



The Case for Interoperability:

Efficiency and Freedom of Choice in the
Translation Supply Chain

Localization World Paris – June 5, 2012

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- Selecting an enterprise translation management system
- State of localization interoperability standards
- Translation Interoperability Protocol (TIP)
- Why interoperability matters to *you*
- Live Demo: ONTRAM \Leftrightarrow XTM \Leftrightarrow Kilgray \Leftrightarrow Medtronic
- Roadmap
- Announcement

Selecting an Enterprise Translation Management System

Global Translation Solutions

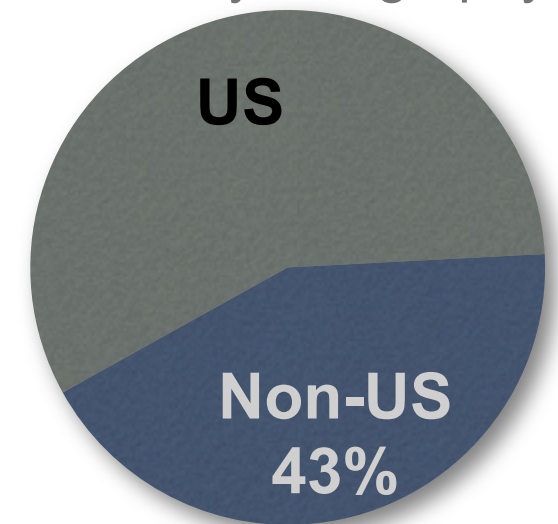


TMS in a Life Sciences Company

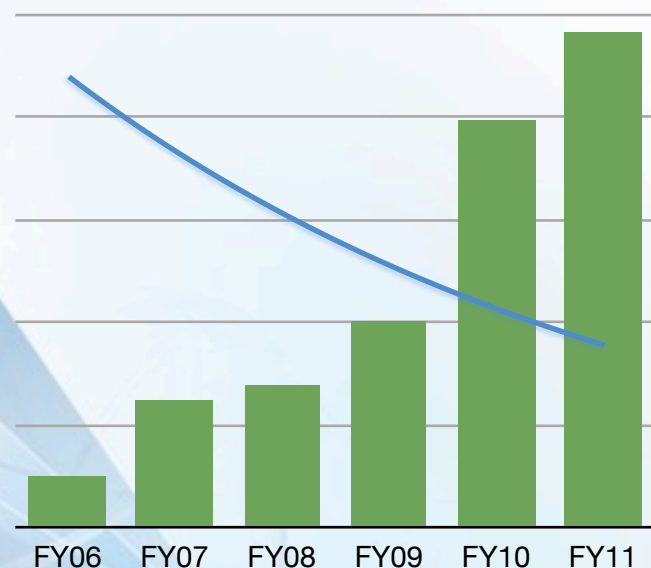
- Medtronic

- Largest medical device company
- Pacemakers, neuro stimulators, spinal surgery, diabetes treatment, etc.
- \$16,000,000,000 in sales in FY2011
- Offices in 120 countries

Sales by Geography



Volume vs Cost Per Page



- Translation challenges:
 - Patient risk
 - Regulated industry
 - 30+ languages
 - 2 separate translation centers
 - Aging translation software

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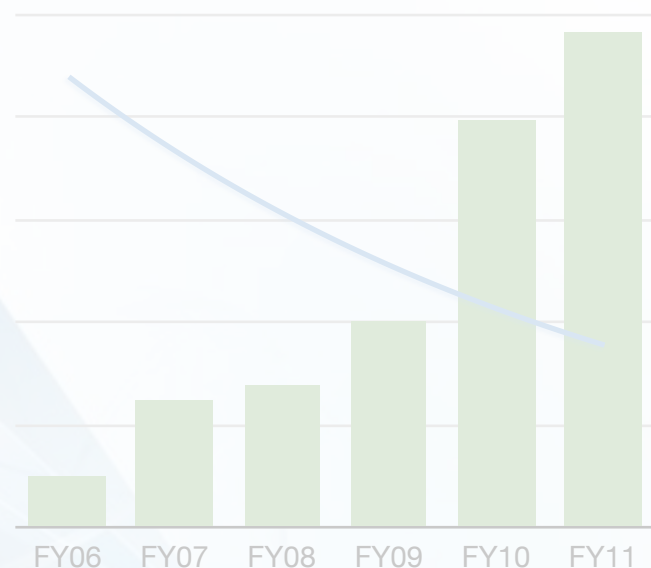
Sales by Geography



*** For Medtronic translation, TMS is the key to meeting safety, cost, and time goals**

- Translation challenges:

- Patient risk
- Regulated industry
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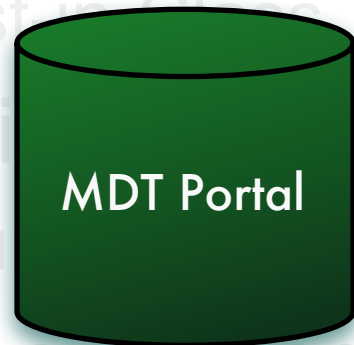


TMS Selection Strategy

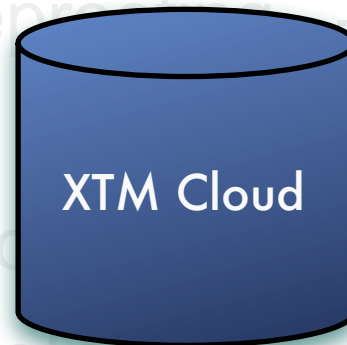
- Design principles
 - Best-in-Class – Futureproofing – Interoperability – Compliance
- Identified candidates
 - Found 47 vendors (54 tools!)
- High-Level Requirements
 - Evaluated tools and providers against 14 general requirements
 - Organized by category (TM, TB, workflow, translation editor)
 - Narrowed from 54 to 23 tools
- Mid-Level Requirements
 - Vendors recorded sessions following script we provided
 - Narrowed from 23 to 16 tools
- Low-Level Requirements
 - Evaluated tools against 400+ detailed requirements
 - Narrowed from 16 to 3-4 tools (termbase is TBD)

TMS Selection Strategy

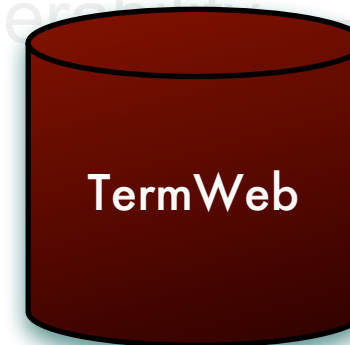
Project Management



TM Server



Term Server

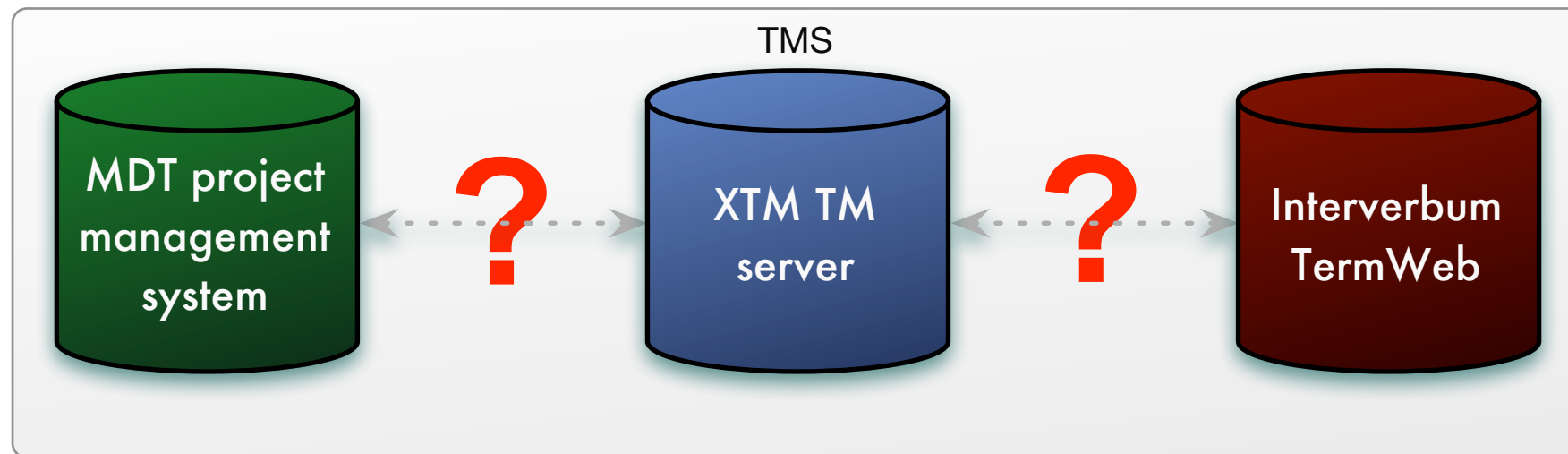


Translation Editor

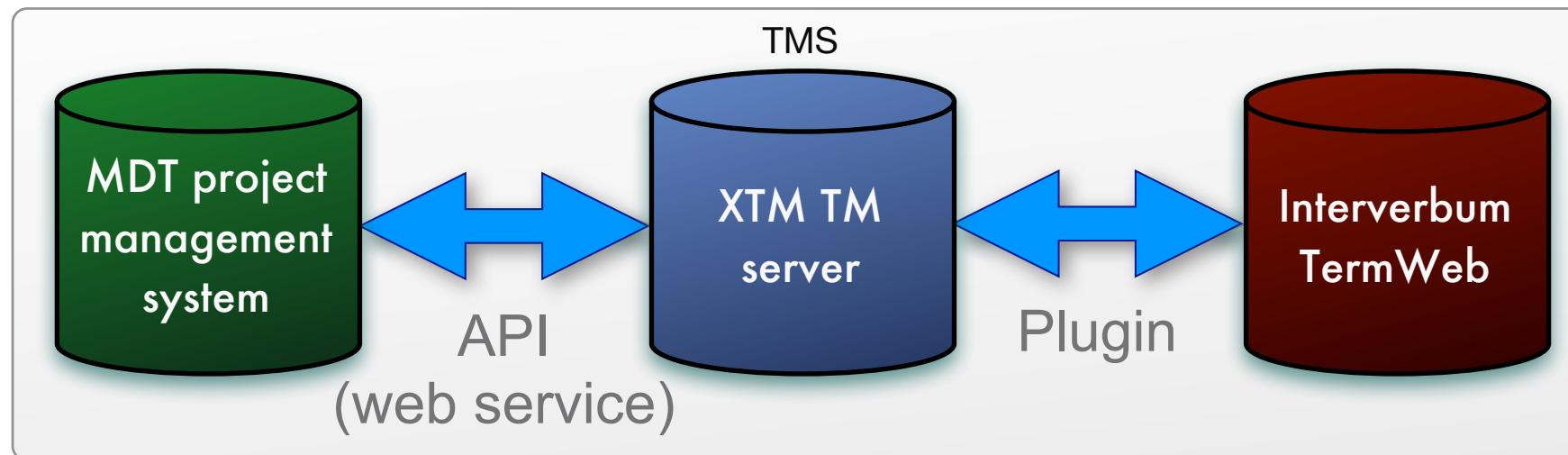
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- Identification of Candidates
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*Note: “best-in-class” = scored highest against *Medtronic requirements*. Your results may vary.

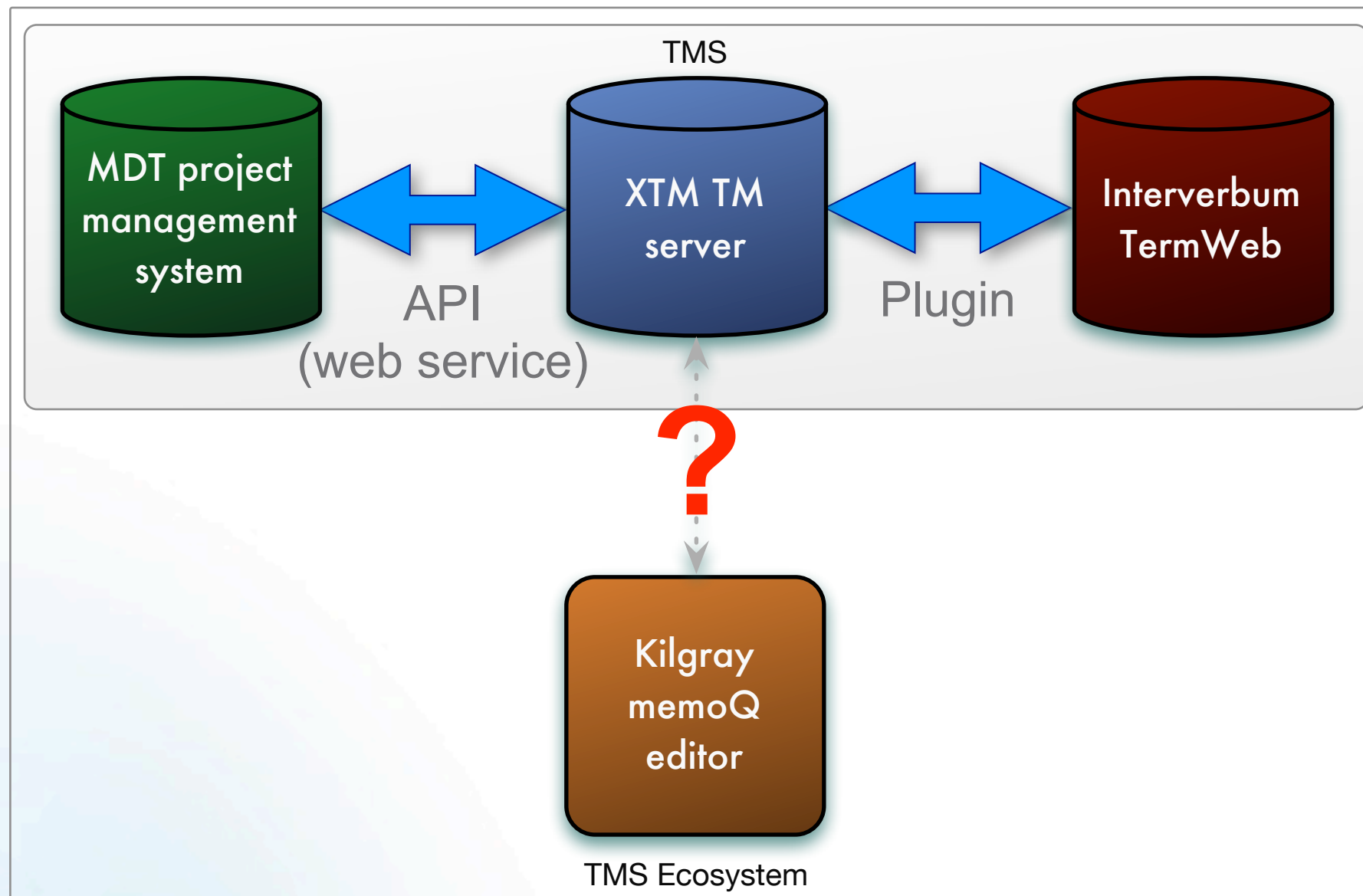
Integrating “Best-in-Class” Tools



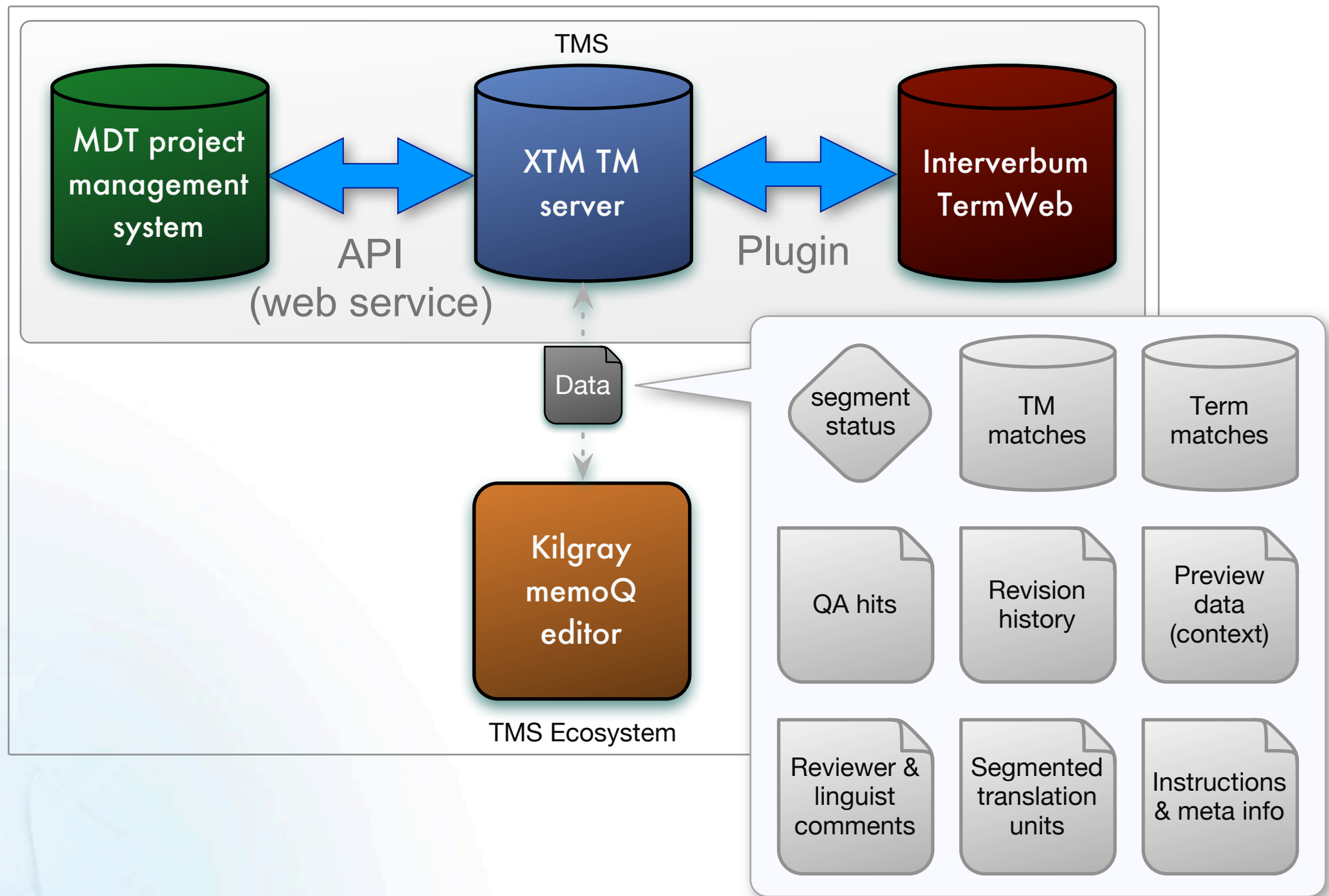
Integrating “Best-in-Class” Tools



Integrating “Best-in-Class” Tools



Integrating “Best-in-Class” Tools



Interoperability via Translation Standards

Global Translation Solutions



The Reality of L10N Interoperability

- “Why can’t I use memoQ to translate my client’s ONTRAM project?”
- “I get a TMX back from my vendor, but not everything comes through as a 100% match.”
- “Why can’t our WorldServer instance recognize translations completed in an XLIFF edited by another tool?”
- “I exported our entire glossary in TBX format, but the translators still used the wrong terms.”
- “The reviewer says she put in comments, but I can’t see them.”
- “Our clients use different TM systems. Our sub-contractors use different systems. Our freelancers are using different brands and versions. Every project is a headache.”


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*** Lack of interoperability is a very real problem**

- “I exported our online glossary in TDX format, but the translators still used the wrong terms.”
- “The reviewer says she put in comments, but I can’t see them.”
- “Our clients use different TM systems. Our sub-contractors use different systems. Our freelancers are using different brands and versions. Every project is a headache.”

L10N Interoperability Standards

Topic	Standard	Interoperability Efficiency	
Segmentation	SRX 2.0	SRX 1.x loophole fixed; simple enough that tools can support full standard easily	
Terminology	TBX Default	Too flexible for interoperability; wrong scope for translation projects	

- * There are no standards for the overall project**
- * Many of the standards for individual components have issues that affect interoperability**

Translation Bitext	XLIFF 1.2	Too flexible; not enough elements; too many elements; doesn't work in real world*	
Translation Bitext	XLIFF 2.0	Too non-existent	
Translation Projects	none!	n/a	

* source: every presentation in every XLIFF Symposium ever held

Interoperability Now! (IN!)

- Formed out of business necessity
 - Members from client, tool, and LSP sectors
 - Common understanding and approach:
 - We want to be able to exchange data seamlessly between our tools
 - We want to have a workable solution today, not tomorrow
- A different approach to making a common language
 - Team is heavy on software developers + business managers
 - Experienced in implementing I10n standards and file formats
 - Practical focus
 - No attempt to solve every possible problem or use case
 - Re-use and adapt before create anew
 - Agile: design, test. Design, test. Design, test.



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- A different approach to making a common language

*** Goal: Deliver a robust solution as quickly as possible**

- Experienced in implementing non standards and file formats
- Practical focus
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 - Re-use and adapt before create anew
 - Agile: design, test. Design, test. Design, test.



Translation Interoperability Protocol (TIP)

Global Translation Solutions



IN! Deliverables

- **TIP**: **T**ranslation **I**nteroperability **P**rotocol
 - XLIFF:doc - translation bitext
 - TIP Package (TIPP) - L10N project container

XLIFF:doc

- Representation guide for handling **documents** in XLIFF
 - Office documents (.doc, .docx, .rtf, .otd, .xls, etc.)
 - FrameMaker (.mif)
 - InDesign
 - XML document file formats (DITA, structured FrameMaker, etc.)
 - HTML and XHTML
- Backwards compatible with XLIFF 1.2
 - Very easy to implement
- Optimized for Interoperability
 - No mysteries: every required/allowed element is called out
 - Enhancements: previews, terminology, and version history
 - Watertight: all your data survives

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*** XLIFF:doc = pragmatic evolution of XLIFF 1.2, ready TODAY**

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- Optimized for Interoperability
 - No mysteries: every required/allowed element is called out
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 - Watertight: all your data survives

Translation Interoperability Protocol Package

- Everything you need to translate a project
- ZIP archives with XML manifests
- Unlimited bilingual sub-packages
- Contents can be encrypted
- Embeds ISO/TS 11669 structured translation specs
- Balances extensibility with interoperability

Translation Interoperability Protocol Package

- Everything you need to translate a project
- ZIP archives with XML manifests
- Unlimited bilingual sub-packages
- Content type based translation
- Embedded glossaries and specs
- Balances extensibility with interoperability



Designed for Interoperability



Designed for Translation Industry

What Can You Put into a TIPPP?

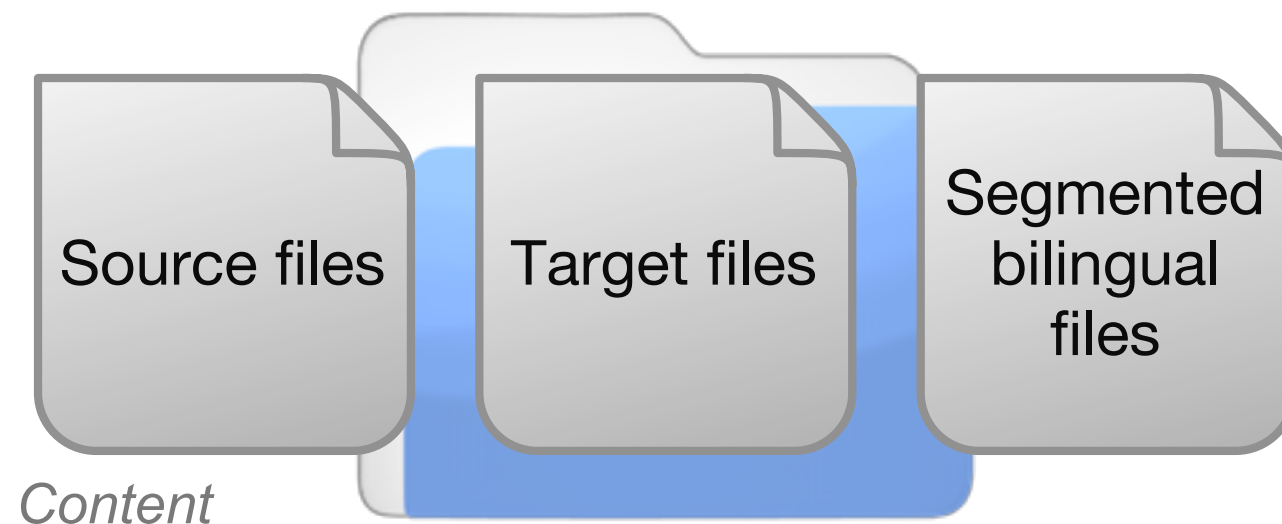


My Project



My TIPPP

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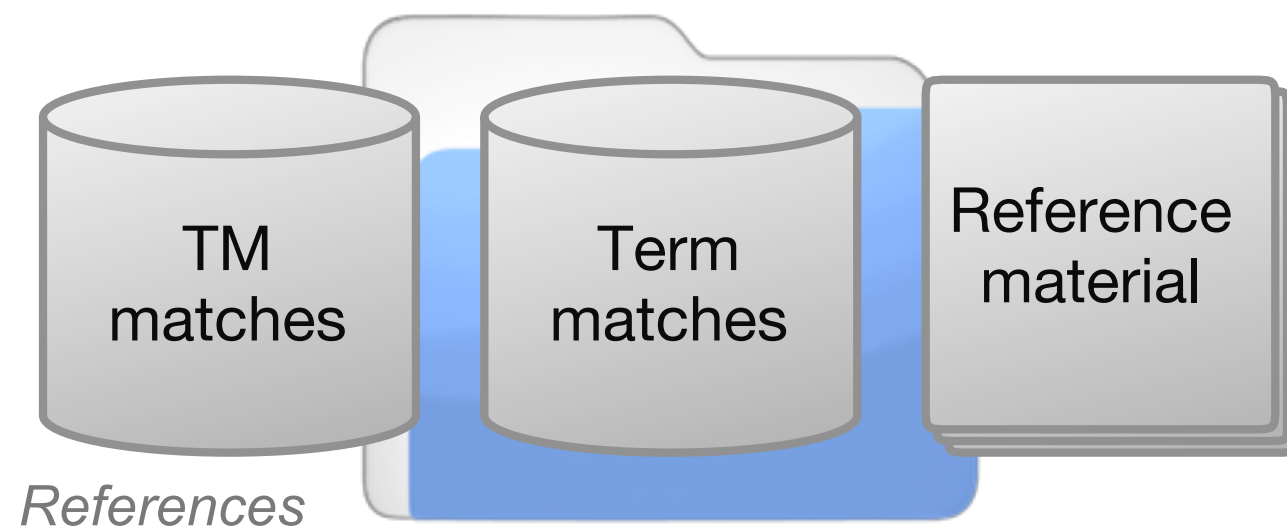


My Project



My TIPPP

What Can You Put into a TIPPP?



My Project



Manifest

Object

Bilingual

Input

Output

My TIPPP

Global Translation Solutions



What Can You Put into a TIPPP?



My Project

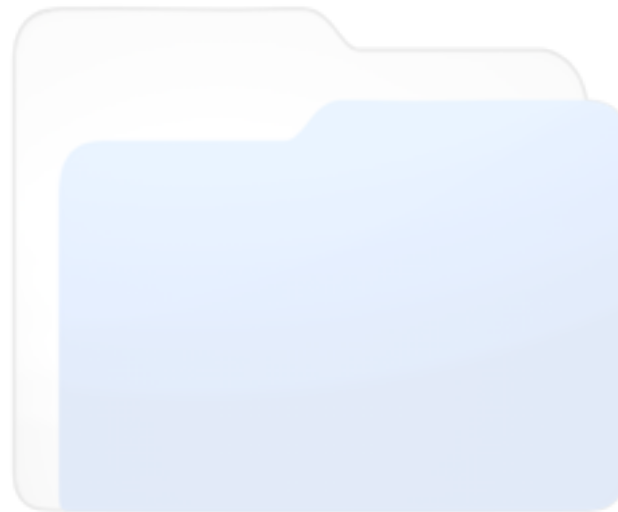


Manifest
Object

Reference
Bilingual
TMX
Terminology
Input
Output

My TIPPP

What Can You Put into a TIPPP?



*** TIPPP can handle anything that needs to move through your translation supply chain**



My TIPPP

Manifest

Object

Bilingual

Structured Specification

TMX

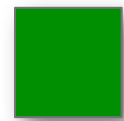
Terminology

Preview

Input

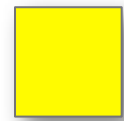
Output

TIPP Task Types and Interoperability



Translate-Strict-Bitext

- Highest level of interoperability
- Payload = 1 XLIFF:doc



Translate-Generic-Bitext

- More flexible, less interoperable
- Payload = 1+ XLIFF or PO



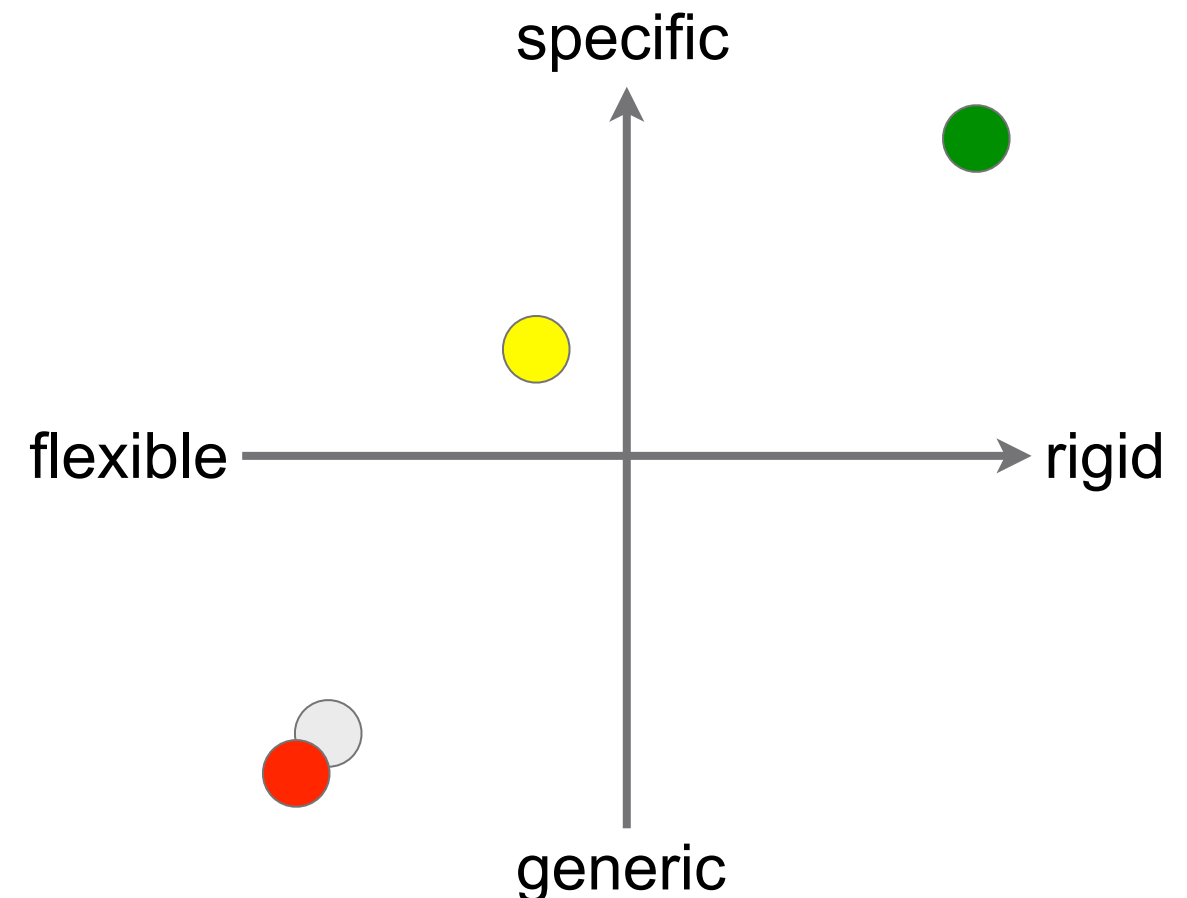
Translate-Native-Format

- Most flexible, least interoperable
- Payload = unsegmented source files

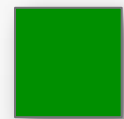


Prepare-Specifications

- Not a translation task
- Goal is to prepare for a project

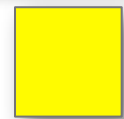


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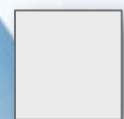
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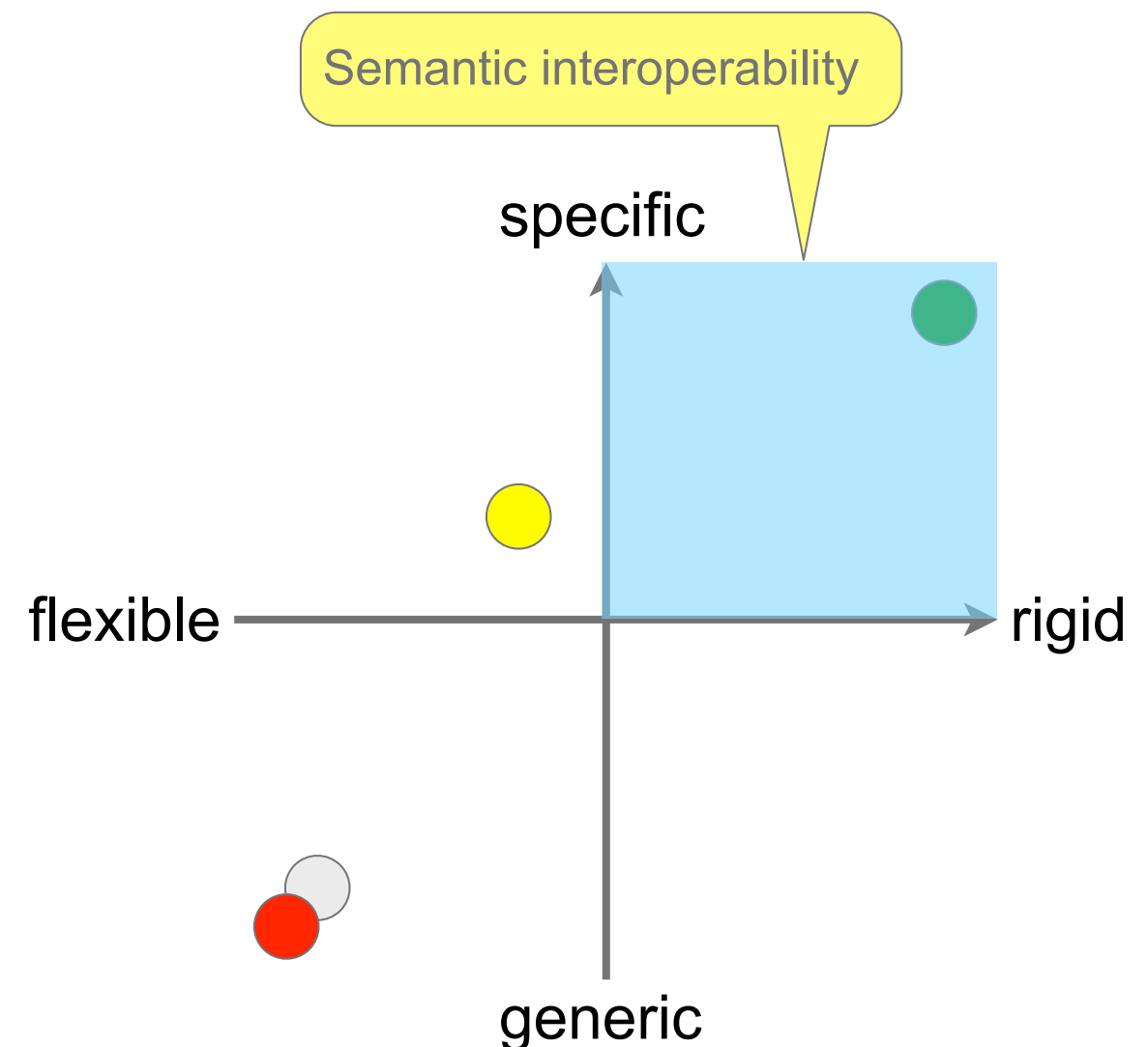
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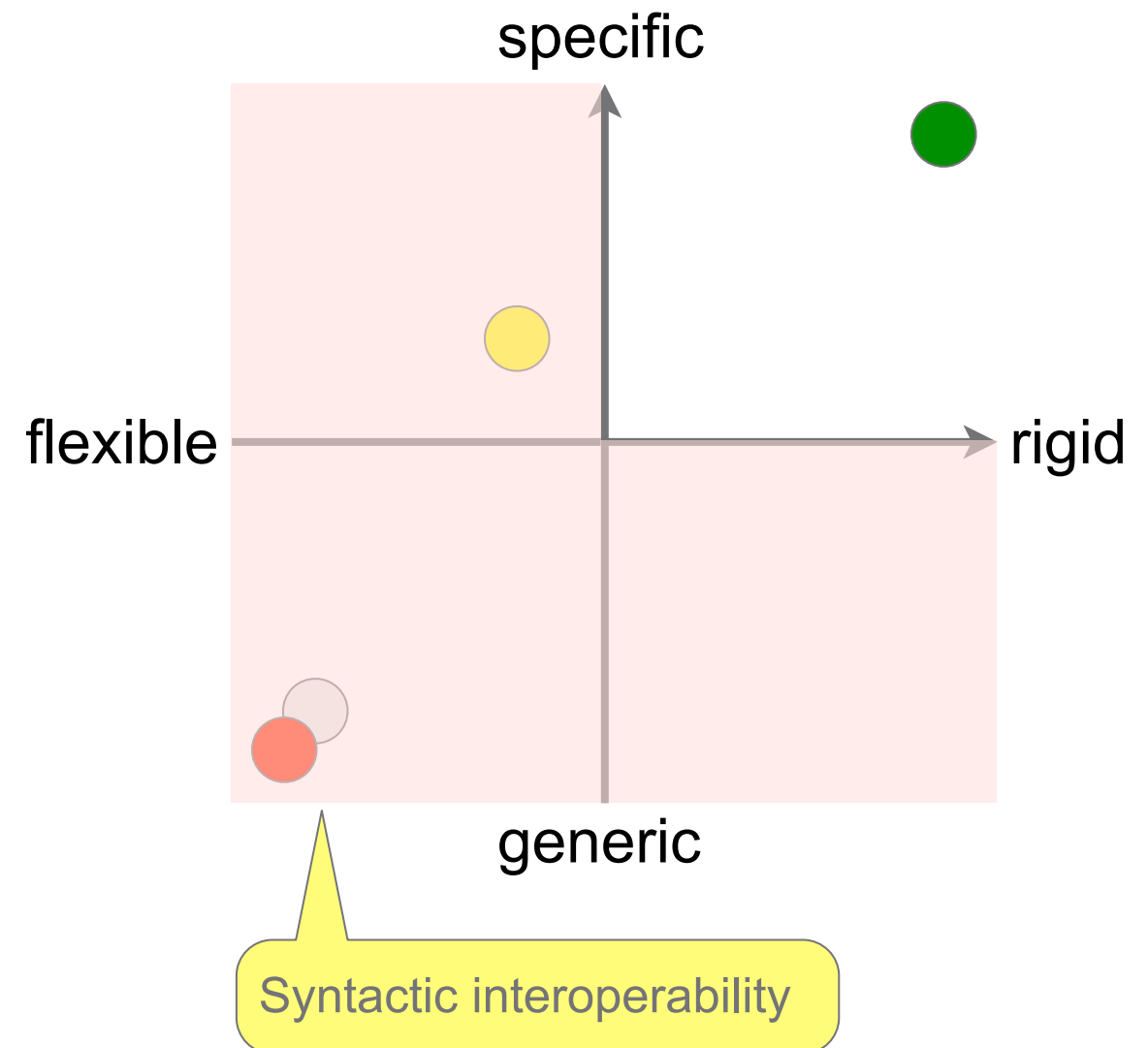
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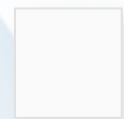
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Translate-Strict-Bitext

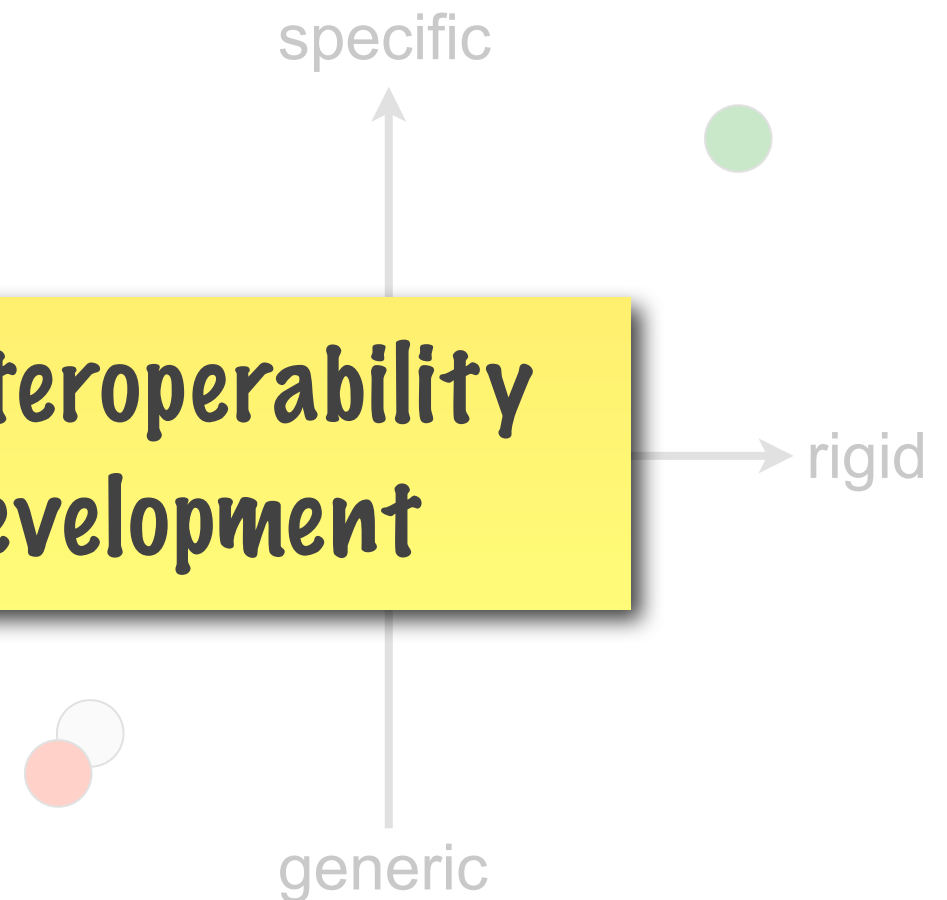
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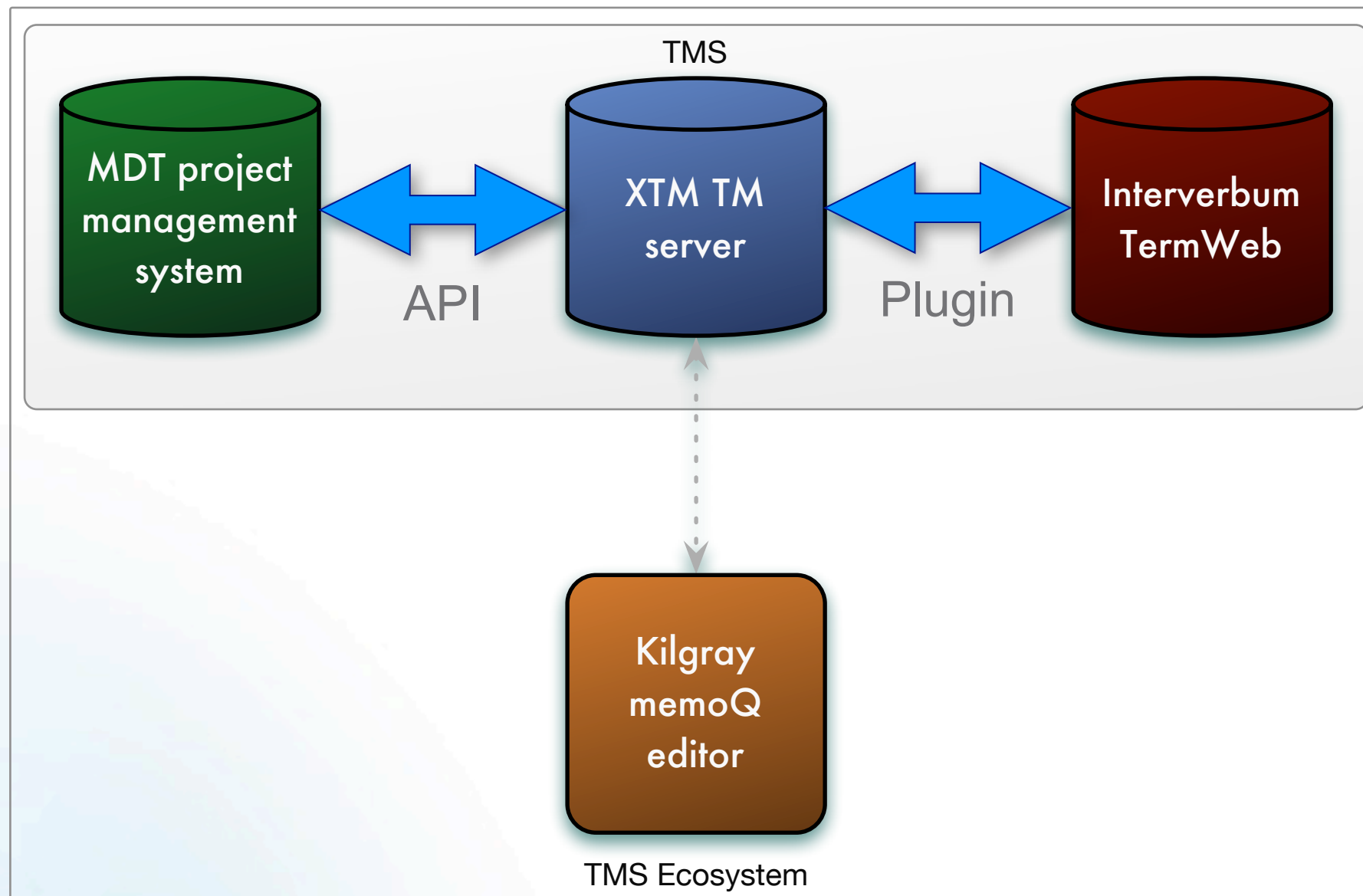
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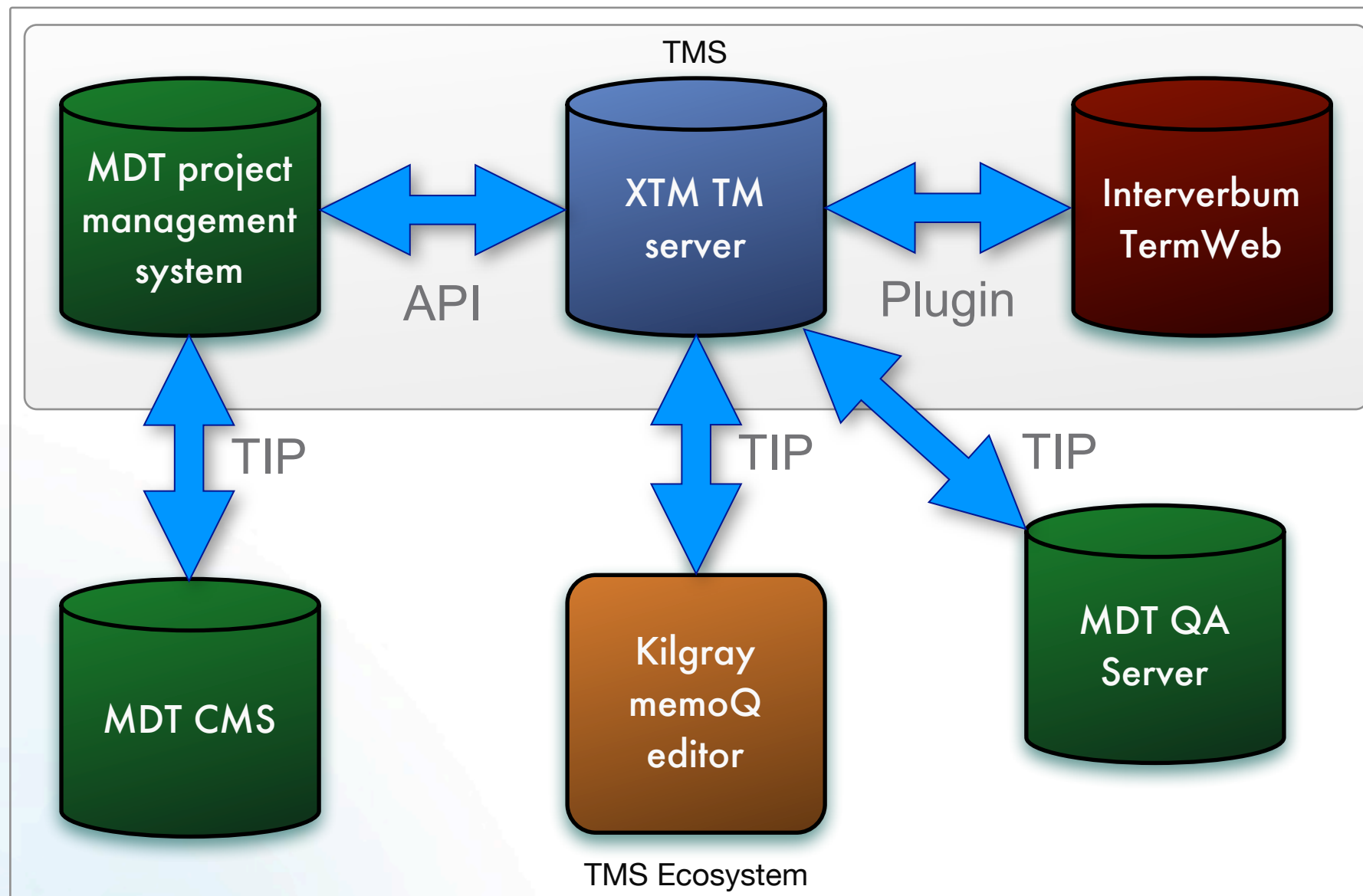
*** Task type dictates level of interoperability**
*** More task types are under development**



Revisiting TMS Integration



Revisiting TMS Integration



Live Demo

Global Translation Solutions



Wrap Up

Roadmap

- Our Outlook
 - TIP provides solid, easy-to-implement solution available right now
- Common Concerns
 - Interoperability Now! is not a standards body
 - Interoperability Now! is not a permanent organization
 - It is risky to adopt an unofficial standard
- Announcement: Linport Project
 - IN! will gradually hand-off TIPP and XLIFF:doc to Linport
 - Linport brings organization, structure, and standards experience
 - Goal: submit to OASIS by end of 2012 as co-standard with ISO



Roadmap

- Our Outlook
 - TIP provides solid, easy-to-implement solution available right now
- Common Concerns

Interoperability Now! is not a standards body

*** Translation interoperability is available now**

*** Translation interoperability is here to stay**

*** Thanks for listening!**

- Goal: submit to OASIS by end of 2012 as co-standard with ISO



Getting Started

- TIP Package info
 - TIPP Specification, XSD, and sample
 - Download: code.google.com/p/interoperability-now/downloads/list
 - Main contact: chase@spartanconsultinginc.com
- XLIFF:doc Info
 - XLIFF:doc Reference Guide, XSD, and sample
 - Download: code.google.com/p/interoperability-now/downloads/list
 - Main contact: micah.j.bly@medtronic.com
- *Interoperability Now!*
 - email: info@interoperability-now.org
 - web: www.interoperability-now.org
- *Linport Project*
 - web: www.linport.org

See Reference Section in this presentation for LSP-, Buyer-, Developer-, and Linguist-specific benefits

Reference and Additional Information

How TIP Helps Freelancers

- No longer need to support all tool varieties
 - Less overhead: buy fewer tools!
 - Less time learning to be proficient with random tools
 - Less time doing conversions from one format to another
 - More choice: **pick the Editor that works best for YOU**
- TU-specific TM and Term matches
- Better preview functionality
- One file per project
 - All reference, source, target, bilinguals, tm, etc. in 1 TIPP file
 - Generate a target file? Your tool saves it in the right place
 - Hand-off might even be completely automatic
- Increased efficiency = increased profitability

How TIP Helps LSPs

- LSPs face unique challenges with tools and systems
 - Client-owned tools
 - Client-specified tools
 - In-house developed tools
 - Desktop tools owned by freelancers
 - Limited time and budget to spend on tools
 - Clients expect compatibility and improvements
- TIP Helps:
 - Reduce time spent on rework and communication due to freelancer tool compatibility issues
 - Offer more linguists to clients, by removing tool-dependencies
 - Spend less \$ and time buying and supporting multiple tools
 - Increase automation in internal workflow
 - Increase automation in external (client and linguist) hand-offs

How TIP Helps Corporate Buyers

- Interoperability
 - Increase size of available freelancer pool for your translations
 - Pick the TMS that matches *your* workflow and *your* needs
 - Choose tools based on functionality, not lock-in
 - Want to chain together best-in-class TM, QA, workflow, and TB tools from different vendors? No problem.
- Tailor-made for documentation
- More control
 - Ensure linguists see your TM and term matches, regardless of their tool choice or tool settings
 - Prevent unwanted edits to sensitive translations
- Reduce cost
 - Don't need a translation editor? Don't buy one!
 - Reduce/eliminate integration and customization costs

How TIP Helps Tools Developers

- Fully-documented
 - No reverse engineering required to start using TIP
 - All requirements and expectations are fully documented
- Stop investing developer time chasing compatibility
 - Any TIP-compliant can read and write packages from your tool
 - XLIFF support: Less is more
 - **Compete on features and usability**, not on compatibility with moving targets