Localization Discussion for CEdMA eLearning SIG
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Agenda

- Common phases of localization
- Typical Localization Project Team organization
- Typical costing and throughput metrics
- Typical challenges for localizing ILT and Web-based content
- Special considerations for images
- Special considerations for audio and video recordings
- Reducing cycle times; lessons learned
- Trends to watch in the localization industry

What are you working on?

Questions:

- Does your company localize content?

- Is your content customer-facing or for an internal audience?

- What formats are you localizing?

  – Instructor-Led Training (ILT)

  – Web-Based Training (WBT)

  – Both ILT and WBT

- Does your WBT content include audio?

What is that abbreviation anyway … L10n?

Where does the acronym L10n come from?

L10n = L o c a l I z a t I o n

10 letters "ocalizatio" removed between L and n = L10n

What about i18n?

Where does the acronym i18n come from?

> **i18n = I n t e r n a t I o n a l l z a t I o n**
>
> **18 letters "nternationalizatio" removed between i and n = i18n**

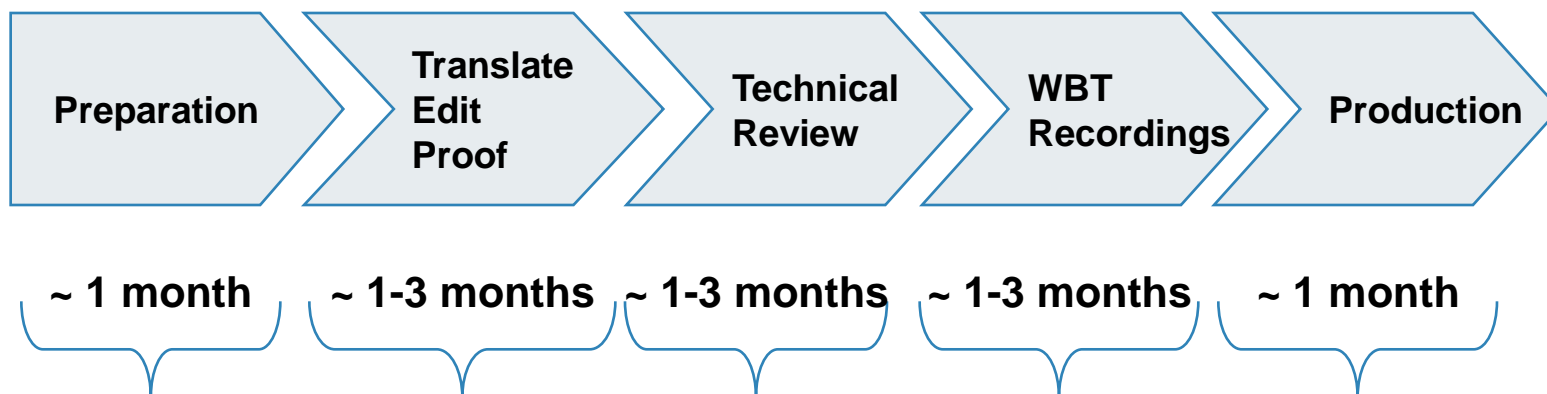**Typical internationalization issues related to training content:**

- Date formats
- Currency formats
- Number formats
- Adherence to international standards (ANSI, ISO, JIS, etc.)
- Cultural norms (colors, phrases, images, etc.)

Question: Optimal Time to Market for Localized Content

What is an acceptable timeframe for localized content to reach your market (after First Customer Ship – FCS)?
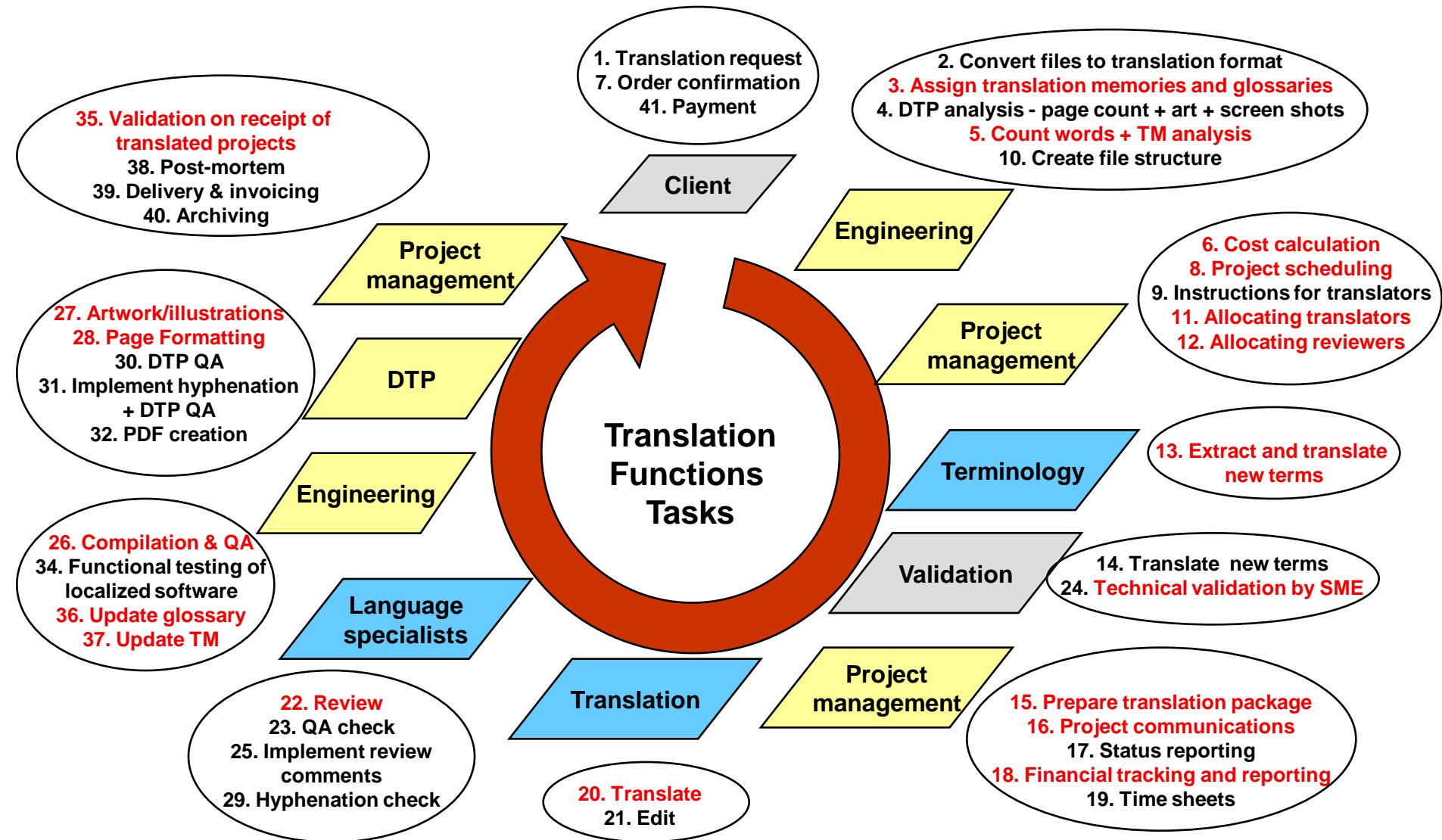
- Sim-ship (i.e. simultaneous with your product's release)
- 2 months after FCS?
- 3 months after FCS?
- 4 months after FCS?
- 5 months after FCS?
- 6 months after FCS?
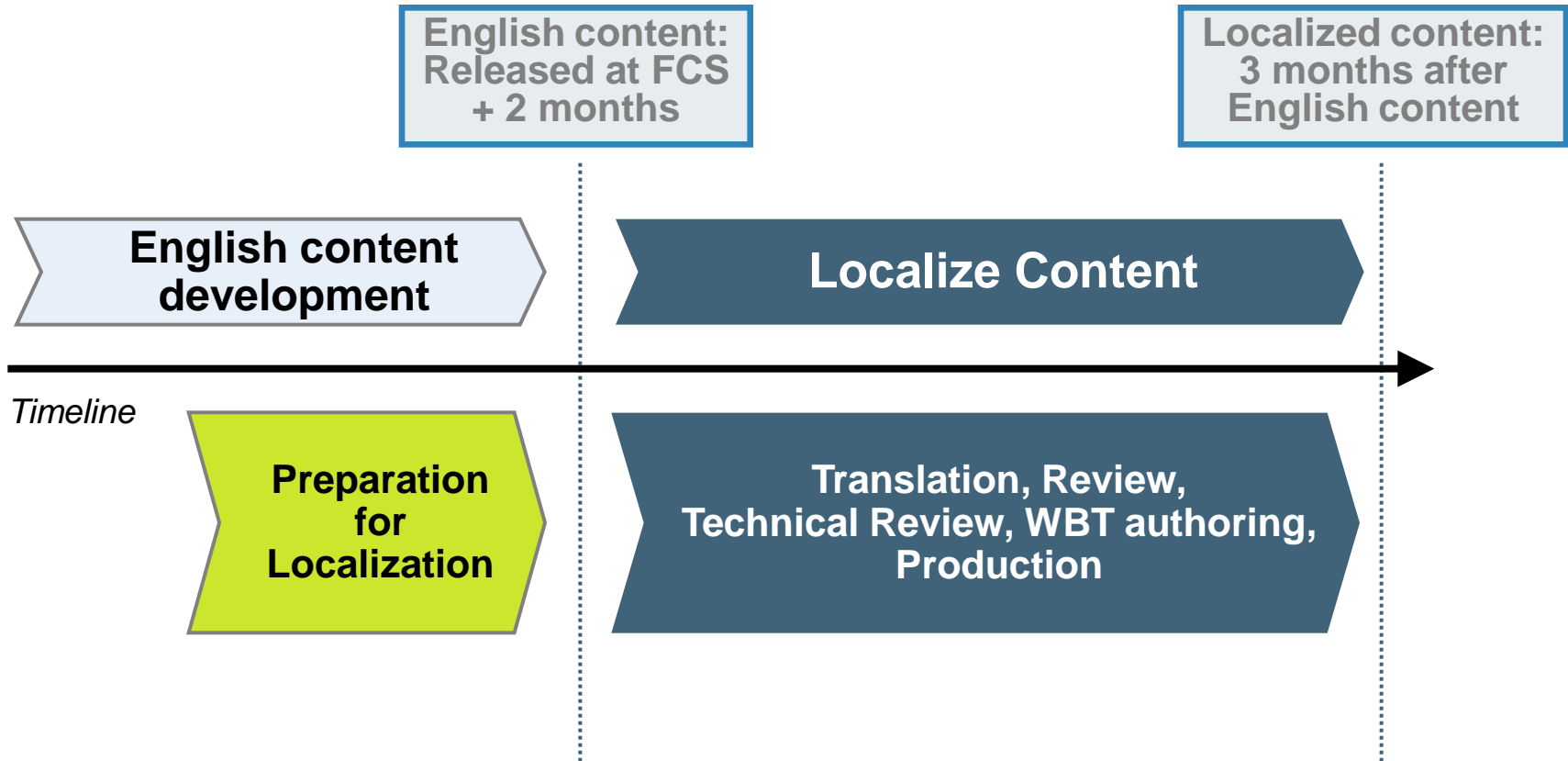
Typical Localization Phases for ILT and WBT

Preparation	Translate Edit Proof	Technical Review	WBT Recordings	Production
~ 1 month	~ 1-3 months	~ 1-3 months	~ 1-3 months	~ 1 month

- Sample timeframe for localizing ILT only

  – About 2 to 3 months

- Sample timeframe for localizing ILT **and** WBT

  – About 4 to 8 months

- Example: English courseware completes 2 months after FCS

  – End Result … a localized course may come to market:

  ~ 4 to 10 months after First Customer Ship (FCS)

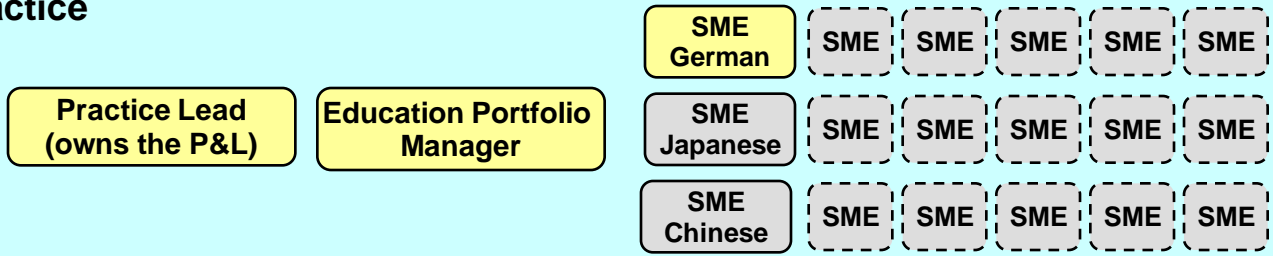# Forty Steps in Localization (source: TAUS – Translation Automation User Society)

1. Translation request
7. Order confirmation
41. Payment

2. Convert files to translation format
3. Assign translation memories and glossaries
4. DTP analysis - page count + art + screen shots
5. Count words + TM analysis
10. Create file structure

35. Validation on receipt of translated projects
38. Post-mortem
39. Delivery & invoicing
40. Archiving

Client

Engineering

6. Cost calculation
8. Project scheduling
9. Instructions for translators
11. Allocating translators
12. Allocating reviewers

Project management

27. Artwork/illustrations
28. Page Formatting
30. DTP QA
31. Implement hyphenation + DTP QA
32. PDF creation

DTP

Project management

Translation Functions Tasks

Terminology

13. Extract and translate new terms

Engineering

Validation

14. Translate new terms
24. Technical validation by SME

26. Compilation & QA
34. Functional testing of localized software
36. Update glossary
37. Update TM

Language specialists

Translation

Project management

15. Prepare translation package
16. Project communications
17. Status reporting
18. Financial tracking and reporting
19. Time sheets

22. Review
23. QA check
25. Implement review comments
29. Hyphenation check

20. Translate
21. Edit

Important to set expectations re: L10n timeframe to the business

Establish an expectation for Localization Cycle Times

**English content:
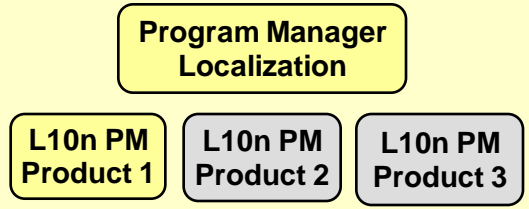Released at FCS
+ 2 months**

**Localized content:
3 months after
English content**

**English content
development**

Localize Content

Timeline

**Preparation
for
Localization**

**Translation, Review,
Technical Review, WBT authoring,
Production**

Representative Team Structures for Localization (Corporate Setting)

Training Practice

Practice Lead (owns the P&L)

Education Portfolio Manager

SME German | SME | SME | SME | SME | SME
SME Japanese | SME | SME | SME | SME | SME
SME Chinese | SME | SME | SME | SME | SME

Corporate Localization Team

Program Manager Localization

L10n PM Product 1 | **L10n PM Product 2** | **L10n PM Product 3**

L10n Vendors and Translators

Vendor Project Manager (PM)

Multi-Language Translation Vendors

Single Language Translation Firms

Vendor Production Team

Individual Translators | **Individual Translators**

Individual Translators | **Individual Translators**
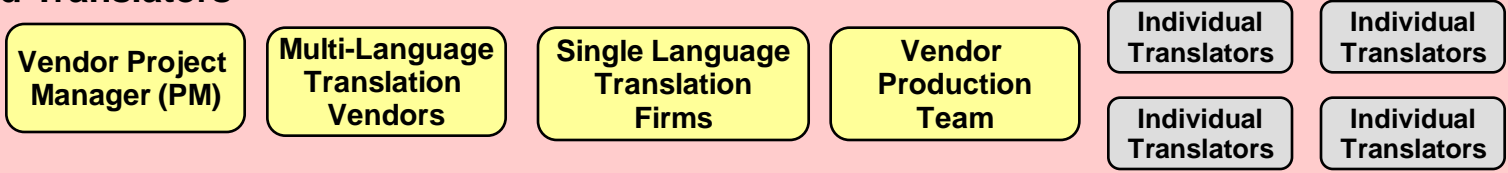
Development and Production

Curriculum Development Manager

Production Manager for L10n

Dev PM Product 1 | **Dev PM Product 2** | **Dev PM Product 3**

Prod Team ILT | **Prod Team WBT**
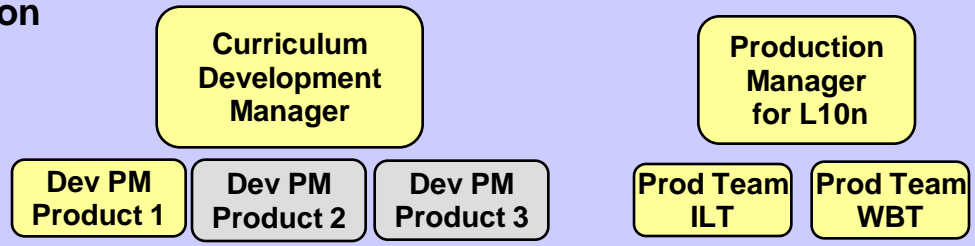
Typical Costing and Throughput

Project costs are determined by many factors

- Word count (Typically range from $0.10/word to $0.40/word)

- Localizable images (Typically range from $5 to $20/image)

- Audio content (script preparation, narration, production) ($$$)

- Video content (i.e. Camtasia, Captivate recordings, production) ($$$)

- Input and output file types (HTML, XML, Word, PPT, PDF, etc.)

- Engineering time (Typically $40-$80/hour)

- File handling fees – varies

- Desktop Publishing (DTP) and Production – varies

- Project Management (Typically 5-10% added to project cost)

Throughput

- A typical translator can translate between 1500 and 2000 words per day

- Image throughput examples: 12 per hour, 6 per hour, 1 per hour, 1 per day (!!)

Typical bottlenecks and challenges

Typical bottlenecks in the process

- Handoff / Hand-back Process
- Technical Review Process
- WBT Recording Process

Typical challenges

- Lack of budget
- Lack of resources
  - Lack of incentives for local reviewers
  - Lack of incentives for voice talent
- Project management
- Schedule coordination
- Process issues
- Quality issues
- Training issues (i.e. training the vendors)
- Process documentation issues

Preparation → Translate Edit Proof → Technical Review → WBT Recordings → Production

Sample communication for localization plan (ILT and/or WBT)

	EN	FR	DE	IT	ES	JA	CN	TW	KO	RU
Product 1	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Sub-Product A	☑	☑	☑			☑	☑	☑	☑	
Sub-Product B	☑									
Sub-Product C	☑						☑	☑		
Product 2	☑	☑	☑	☑		☑	☑	☑	☑	☑
Sub-Product D	☑	☑		☑			☑	☑		
Sub-Product E	☑									
Sub-Product F	☑	☑								
Product 3	☑	☑	☑			☑	☑	☑		

Sample Localization Plan for the "Alpha" Product Line

	L10n Phase	FR	DE	IT	ES	JA	KO	CN	TW
Training Course 1	1	I&W	I&W	I&W	I	I&W	I&W	I&W	I&W
Training Course 2	1	I&W	I&W	I&W	I	I&W	I&W	I&W	I&W
Training Course 3	1	I&W	I&W	I&W	I	I&W	I&W	I&W	I&W
Training Course 4	1	I&W	I&W	I&W		I&W	I&W	I&W	I&W
Training Course 5	1	I&W	I&W	I&W		I&W	I&W	I&W	I&W
Training Course 6	2	I&W	I&W			I&W			
Training Course 7	2	W	W	W		W	W	W	W
Training Course 8	2		I&W			I&W	I&W	I&W	I&W
Training Course 9	2	I&W	I&W					I&W	I&W
Training Course 10	2						I&W		
Training Course 11	2							I&W	I&W
Training Course 12	2	I&W	I&W						

I = Instructor-Led Training; W = Web-Based Training; I&W = Both

Reducing localization cycle times

Focus on the up-front authoring process

- Author slides and exercises in XML (enables multiple outputs)
- Use the same tools long enough to develop repeatable (and optimal) processes
- Train curriculum developers on techniques for easier localization
- Reduce the number of localizable graphics

Investigate methods to either eliminate certain audio, or make it easier to push the audio through the localization process

- Incorporate smaller Flash demos, with no audio
- Use localizable captions with Flash demos
- If audio is strictly required, develop optimal ways to localize the audio files
  - Critical to have good scripts for the audio narration

Reduce hand-offs and re-work loops, wherever possible

Work with field teams for efficient Technical Review and WBT recordings

Automate the publish process (reduces production times and eliminates errors)

Lessons Learned for Localization

- Plan your localization as far in advance as possible

- Set clear expectations with the business for availability dates

- Prepare very good documentation for the localization project team about how your content is authored and produced

- Ensure the source development teams understand the impact of changes to the source, once the localization effort has begun

- Be prepared to have your source development teams available for answering questions and resolving source-related issues

- Don't embed English text in graphics

- Don't capture the UI, unless it is absolutely critical

- Clearly communicate what you expect out of the review process; don't let the reviewers go "overboard" with preferential changes

- Find a way to "incent" internal resources or develop a sub-contractor budget to hire external reviewers and/or recording/voice talent

- Develop scripts for your audio narration and demo captures

- Automate the publishing process (if possible)

Future Directions to watch in the Localization (and Audio) Industry

Machine Translation (MT) and Statistical Machine Translation (SMT)

- Industry is seeing an upsurge in MT engines, as the market demand is growing and user acceptance is improving

- Critical to MT success is a large body of content (TAUS Data Association)

- Technical validation and post-translation editing are still required

- Can save 50-80% of the translation time

Continuous Workflow Techniques

- Process small batches of content

- Automate the handoff and flow of the content

- Automate the "build" or "production" of the content

Text to Speech (Not quite ready for prime-time eLearning … but closer)

- AT&T Natural Voices - http://wizzardsoftware.com/speech_index.php

- NeoSpeech - http://www.neospeech.com/

- NextUp.com - http://www.nextup.com/

Q&A

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