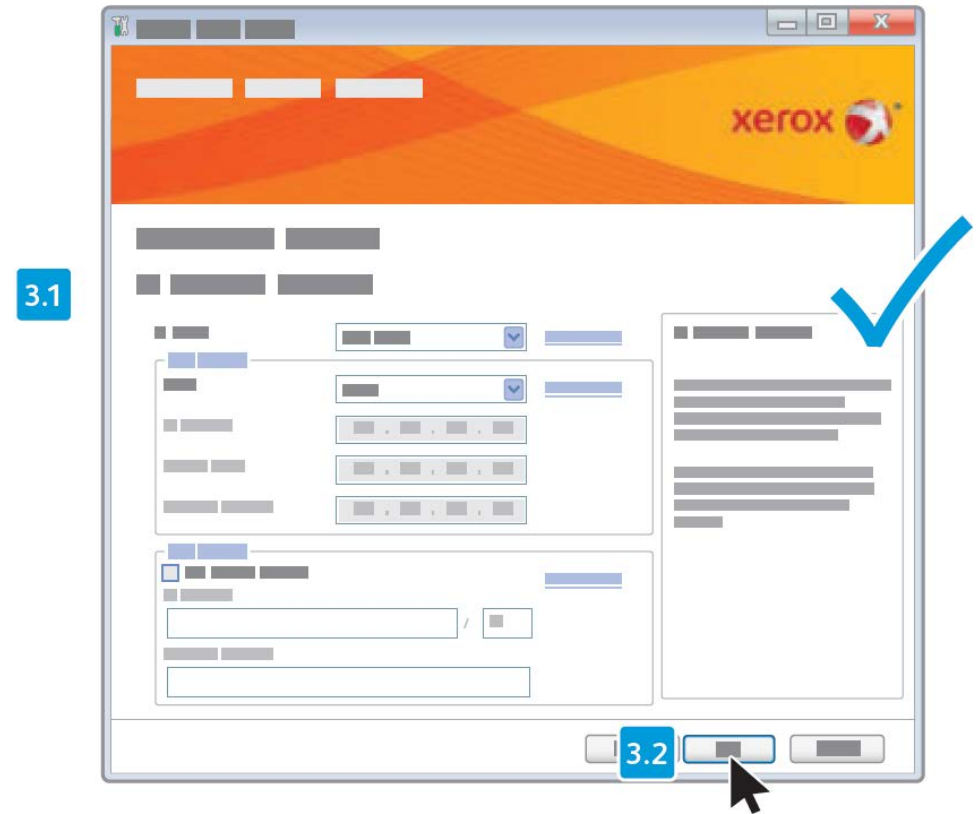
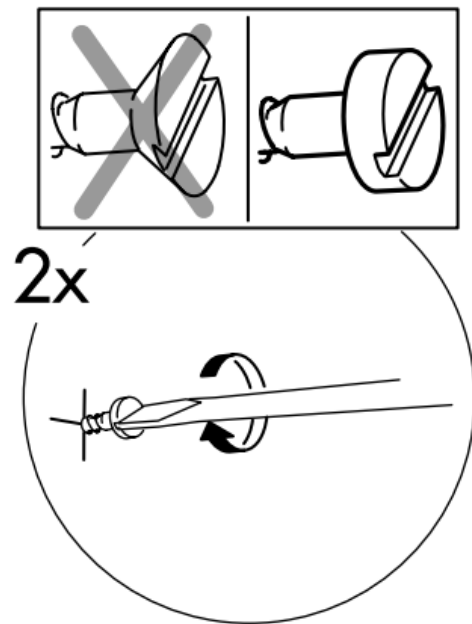
Text is Embedded in Graphic File

- Terminology and spell checkers can't find it
- SEO: search engines can't find it
- Won't work in machine translation
- Harder to localize
 - Cost: more expensive
 - Speed: labor-intensive
 - Quality: error-prone



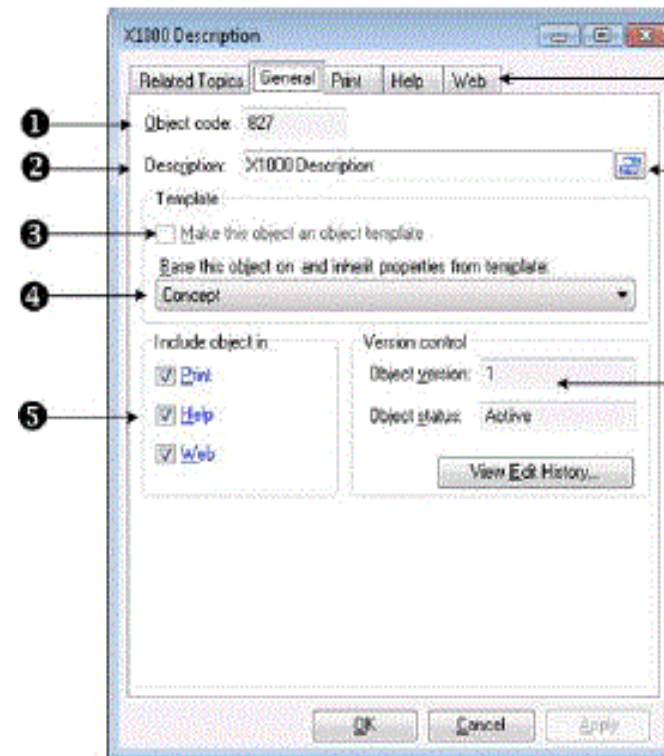
Graphics: Best Case

Avoid Text in Graphics Entirely



Graphics: Best Practices in Author-it

Use numbers or letters as callouts,
Then list these in a table.



1. Unique object ID number.
2. Object description.
3. Template indicator.
4. Template the object is based on.
5. Outputs to which the object will publish.
6. Output property tabs.
7. Synchronize Description and Heading button.
8. Object version and status.



Thanks!

Optimize your source content and you'll get high quality localization on time and within your budget.