



## Eliminating the Multilingual Multiplier: Addressing the Cost of Producing Formatted Content in Multiple Languages

Moderator: Mary Laplante, Senior Analyst

# Session abstract

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- ▶ Gilbane coined the term “multilingual multiplier” to refer to those costs that are solely related to formatting content for delivery to customers in multiple languages. Commonly referred to as “desktop publishing costs,” they are a symptom of *language afterthought syndrome* – that pattern of treating language requirements as secondary considerations within content strategies and solutions. Learn how to eliminate the multiplier effect with holistic approaches to content, translation, and publishing systems and processes.



# Study findings include . . .

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***“Progress towards overcoming language afterthought syndrome.***

We see slow but steady adoption of content globalization strategies, practices and infrastructures that position language requirements as integral to end-to-end solutions rather than as ancillary post-processes.”



*Gilbane Group, Multilingual Product Content:  
Transforming Traditional Practices Into Global Content Value Chains*



# Symptoms

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- ▶ Time to market delays
- ▶ Inefficiencies due to redundant translations
- ▶ Content that should be reusable but isn't
- ▶ High customer support costs due to mediocre quality of translated product content
- ▶ Time and money to retrofit translated content to meet regulatory requirements
- ▶ Maxed out language capability, constrained by non-scalable globalization infrastructures
- ▶ Inconsistent and out-of-synch multichannel communications
- ▶ Mysterious localization and translation costs

## ***Language afterthought syndrome***

A pattern of treating language requirements as  
secondary considerations within content strategies  
and solutions.



# Language Issues

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- ▶ More than localization and translation
- ▶ Associated with all processes in the chain between creation and consumption
  - ▶ Creating
  - ▶ Managing
  - ▶ Publishing
  - ▶ Consuming
  - ▶ Optimizing
  - ▶ Enriching



# Afterthought costs

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- ▶ Paying for each correction of inconsistent terminology
- ▶ Paying to fix inconsistencies in corporate standards
- ▶ Recreating existing content
- ▶ Recreating content that could be captured further upstream in the product development cycle
- ▶ Developing content that is media-specific
- ▶ Manually tracking content components for translation
- ▶ Hand-crafting multiple websites to align with corporate branding
- ▶ Reformatting content for page-oriented presentation
- ▶ Treating desktop publishing tools like a writer's playground
- ▶ Executing separate workflows for web, print, mobile



# Multilingual multiplier

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The escalation of costs due solely to reformatting content for page-oriented presentation in multiple languages

“...companies are still struggling with desktop publishing in order to meet requirements for page-formatted product content. The multilingual multiplier is the culprit. It increases the cost of producing formatted output significantly, remaining a major challenge for many organizations.

“Our interviews uncovered story after story about organizations that expend tremendous capital (both in-house and with service providers) on multilingual content formatting and graphics adjustment as part of localization/translation processes. One company told us that publishing savings alone justified the purchase and rollout of a CCM, the move to a new LSP, and the acquisition of an XML publishing solution.”

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*Gilbane Group, Multilingual Product Content:  
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# Experts

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- ▶ Jeff Kennedy  
*Manager, Engineering Information and Systems*  
*Club Car, Inc.*
- ▶ Camthuy Nguyen  
*Localization Program Manager*  
*Collaboration Software Group*  
*Cisco WebEx*
- ▶ Michael Rudy  
*VP Business Development*  
*Sajan*





# Eliminating the multilingual multiplier

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## The issue

- Impact of manual production processes

## The success stories

- Club Car
- Cisco Webex

## The key enablers

- Technologies, standards, and processes

## Q&A



# Club Car, Ingersoll Rand Product Overview

## Product Overview – Golf Products



- Golf products
  - Gasoline and electric powered golf cars
  - Food and beverage carriers
  - Small utility vehicles



## Product Overview – People Carriers



- Gasoline and electric powered vehicles
- Used in airports, campuses, and various other business

## Product Overview – Utility Vehicles



- Gasoline, electric, and diesel powered vehicles
- 2WD and 4WD



- Produces over 100k vehicles a year

- Over 90 models produced (on about 12 platforms)

- Electric, gasoline, and diesel powered products

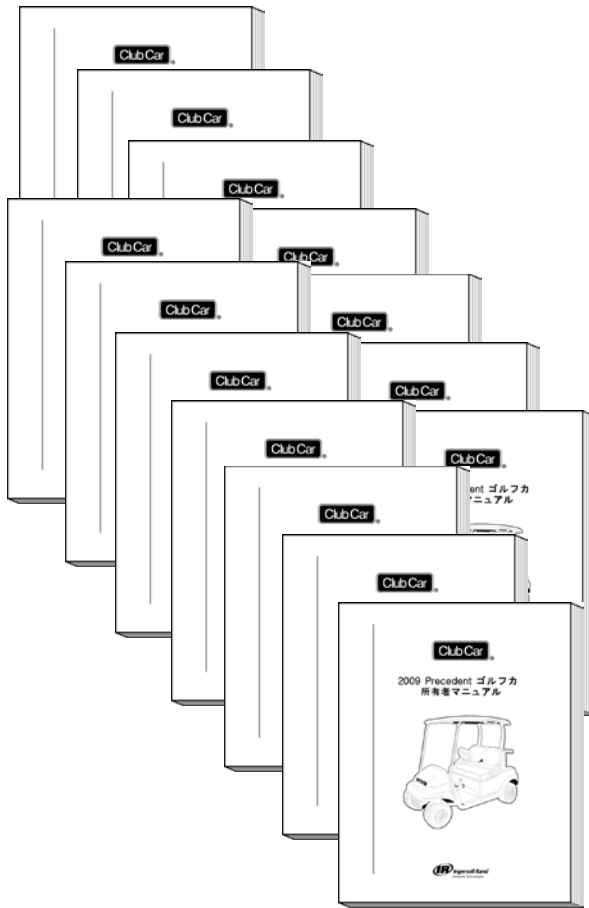
- OEM branding for Case New Holland (CNH) products (Legacy OEM branding for Bobcat and Husqvarna products)

- Model year designations are used for product (like the automotive industry)

- Each model year starts around August 1.

*Example: 2010 model year started on August 1, 2009*

# XML Document Types Produced with Arbortext



Type	Audience	Comment
OEM Owner's Manuals	End users	Ships with each vehicle
OEM Service Manuals	Dealers	Sold separately
OEM Kit installation instructions	Dealers	Sold separately
Translated versions of every type above	End users and dealers	About 100 translated manuals published each year (17 languages)

# Primary Challenges for Club Car Tech Pubs

- ▶ Model year owner's manual updates:
  - ▶ Within a short duration (2-3 months) each year:
    - ▶ Development and publication of a suit of about 40 owners manuals in English
    - ▶ Development and publication of 90 to 100 translated owner's manuals on time, and at or below budget.
    - ▶ Growing product offering requiring additional owner's manuals each year.
    - ▶ Additional languages added at a rate of about 1 per year over the past 8 years.
  - ▶ Rising translation cost and workload, without an increase in resources or budget.

# Primary opportunity for hard-cost savings for Club Car Tech Pubs

Automate DTP work to eliminate “Graphic Design” line item on invoices and realize hard cost savings.

Sajan Inc.  
625 Whitetail Blvd.  
River Falls, WI 54022

Invoice

DATE	INVOICE #
1/15/2007	7906

BILL TO  
Club Car, Inc  
4125 Washington Road  
Bryan, GA 30509  
Attn: Jane Whittington

PAID

Charge for Desktop Publishing for 2 translated manuals.

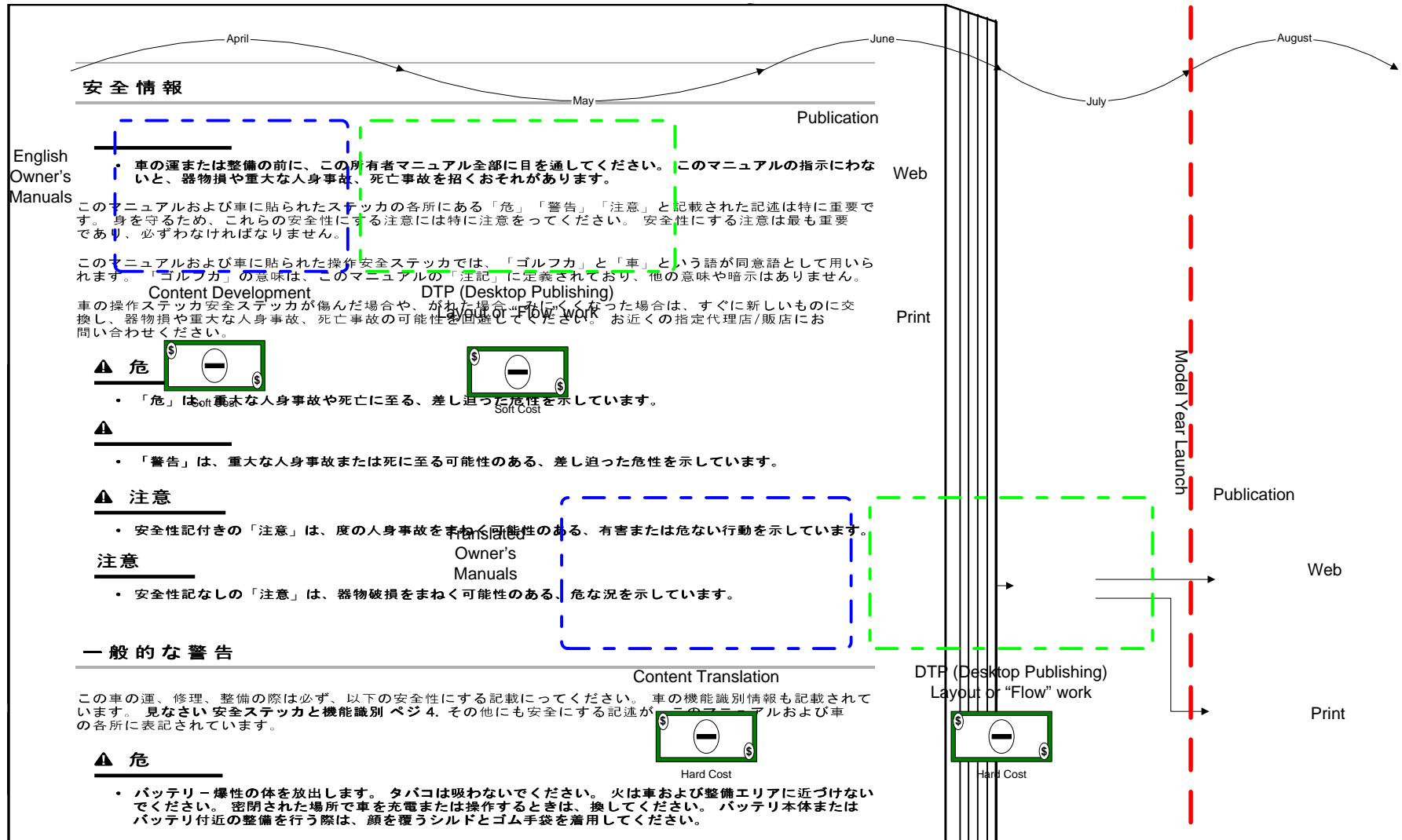
PURCHASE OR...	TERMS	REP	PROJECT #	Requested By	Estimate #
	Net 30	ML	15399		15399
DESCRIPTION			QTY	RATE	AMOUNT
2007 Limo Owner's Manual					
Requested by Trevor Collins					
Translated New Words - Korean			18,461	0.24	4,430.64
Regenerated Words			2,776	0.08	222.08
Translated New Words - Japanese			18,461	0.24	4,430.64
Regenerated Words			2,776	0.08	222.08
Account Management			13	70.00	910.00
Graphic Design			26	70.00	1,820.00

Account Management	13	70.00	910.00
Graphic Design	26	70.00	1,820.00

Thank you for your business.		Total	\$12,035.44

\$910 per manual savings by eliminating manual desktop publishing task

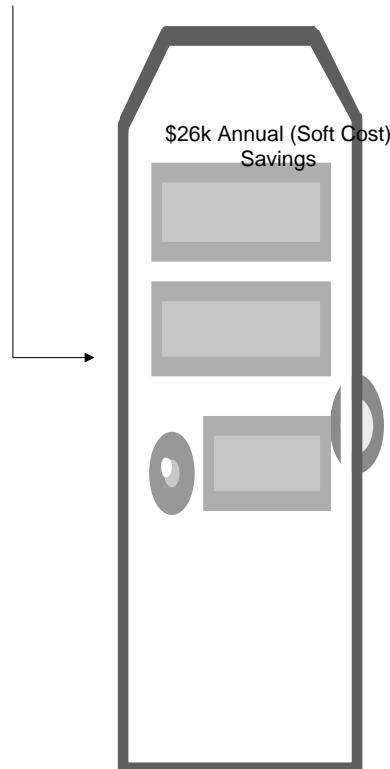
# Previous Process (non-XML)



[illegible]

# New Process with Arbortext

## Arbortext Publishing Engine



\$83k Annual (Hard Cost) Savings

Publication

Web

Print

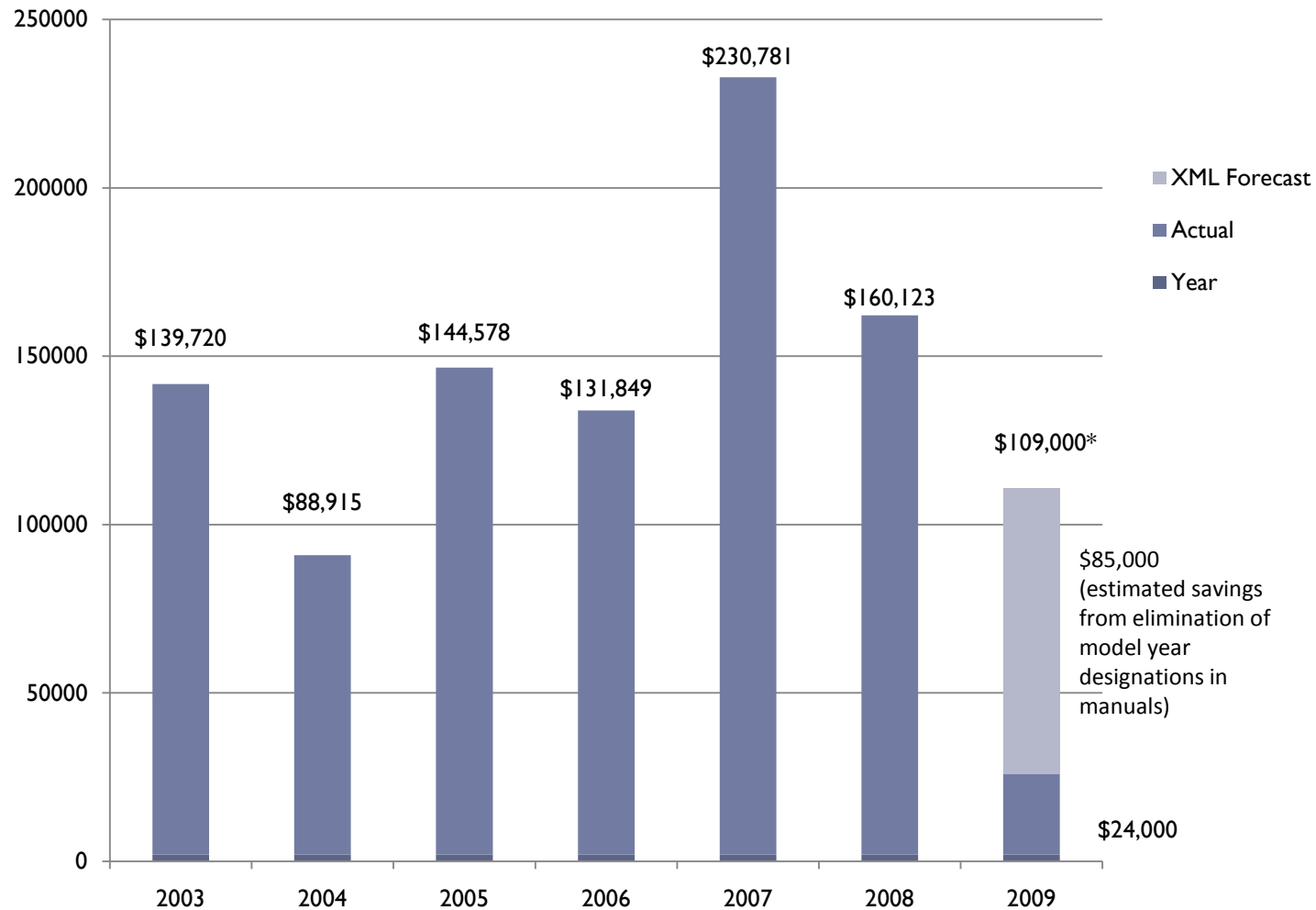
Model Year Launch

July

August



# Club Car Tech Pubs Translation Cost



\*Total estimated cost as a result of automated desktop publishing only.



# Cisco WebEx's Localization

**Camthuy Nguyen**  
Localization Program Manager

A woman with long dark hair, wearing a white short-sleeved top and blue jeans, is walking through a field of tall green grass and white wildflowers. The background shows a blue sky with scattered white clouds.

Cisco  
**webex**

# Overview

- WebEx Localization Journey
- Metrics in place – Translation Memory (TM) Leveraged and Word Counts Analysis
- Processes in place
- Lessons Learned

# Localization In The Past

- Focus on quality and consistency between product UI and online documentation translations – no metrics, no CMS
- Managed vendor relations for Product localization only
- Different organization used various vendors, pricing was high, and no leveraging for translations
- Worked with theaters to perform linguistic testing

# A new approach was required.

## Goals:

- Drive efficiency and eliminate redundancy
- Enable a scalable approach to product documentation development
- Improve the overall quality of the English and localized documentation

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# Current State

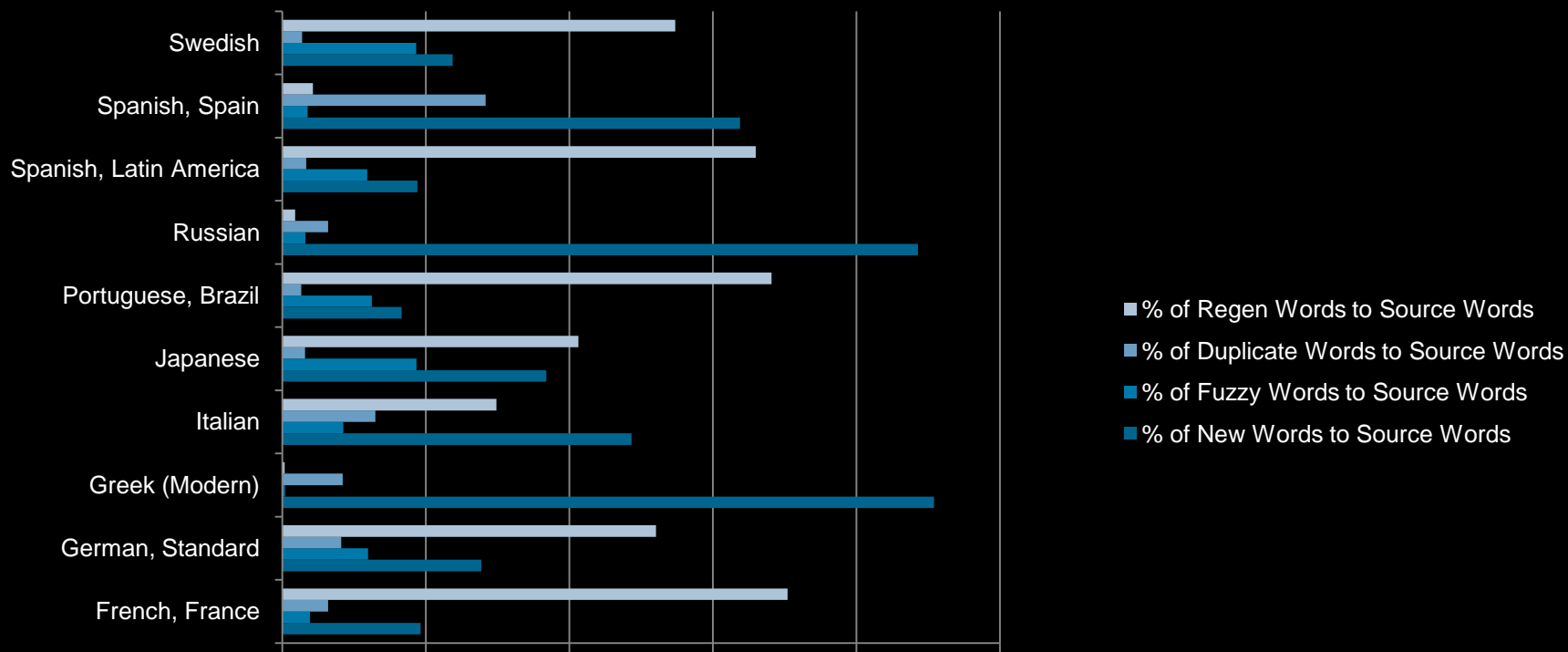
- All Product Documentation is developed in Author-IT
  - DTP costs are nil- XML based templates
  - Screenshooting costs are nominal- taken in-house by company experts
  - Leveraging content re-use in XML is highly flexible and will be used by other business units
- Sajan's TMate was leveraged to improve the TM leverage by 20%
- The time to complete the localization of the product documentation – 6 weeks for 400,000 words in 10 languages
- The cost to complete 10 languages for all product segments was roughly \$195k – Improvement from 7 languages for \$500k
- Metrics are reviewed during a Quarterly Business Review

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# YTD Financials based on Word Count

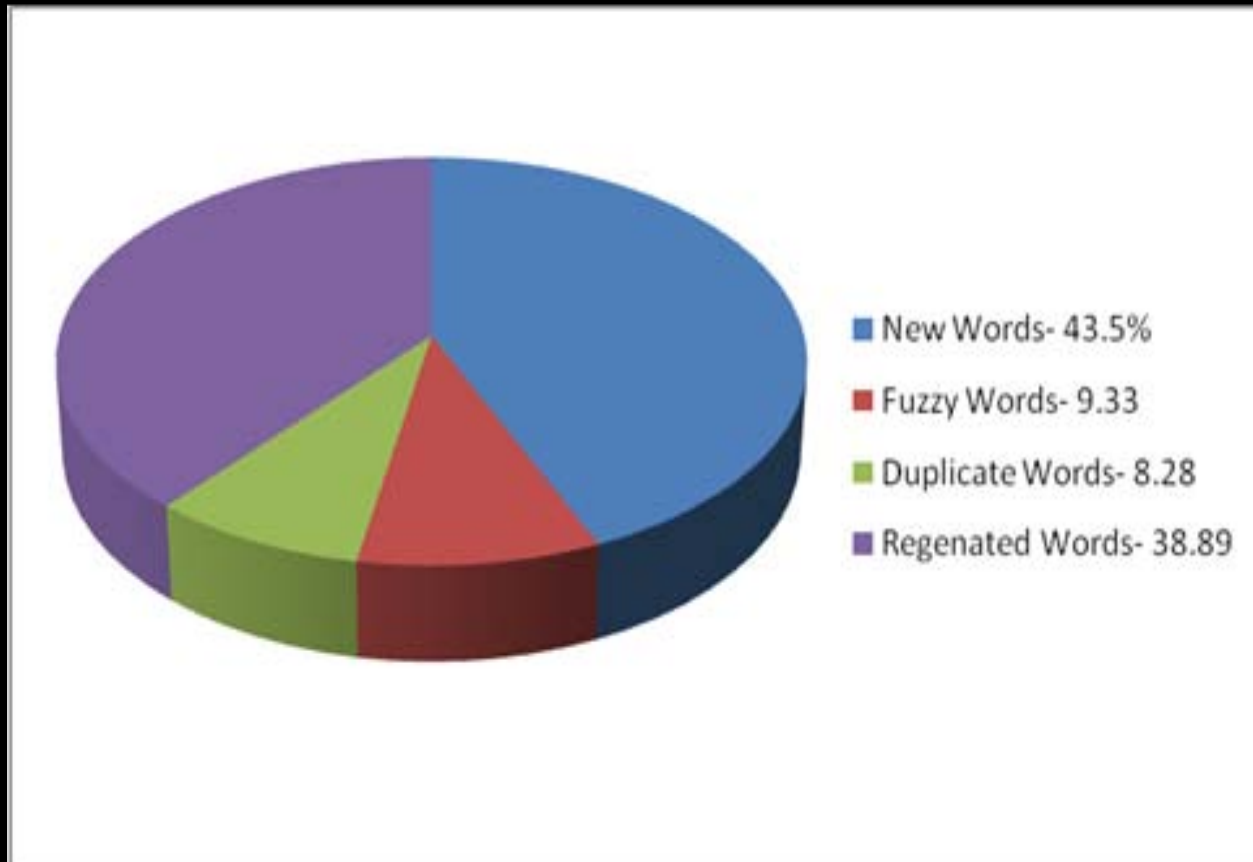
	WebEx overall	Percent of Words
YTD Word Count Expenditure (New and “Fuzzy” Words)	\$220,033.89	
YTD Savings from TM Re-use	\$487,447.26	38.89%
YTD Savings from Duplicate	\$70,223.68	8.28%
YTD Savings from “Fuzzy” match	\$46,803.66	9.33%
<b>Total Savings</b>	<b>\$604,474.60</b>	

# WebEx Percent Savings per Language

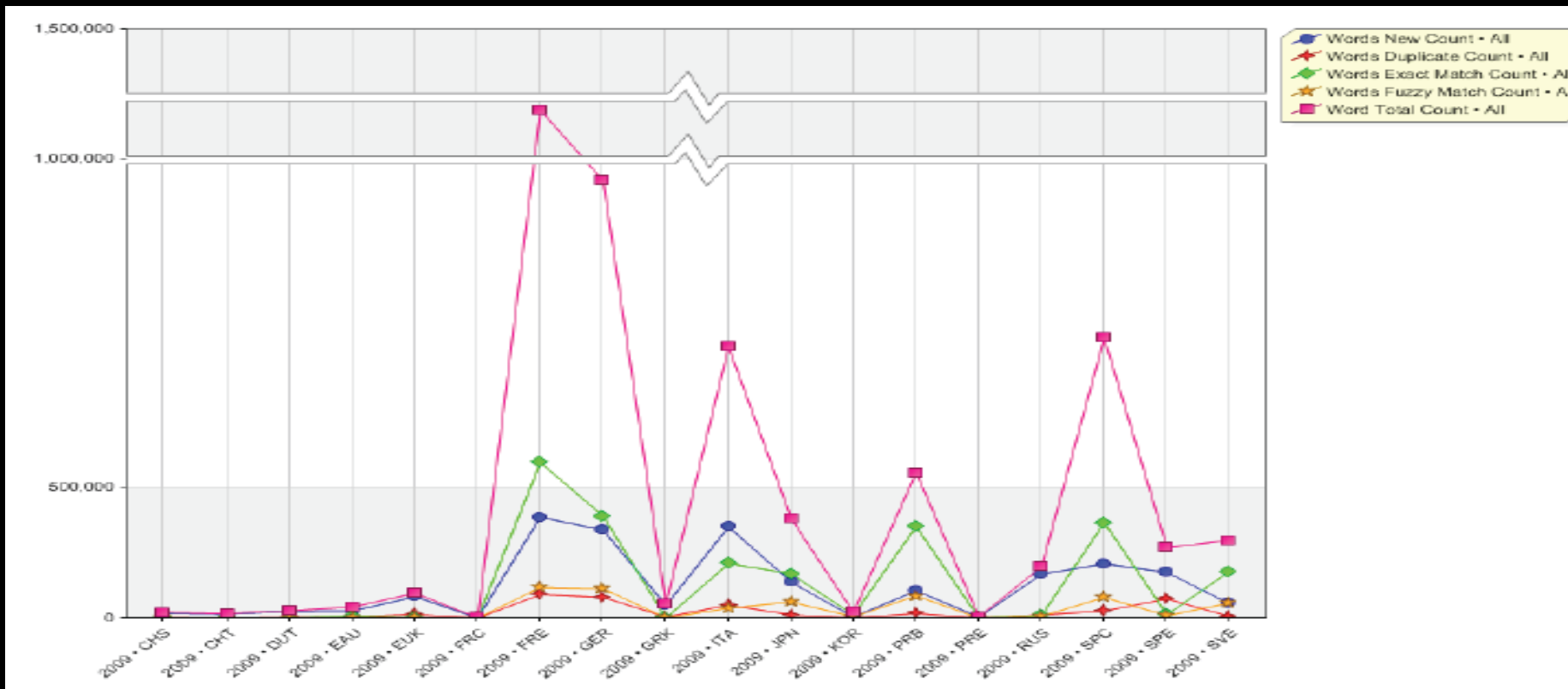




# TM Utilization WebEx Overall YTD



# YTD WebEx Word Count Analysis



# YTD WebEx Statistics

	WebEx Overall	Marketing	Product	Training
<b>Words Processed</b>	5,146,136	299,878	3,984,937	214,815
<b>Percent of TM leveraged</b>	57%	37%	70%	16%

# YTD WebEx Statistics

- Over 5,000,000 words processed
  - Translation Memory Re-use at 57%
    - French Re-use is over 60%
- Total Saving from Sajan TMate Search Algorithms in GCMS (100% and Fuzzy Matches)
  - Over \$600,000 saved

# Future State at WebEx

- **All Teams will leverage Author-IT for content creation**
  - DTP costs are nil- XML based templates
  - Screen shooting costs are nominal- taken in-house by company experts
  - Leveraging content re-use in XML is highly flexible and will be used by other business units – saves authoring time and resource
  - Product documentation to complete 3 weeks after English version
  - Training projects to decrease 50% of time to release into production
- **No more region reviews**
  - Subject matter experts(SME) responsible for all reviews
  - No bottle necks and faster release into production

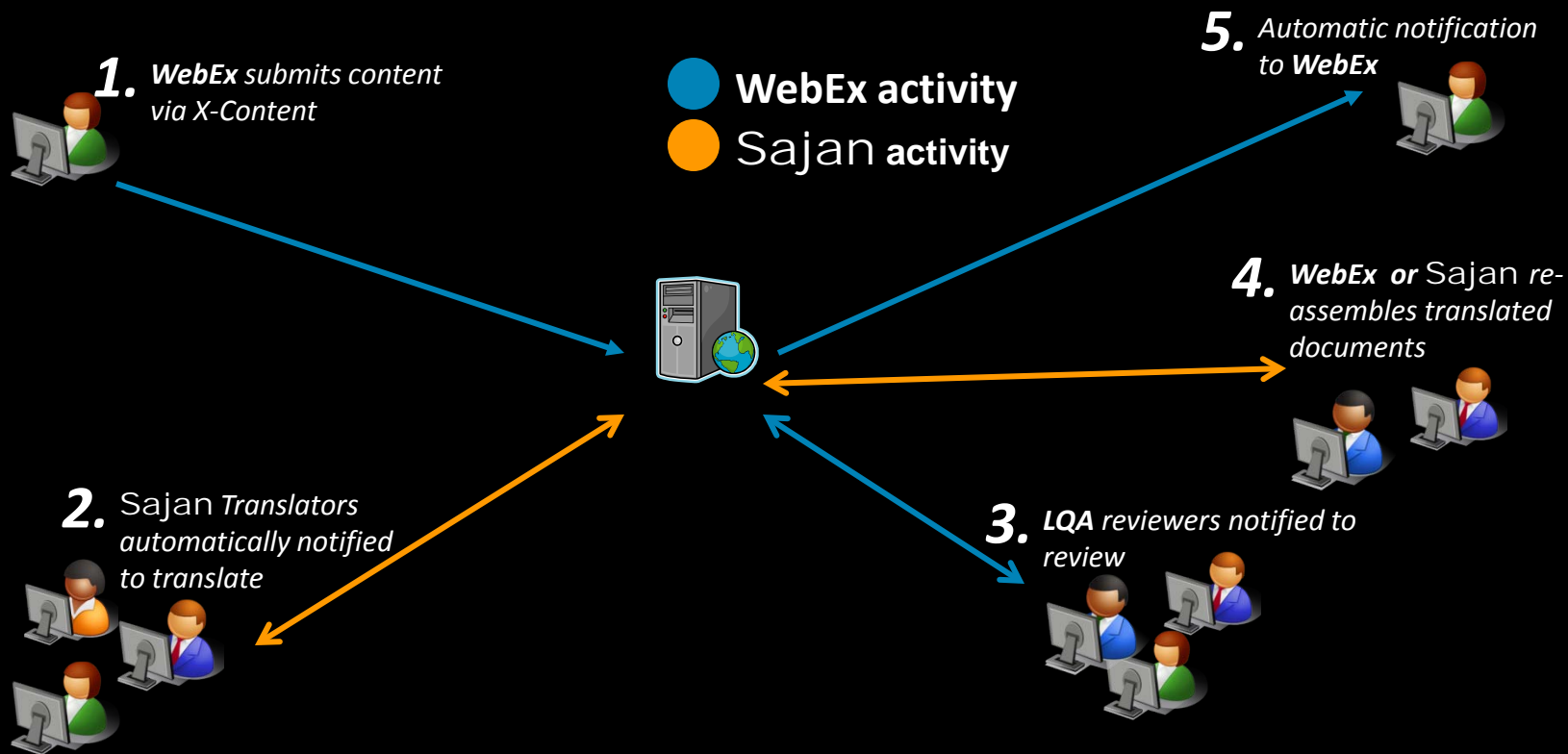
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## Future State – continued

- **Sajan's GCMS technology will enable the following:**
  - Centralized TM Management – contextualized for each business unit
  - TMate technology will further improve leveraging rates for all business units
  - All teams leveraging Authoring Coach Re-author existing text segments to determine impact on translation costs
  - Sajan, Author-IT, and Typo3 will integrate the technologies to continue to improve the workflow from content creation to translations and back for automated DTP and processing
- **Assist additional Cisco Business Units**
  - Flexible process in place based on a PaaS - Sajan GCMS
  - Share Translation Memory across logical business groups
  - China Engineering team to play a key role – Desktop Publishing and Testing

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# Proposed Flow



# Lessons Learned

- It takes time to see results
  - Results don't happen overnight
  - Be patient and secure small wins internally
  - Work with a partner that can help you reach your goals
- Metrics, Metrics, Metrics
  - Understand your business goals (time to market, improved translation, etc.)
  - Apply metrics that make sense to your business goals
- Developing the right support at the top is critical
  - Help your management team understand the financial impact
  - Schedule quarterly meetings to manage progress
- Focus on the larger Global Content Strategy, not just translation
  - Translation is just a component of strategy
  - Consider authoring strategy, content management systems and the global process

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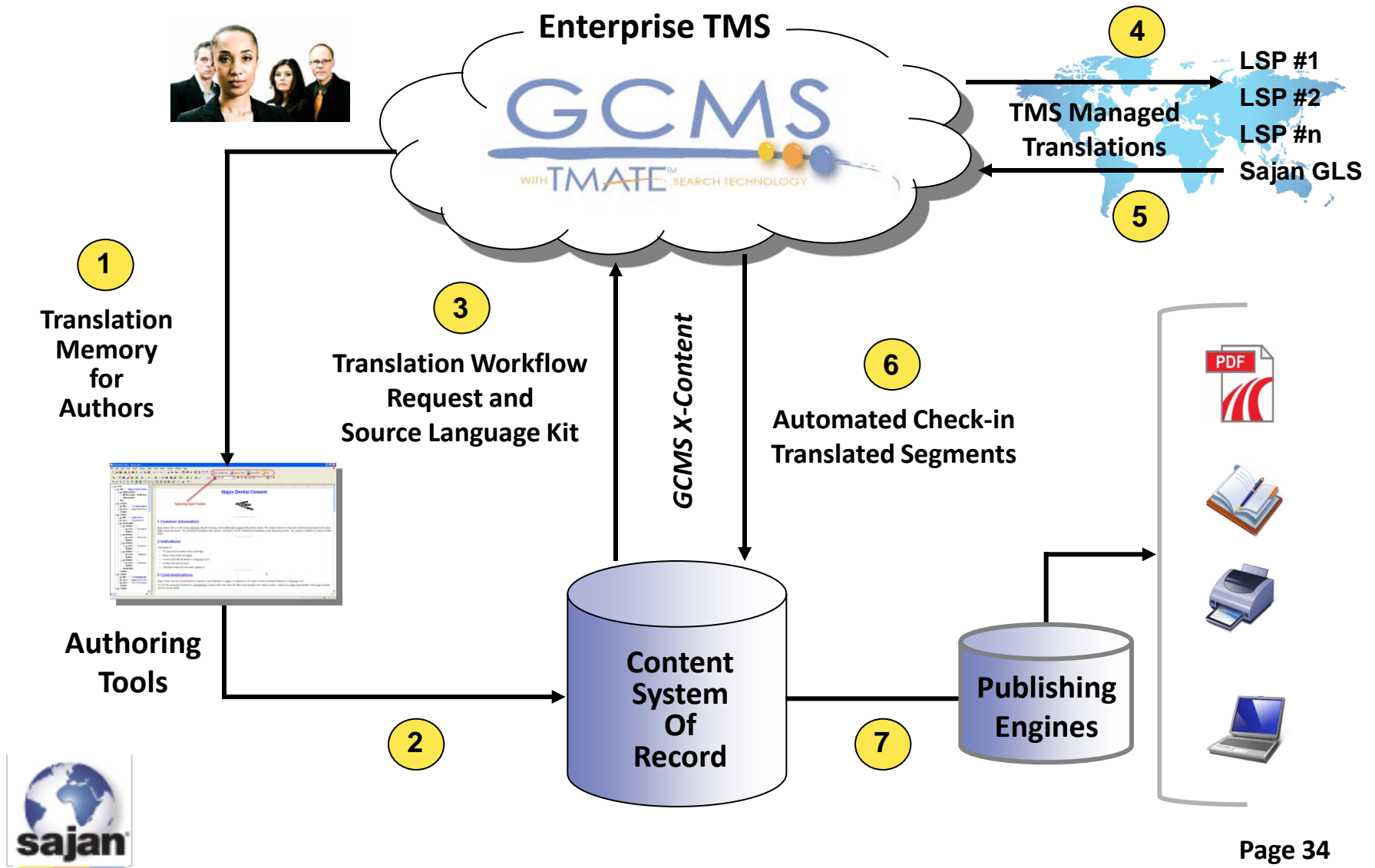
Many Languages. **One Voice.** One Solution.

[www.sajan.com](http://www.sajan.com)



# Challenges and Best Practices in Global Content Management

# The Global Content Lifecycle



# Thanks and contact us

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