



Continuous localization
for today's agile
content processes

It's generally accepted that the only constant is change.

For people working in content management, a comment like this may raise eyebrows. To them, "change" is an inadequate way to describe the non-stop acceleration of content requests, the dramatic increase in the volumes of content created and the greater complexities involved in managing it.

The requirement to communicate with customers through engaging content creates tremendous challenges for those responsible for its production and management.



What strategies should be adopted to best acquire, retain and monetize customers?



What are the best channels to reach a diverse target audience?



How can global markets be addressed while remaining relevant for a core, domestic audience?



How can companies stay close to their customers as they research and purchase online?



How can content be managed to meet the growing rate of communications needed in dynamic, competitive markets?

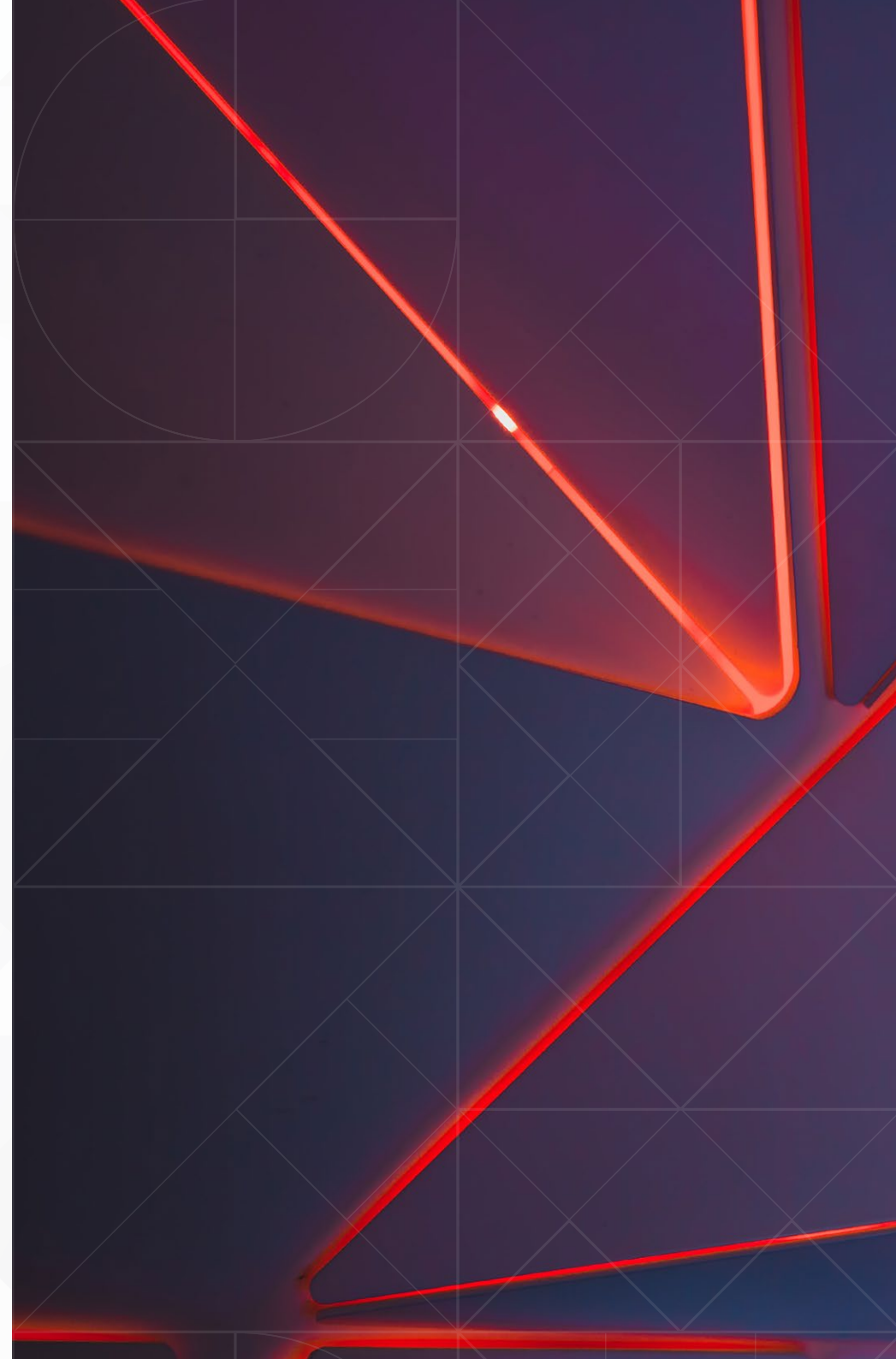


Product releases and communication cycles are transitioning from being structured, planned and scheduled to being dynamic, ad hoc and continuous.

Companies are evolving their product development, marketing and customer support systems, increasing content's complexity and reducing lifespan. Agile and iterative solutions are being adopted so product content and marketing communications can gain velocity and meet customer expectations.

For companies operating in international markets, multilingual content is required to serve growing and diverse audiences, support rapidly expanding traditional and digital channels and match the cadence of product development lifecycles.

In a world where agile and iterative content creation has become the norm, the mechanisms to localize content need to keep pace – Welcome to the world of continuous localization!



An evolving approach

Continuous localization models are optimized to translate content that changes rapidly and frequently, often without prior notice.

The fragmentation of monolithic projects into a constant stream of smaller micro-projects increases the complexity of content management.

As projects get smaller, faster, more complex and have increasingly demanding turnaround times, the effective adoption of technologies to automate and centralize the creation of localized content has become a must-have.

Translation Management Systems (TMS) address the challenges of continuous localization and provide value.

At the same time, they need to integrate with legacy systems and content platforms if they are to provide value and work effectively, without creating more problems than they solve.

The manager must oversee a content flow that is:



Within budget

Costs are budgeted on an estimated scope in a pre-defined period and verified through post-calculation.



Continuous

High-frequency content drops, daily in some cases.



Open-ended

The flow has, in theory, no end date.



Standards-based

Tight service level agreements (SLAs) apply, focusing on standard workflows, quality levels and predictable turnarounds.



Unpredictable

Content drops are often not scheduled.

Intelligent TMS

A well-designed, intelligent translation management system should:



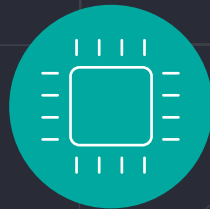
Connect with other business content management platforms to support automation



Optimize processes for small and frequent content handoffs, including updates



Leverage machine translation (MT) to speed time to market



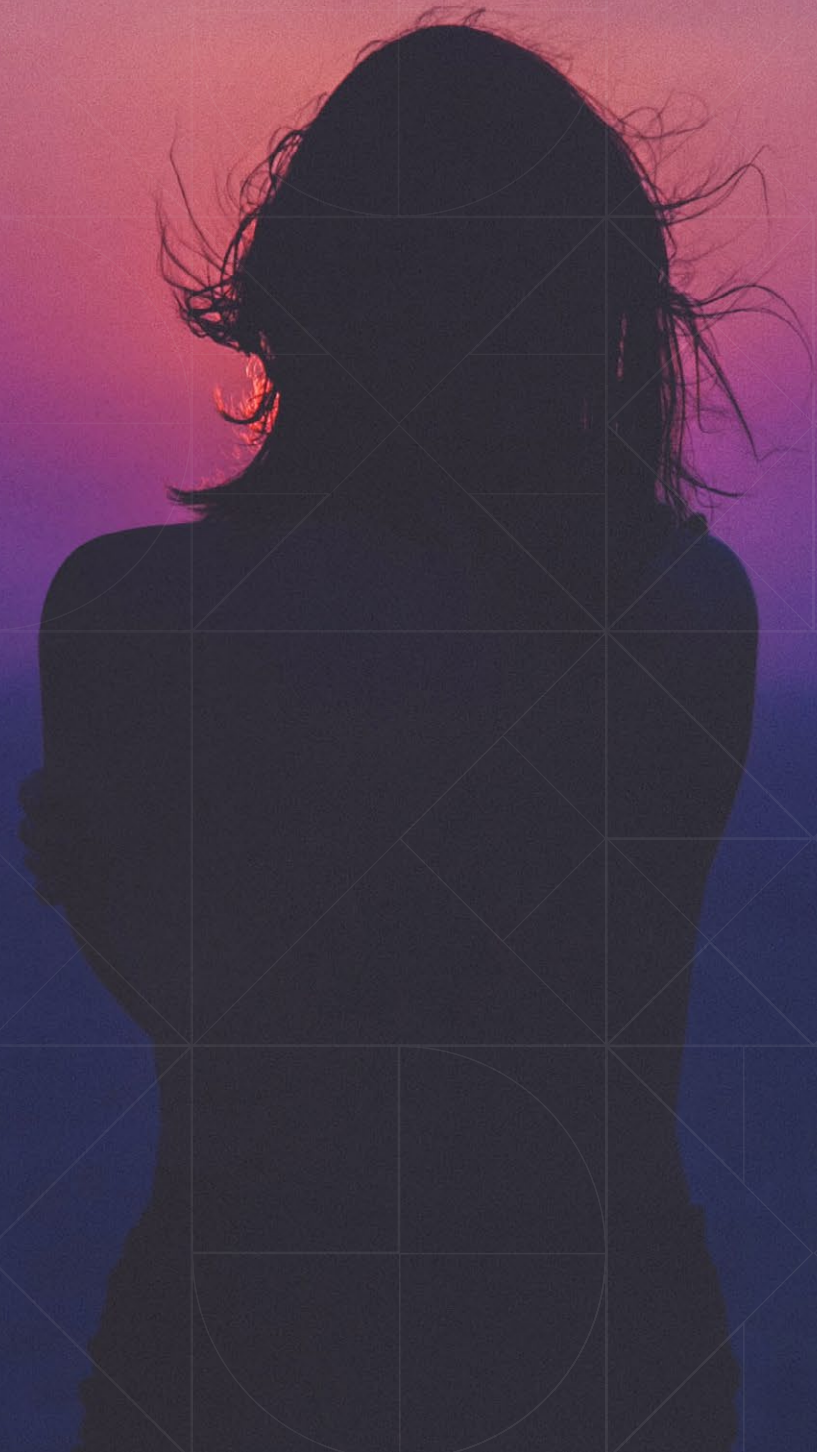
Use the latest technologies like Linguistic AI to analyze content during project configuration and increase productivity



Support better decision making with dashboards that focus attention where it's needed (supporting "management by exception"), offer a centralized view of workflows, straightforward reporting, and status monitoring

The time has come for localization's value to shift from tactical to strategic by getting ahead of the demand curve and implementing a continuous, data-driven process.

A next generation TMS requires the following 5 features to support a successful continuous localization model.



Modern dashboards

Intelligent dashboards enable project managers to proactively minimize risk, anticipate issues and manage by exception. When bandwidth for troubleshooting issues is limited due to tight project timelines, preventing delays makes all the difference.

With hundreds of small projects in progress at once, a modern, persona-based and visually rich dashboard lets project managers manage more tasks with less overhead. Heat maps identify projects needing immediate attention and keep everything on track. Kanban views zoom in on individual project details, showing where each task is in the workflow.

With the right dashboards, there's no need to sort through long task lists, as project managers get a snapshot of project status with all critical information right at their fingertips.

Heat Map

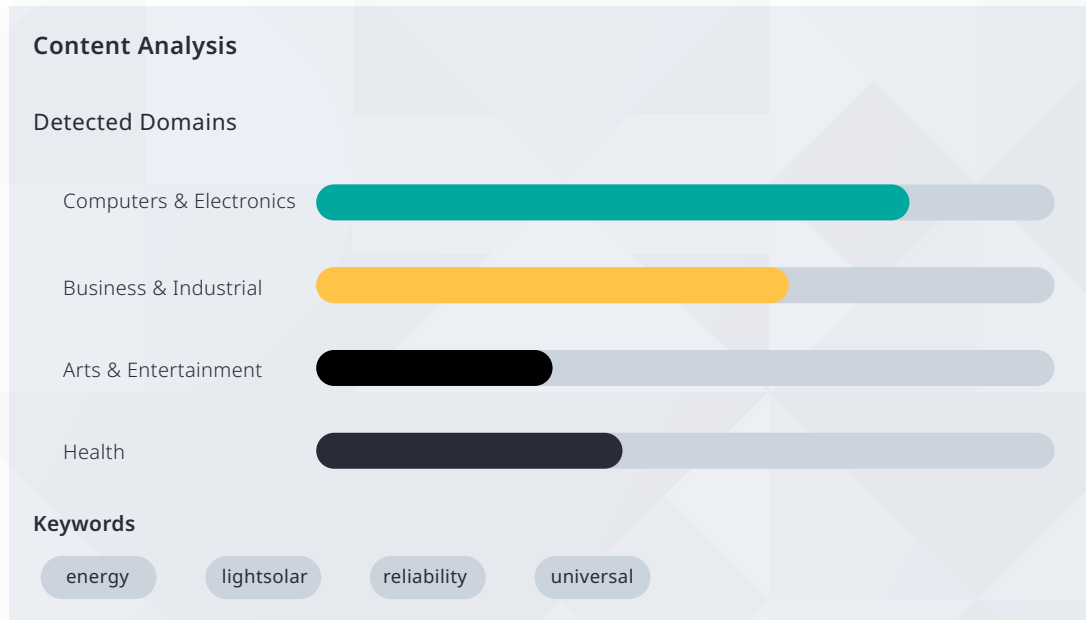


PROJECTS	PROGRESS	DUE	COST	LOCATION
R&D	<div><div>100%</div></div>	2 Oct 2019 05:15	185.05 EUR	R&D
Marketing	<div><div>0%</div></div>	9 Oct 2019 05:15	203.52 EUR	Marketing
Support	<div><div>30%</div></div>	8 Nov 2019 13:44	124.56 EUR	Support
HR	<div><div>23%</div></div>	17 Nov 2019 13:44	0.00 EUR	HR

Linguistic AI

As the amount of content for localization grows, project manager workloads also increase, reducing the time available for project analysis, pre-processing and planning. To scale, these steps must become intelligent and automated.

To free the project manager up for more valuable tasks, a content analyzer reviews the files, surfacing what's in the project and making fast recommendations on the content type and best linguists to use. Intelligent leveraging uses the right linguistic data to ensure ongoing work is preserved, even during multiple iterative file updates.



Seamless support for updates

Adding new or updated files into existing projects can cause legacy TMS systems to grind to a halt. Until the new files are launched in the TMS, pre-processed, the quote updated and linguists identified and assigned, workflows and tasks are on hold, which causes delays and adds time-consuming manual work and additional costs.

An intelligent solution allows simple and efficient mid-stream updates. When new files come in, new tasks are created and integrated into the existing workflows. Tasks are versioned, so project managers no longer have to set up new tasks and repeat steps in their workflows, saving time and effort.

Project: online communication 3



Translation: faqs.docx



Batch 3 107 words | 21 Jan 2020 17:05



Translation: faqs.docx



Batch 2 34 words | 21 Jan 2020 19:35



Translation: online communication.docx



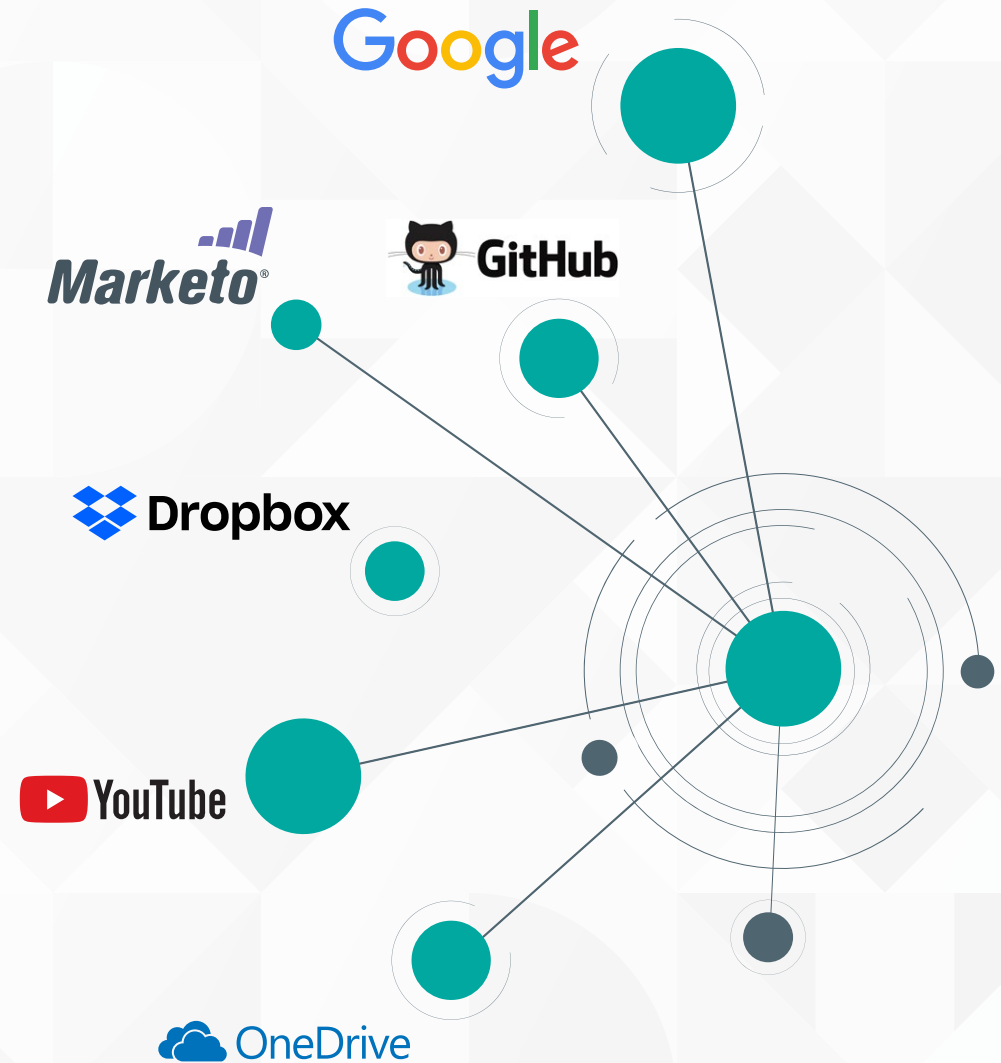
Batch 3 220 words | 20 Jan 2020 13:55



Automation with content connectors and integrations

Without connectors, a huge amount of time and effort is needed to manually import and export files. Connectors and integrations automate these steps, reducing process risks from human error and focusing project managers on more valuable tasks.

To create the most effective process and maximize value, integration with legacy systems and content management platforms is key. A broad set of connectors exists to integrate systems across an organization's entire business, such as ecommerce, websites, content management system, product information system, user documentation, support tickets and various content repositories, to automate processes and gain efficiencies.



Fully-integrated machine translation

In a continuous localization model, waiting for final source content is not an option. Content developers now face more iterations of the same content and shorter translation timelines. To keep up with this frenetic pace, tight integration with machine translation (MT) is often a good solution.

Post-editing or a fully-automated MT approach can dramatically expedite translation for certain content types needing to get to market as soon as possible. Faster time to market provides tangible business benefits. For instance, in highly competitive industries, delivering translated content for an ecommerce site in hours rather than days can generate additional sales and a competitive advantage.



A new way forward

To satisfy market demands and meet business objectives in a timely, efficient and automated way, continuous localization strategies need the power and flexibility of intelligent technology. This technology must be designed for today's iterative workflows, reducing project management and linguist overhead and providing consistently reliable and repeatable results.

RWS Language Cloud is the only intelligent translation platform designed from the ground up to support continuous localization.

Learn more about **RWS Language Cloud** and how it can support your continuous localization needs.

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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