Translation Management Systems Explained

Reduce the cost and administration of your language translation process.
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Reduce the cost and administration of your language translation process
Introduction

Organizations want engaged customers to become more committed, and committed customers to become their product and service advocates. In a global environment this is only possible if content is presented in the local language of the targeted market, across every customer touch point, throughout the customer journey.

Despite the technological advances of recent years, too many language translation processes are not up to this challenge. They are either being performed manually or are de-centralized and fragmented across an organization. Websites, documents, software strings and instruction manuals are translated by multiple language service providers who are not working together or, worse, individuals are emailing Word docs and tracking their progress using spreadsheets. What is required is to shift translation efforts from manual, disparate processes to a centralized process fully administered by a translation management system. A translation management system automates translation tasks and greatly reduces the costs of supporting local language content. In addition, a translation management system can produce higher quality output, faster turnarounds for updating content and an overall improved customer experience.

This eBook describes translation management systems and how they simplify, accelerate and improve the quality of the output of the language translation process.
Language Translation Opens New Markets

A large part of delivering a great customer experience is providing the content in the language of the local market. To ensure the highest level of customer satisfaction the local content must be just as timely and of similar quality as that which is delivered to the company’s home market. But how can companies manage a growing set of expectations as the number of targeted local language markets grows and the velocity of content changes increases?

Translation Issues

The biggest issue with corporate translation programs is that localization processes are fractured across multiple divisions or geographies. As a result departments have separate translation memory databases and corporate terminology lists. Content coming out of different parts of the company have different terms, styles or format. Also some companies may still manage their translation programs by emailing Word documents and tracking their progress with spreadsheets. This produces an overwhelmingly manual process that is costly and prone to errors. A mistranslation results in having to rerun the process, causing needless delays and increased translation costs. Old data, mistranslations or non-native language content does not make customers want to do business with you. They are the signs of a poorly executed content management process in general and a poor translation program in particular.
## Symptoms of poor language translation programs:

<table>
<thead>
<tr>
<th>Role in Company</th>
<th>Translation Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>• Translation process takes too long resulting in stale content on websites, out of date collateral and dissatisfied customers&lt;br&gt;• Inconsistent translations of company slogans, phrases and terminology</td>
</tr>
<tr>
<td>Translation Project Manager</td>
<td>• Highly manual process communicating with translators and reviewers of content changes&lt;br&gt;• Unable to see what content is new and requires translation, and what content already has approved translations&lt;br&gt;• Managing multiple language service providers without an efficient method of managing costs and billing</td>
</tr>
<tr>
<td>Procurement</td>
<td>• Cost of language translations too high as content is unnecessarily being retranslated&lt;br&gt;• Unable to track translation cost proposals and project actuals&lt;br&gt;• No central repository for content reuse or auditability</td>
</tr>
<tr>
<td>Technical &amp; Product Documentation</td>
<td>• Documents for different languages are at different versions due to the lag in getting them translated&lt;br&gt;• Document authors reluctant to publish updated versions of content because of the administrative burden of managing translation process</td>
</tr>
<tr>
<td>Service &amp; Customer Support</td>
<td>• Difficulty finding the latest version of remote language documentation&lt;br&gt;• Customer complaints that documentation is not synched with product versions&lt;br&gt;• High support costs for international markets</td>
</tr>
<tr>
<td>Software</td>
<td>• Product information not in local languages&lt;br&gt;• Local language documentation availability lags product release due to slowness of translation&lt;br&gt;• Long lead times required for local language documentation and software updates</td>
</tr>
</tbody>
</table>
Centralize the Translation Process

One of the most beneficial uses of a translation management system is to centralize multiple translation processes into a single program. For instance the marketing department may be using multiple language service providers for different languages. At the same time the Technical Documents group has their own set of translation tools and internal translators. This results in a high cost for localization as content is needlessly retranslated, inconsistent terminologies, a needlessly high number of resources required to manage the translation process, and ultimately a devalued brand, time-to-market delays and poor customer experiences.

Automate the Translation Process

Translation management technology automatically performs transactions at a fraction of the cost and time required by a human-only process. Project management discipline is used to reduce the number of human steps and automatically track where every document is in the translation process. The translation management system automatically segments incoming documents by new or existing content (that with approved translations), initiates a translation job for the new material, provides a cost estimate based on a company’s existing contracts, routes the content through pre-defined workflows customized for each department or document type, applies translation memory and terminology centrally for greater corporate consistency, facilitates translation review and approval, and returns the finished translations to a central repository for storage and audit controls.
Having multiple, parallel translation programs results in overspending for translations, inconsistent branding, excessive administrative efforts and multiple repositories of source and translated material.
Centralized translation management systems

Centralized translation management systems centralize the multiple translation efforts that can occur in today’s large enterprises.
This workflow is typical of a non-automated translation process and demonstrates that there can be as many as 22 manual steps to produce a simple document. An automated translation management system can greatly reduce the number of human-based translation tasks.

Company 'A' manual steps aided/automated with SDL TMS
Translation Vendor manual steps reduced/eliminated with SDL TMS
Only manual steps expected in translation process

www.sdl.com
Benefits of a Centralized Translation Management System

A translation management system will bring a host of benefits to any implementing organization, including:

- **Quality content for end users** – A translation management system ensures every form of content has the highest quality translation and consistency, and all translations are sent through predefined review cycles.

- **Greatly reduced cost** – The translation management system automatically identifies what content has changed and what has previously approved translations. Only new content is sent out for direct human translation.

- **Decreased administrative burden** – Processes that formerly required dozens of tasks are reduced to a few human steps with a translation management system managing the routing, storage and communications between program participants. (See Diagram 3)

- **Ability to scale** – Best practices and workflows are enforced by a scalable system that can apply a proven process to new languages and content types with little incremental effort.

Deploying a translation management system ensures the translation process produces the highest quality content at the least cost in the fastest times possible.
SDL Solution

SDL WorldServer is the leading translation management system in the industry.

Hundreds of the top global companies depend on SDL WorldServer to optimize their translation requirements.

SDL WorldServer simplifies and accelerates the localization process for any content – from websites to documents to software.

SDL WorldServer is designed to centrally manage, automate and control high volumes of translation projects across multiple language service providers that deliver quality translations on time and on budget.

SDL customers

- adidas
- Amway
- belkin
- KUONI
- SIEMENS
- TOMTOM

A World of Difference
Sample document translation process

This sample process demonstrates how document translation can be reduced to as few as four human steps (purple) with the rest being automated (blue) or routed by the tool (grey). The translation management process is customizable to meet the unique needs of any organization or type of content.
SDL WorldServer Translation Tools

Translation Memory
SDL WorldServer features Translation Memory (TM), a database of all previously translated content. Any new requests for document translation is passed through the TM database to segment content and identify that which already has approved versions in the target language. For content where there is no exact translation, TM will offer similar or “fuzzy” local content to make the translator’s job faster and easier. This also ensures consistency of translations across markets and document versions while reducing the volume and price of translation services.

Terminology Management
Terminology Management is an organized record of controlled words and phrases combined with their standard or mandated translations. This database allows you to manage commonly used words as well as slogans or corporate phrases that must be translated in a particular way (for example, a company tag line, product or feature name). This eliminates subtle translation changes being introduce and maintains the quality and consistency of local language content with that of the source material.
Translation Management Systems Explained

WorldServer Cost Estimator

<table>
<thead>
<tr>
<th>Asset</th>
<th>Words</th>
<th>ICE Match</th>
<th>100%</th>
<th>100%-95%</th>
<th>95%-85%</th>
<th>85%-75%</th>
<th>75%-50%</th>
<th>50%-0%</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word Doc 1</td>
<td>179</td>
<td>131</td>
<td>2</td>
<td>0</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Word Doc 2</td>
<td>175</td>
<td>125</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>90%</td>
</tr>
<tr>
<td>Word Doc 3</td>
<td>145</td>
<td>132</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>92%</td>
</tr>
<tr>
<td>Total</td>
<td>499</td>
<td>388</td>
<td>6</td>
<td>1</td>
<td>15</td>
<td>0</td>
<td>10</td>
<td>36</td>
<td>86%</td>
</tr>
</tbody>
</table>

| Total %    | (77.7%) | (1.2%) | (0.2%) | (3.0%) | (0%) | (2.0%) | (7.2%) |

SDL WorldServer calculates the cost of any project based on existing contract details. The project above will cost only $14.05 for translation services since 77% of the words have ICE (In-Context Exact) matches. ICE words do not need to be translated as they have perfect matches in the Translation Memory. Translation is paid only for words with less than 100% match.

Translation Memory saved **86%** of the cost of translating these three documents by reusing previously translated content.
Workflow Customization

Core to SDL WorldServer is a workflow-based process automation engine that drives all translation project activities. You can easily configure the workflow so that, for example the process for translating marketing material is different from that for translating very technical documentation. Unique partners can be designated as the approved translators or reviewers to ensure the subject matter experts control the final quality of their content. In addition comments, question and notifications of project related issues can be attached to any content to improve the quality as it moves through the localization supply chain.

The net result of deploying SDL WorldServer is a highly optimized translation process that produces high quality translated content faster and for less cost and administrative burden than any home grown process. In addition, Translation Memory, Terminology Management and workflow customization makes SDL WorldServer the premiere translation management system in the industry.
TomTom

TomTom is a major provider of location and navigation products. Based in the Netherlands, TomTom has annual revenues of over US$2B and over 3,500 employees. More than 45 million people use TomTom products every day in applications such as navigation services, fleet management and handheld portable navigation devices.

The company was centrally translating their content into eight to ten languages. The local offices were unhappy with the quality of the translations and were reluctant to use them with customers. Local offices often produced their own documents which could diverge widely from the corporate brand.

TomTom wanted to expand into new markets which required doubling the number of supported languages. TomTom adopted SDL WorldServer to manage the entire translation process and gained widespread benefits including:

- A 40% reduction in translation costs and an 80% decrease in translation program expenses
- Increased the number of supported languages from ten to 35
- Reduced average translation turnaround times by two days
- Greatly improved partner and customer satisfaction with the quality and impact of their local language content
SDL WorldServer Aligns with the Leading Content Management Systems

SDL WorldServer is completely aligned with any content management system, adding improved translation quality and speed to any customer experience management process. SDL WorldServer allows the use of Content Connectors to integrate with common content repositories. In addition a robust software developer’s kit (SDK) with extensive documentation is available for building custom integrations.

SDL WorldServer can connect to any third party translation tools available in the industry. There is no need to interrupt the communication process companies currently use to work with third party translators since SDL WorldServer can enhance existing communication channels. One of the leading desktop translating tools available on the market is SDL Trados, a product focused on making the translator himself more efficient, and hence, more affordable. A SDL WorldServer to Trados Studio connection will allow translators to download their requested projects and work on them off line, with all the leading tools translation engines have to offer.

SDL WorldServer allows automatic side by side reviews to ensure the final translated product has the same look and feel as the original source content.
SDL Translation Services

Critical to the success of any multi-language process is the capabilities of the translators themselves. WorldServer can integrate directly with SDL’s Language Services organization, the industry’s largest network of in-house, in-country translation and production offices. SDL’s Language Services organization provides:

1. A single point of contact for all language requirements
2. Over 70 offices in 38 countries, a presence in all major business markets
3. Subject matter experts and a wide range of domain experience
4. 1000+ SDL employed translators
5. Project and Account management
6. In-country support for local reviewers
7. Technology management and support

WorldServer can integrate directly with SDL’s Language Services organization
Implementation Choices

The SDL WorldServer architecture provides a robust and scalable translation management solution that can be deployed on premise, in the cloud as Software-as-a-Service (SaaS) or hosted by SDL to suit the financial and business goals of any organization. WorldServer deployments can begin with the low cost and speed of a SaaS version and then be converted to an on premise version if business requirements change over time.

The ongoing success of your globalization environment depends on your ability to convert content from a source language to those used in conducting business in local markets. A corporation may have the best products in the industry but if the words used to describe them are confusing, misinterpreted or out of date, then that product excellence will be lost in foreign markets.

SDL WorldServer offers centralized translation management designed to improve translation quality while at the same time reducing complexity and cost. SDL WorldServer can be integrated with pre-existing tools and provide a tight alignment to optimize the foreign language business of global organizations.
About SDL

Managing the quality of customer business interactions is critical to an organization's brand and success. For example, when customers shop online they want to be greeted in the language of their choice, see up-to-date and accurate content, and be recognized if they have done business on that site in the past.

SDL provides tools and services to manage and improve the global customer experience. SDL products discover customer insights that enable businesses to create meaningful interactions regardless of the channel, access device, language or time end users choose to do business.

**SDL’s full suite of customer experience management tools provide:**

**Business Analytics**

SDL tools guide informed decisions and improve marketing ROI by bringing together all the data needed to understand what customers are saying through their activities, responses to communications and social conversations.

**Manage Marketing Campaigns**

SDL helps successful brands design their customer experience around meaningful, highly personalized and segmented engagements.

**Documentation**

SDL products and services enable companies to guide end-users as they research products before they make a purchase by delivering the most relevant, valuable technical and product information - where, how and when the prospective customer wants it.
About SDL

**eCommerce**
SDL platforms generate great eCommerce experiences that guide the customer to the right item in the right context by combining onsite search and navigation, data-driven merchandising, and personalization.

**Language Management**
Create multilingual content that engages your customers in their language more quickly and cost effectively using SDL's market leading translation software and machine translation products.

**Social**
Leverage actionable insights from social data to drive real-time business decisions and enhance the customer experience.

**Web**
Drive the ultimate web experience with your brand by delivering relevant information at the right time, on the right channel and in the right language. SDL Web Content Management solutions power the sites of the top global brands and have earned #1 ranking from Forrester and Gartner.

For more information contact your local SDL representative or visit www.sdl.com
Who Uses SDL Customer Experience products?

9/10
top pharmaceutical companies

5/10
top retailers

Top 5
food, drink & tobacco companies

9/10
top high tech companies

9/10
top automotive companies

8/10
top software companies

8/10
top automobile companies

6/10
top banks

In short, **72 of the top 100 global brands rely on SDL!**

For more information contact your local SDL representative or visit [www.sdl.com](http://www.sdl.com)
SDL (LSE: SDL) allows companies to optimize their customers' experience across the entire buyer journey. Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps organizations leverage data-driven insights to understand what their customers want, orchestrate relevant content and communications, and deliver engaging and contextual experiences across languages, cultures, channels and devices.

SDL has over 1,500 enterprise customers, over 400 partners and a global infrastructure of 70 offices in 38 countries. We also work with 72 of the top 100 global brands.

For more information, visit www.sdl.com