



Content Metrics: Tools for Measuring ROI in Global Content Infrastructures

Gilbane San Francisco, May 2010



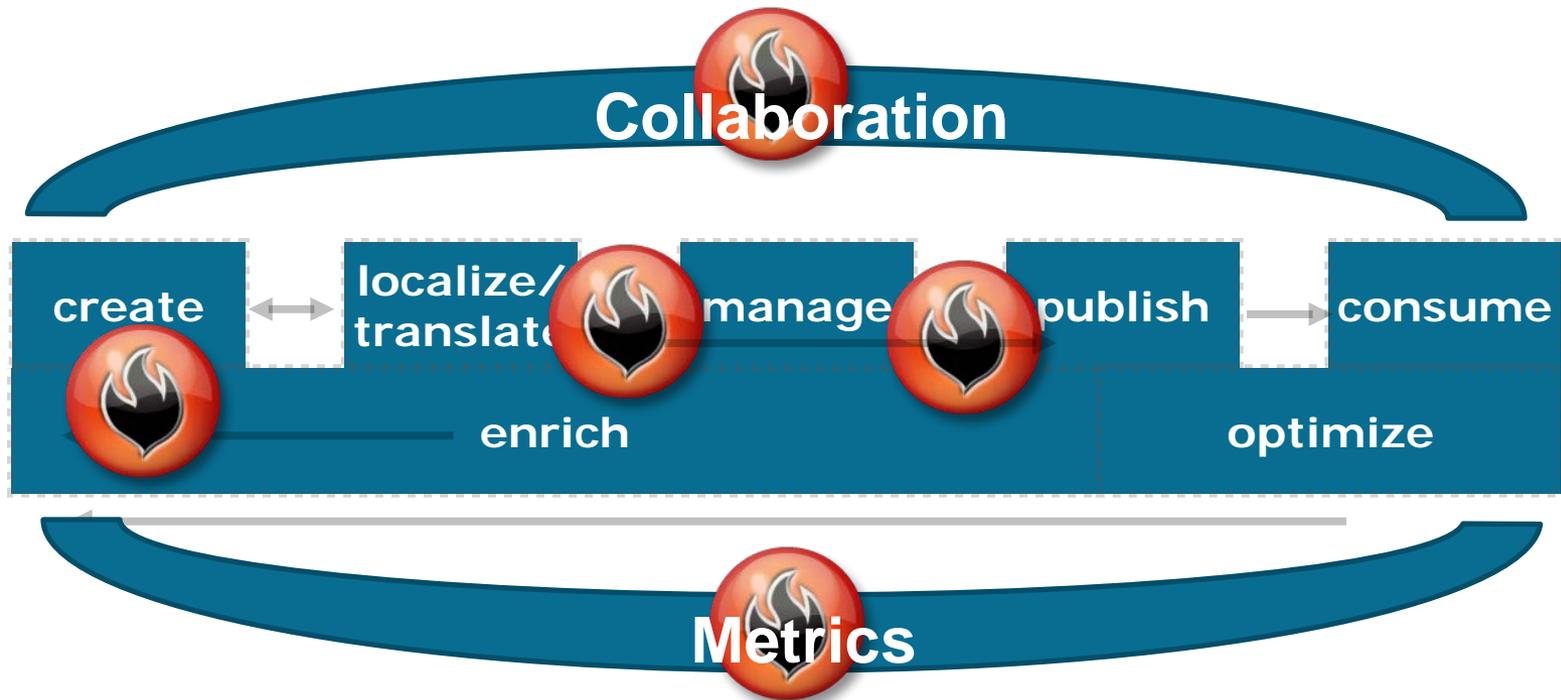
Session: content metrics

Is your organization's multilingual content delivering the business results that you and your colleagues, managers, and executives expect? You're not alone if you can't answer that question. Credible, measureable insights into what content is working and what's not remains the practice of magicians and shamans at most organizations. Fortunately, content metrics can be less black art and more science. This session looks at new tools and technologies that enable you to develop the metrics you need to align your content practices with business objectives, measure the impact of multilingual content, and get funding for investment in content globalization infrastructures (people, process, and technology).



Gilbane 2010 Heat Map

Five key investments in content globalization



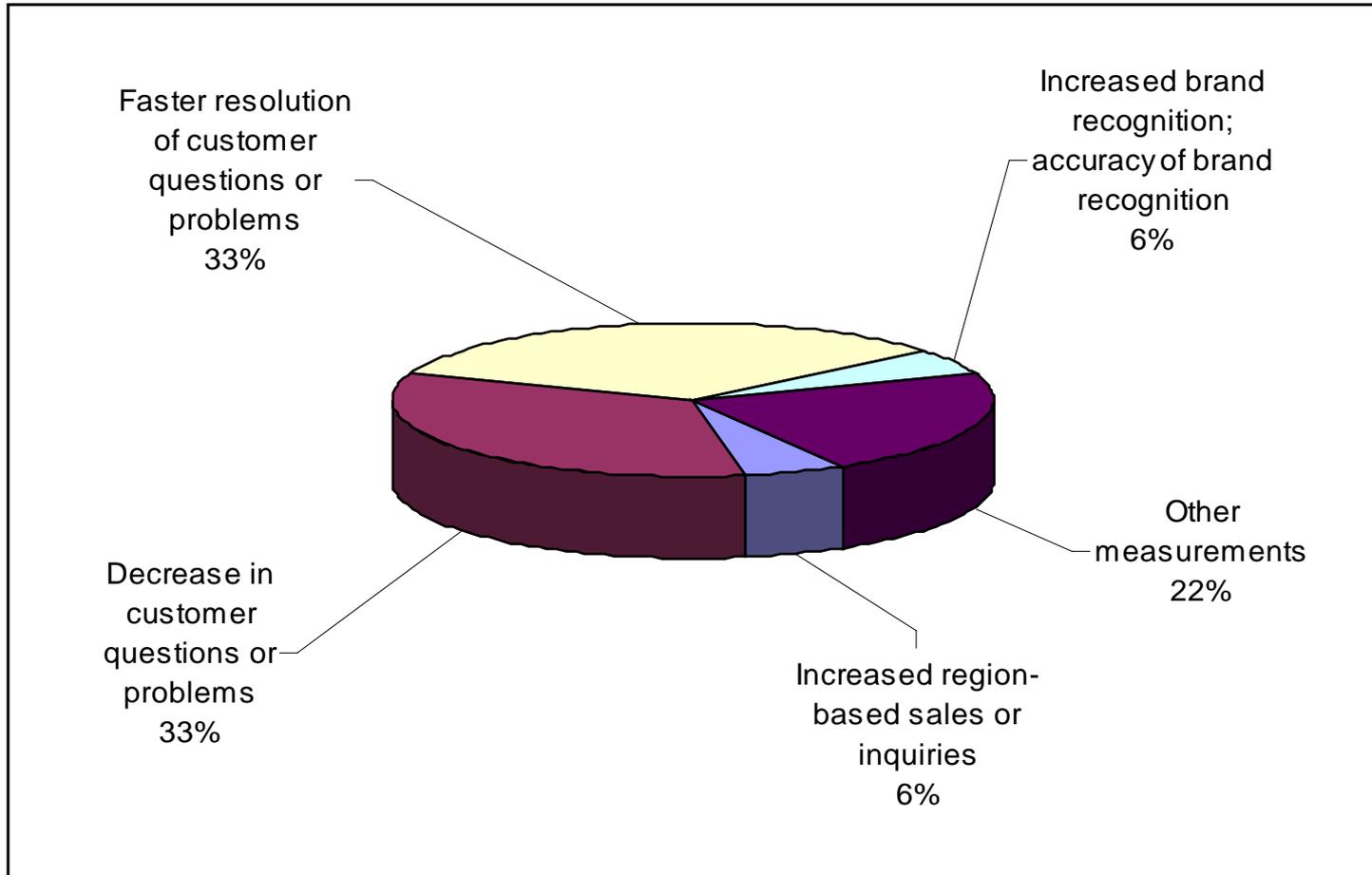
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Metrics on the heat map

- Understand and measure where and how global content impacts the business . . .
- And which investments drive the business to success
- Essential to governance
- Formulas are non-existent
 - Capture performance relevant to the business



Measuring global content value



Gilbane Group, Multilingual Product Communications, 2009



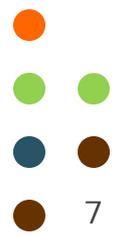
Technology as an enabler

- Once you have identified the metrics that make sense for your business, how can technology help?
 - Content analytics and reporting for iterative web site improvement
 - Reuse data from CMS, TMS, translation memories, and terminology management tools
 - Guided quality support
 - Tools like Net Promoter Score



Experts

- Robinson Kelly
CEO and Co-founder, Clay Tablet
- Michael Martyn
President, Enthink, Inc.
- Swamy Viswanathan
Vice President of Products, Language Weaver





Clay Tablet™
TECHNOLOGIES

*Metrics That Matter
(and how to track them)*



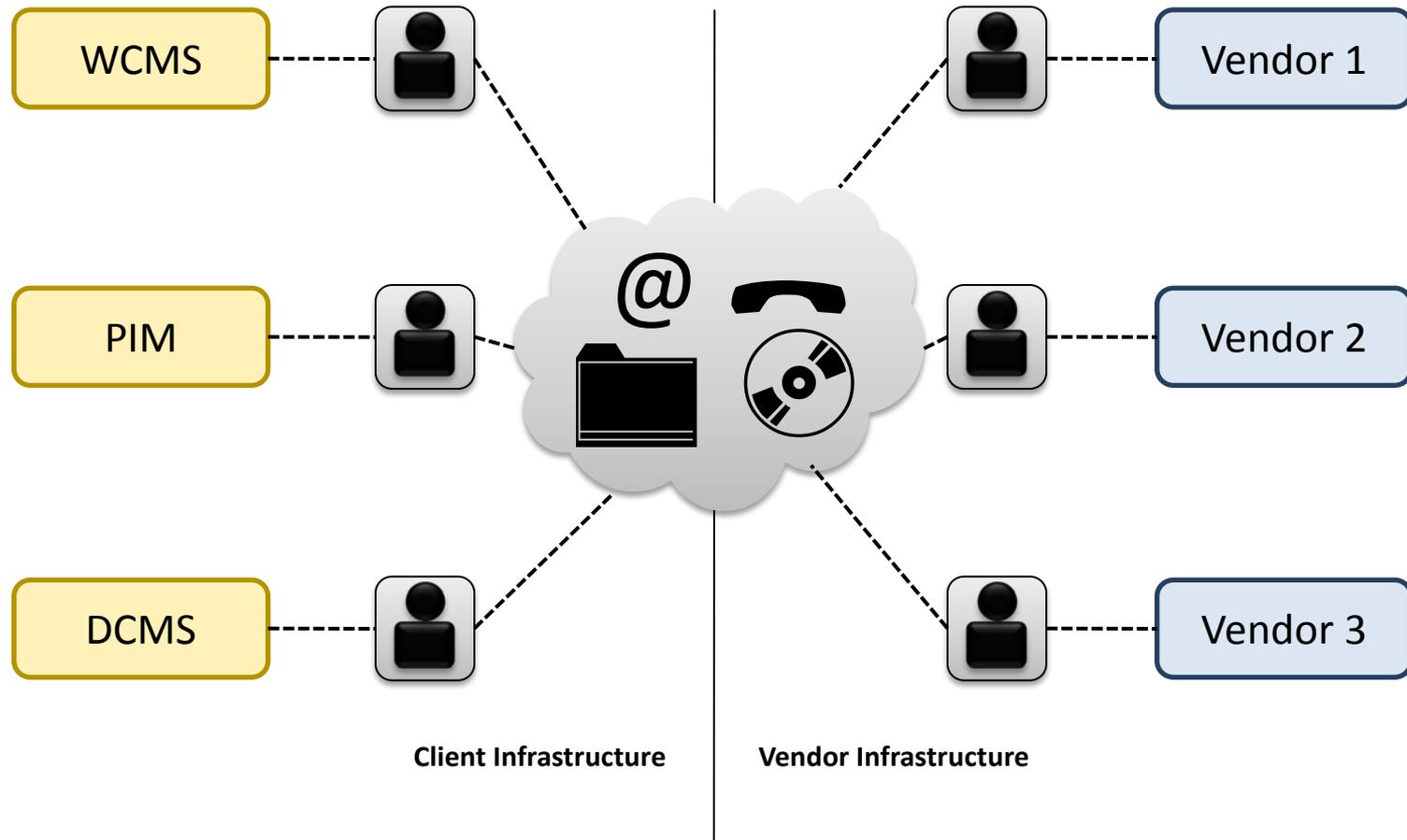
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What is Clay Tablet 2.5?



Clay Tablet 2.5 is connectivity software that connects content systems to translation systems and technologies

Track “Pinch Points” in the GCVC



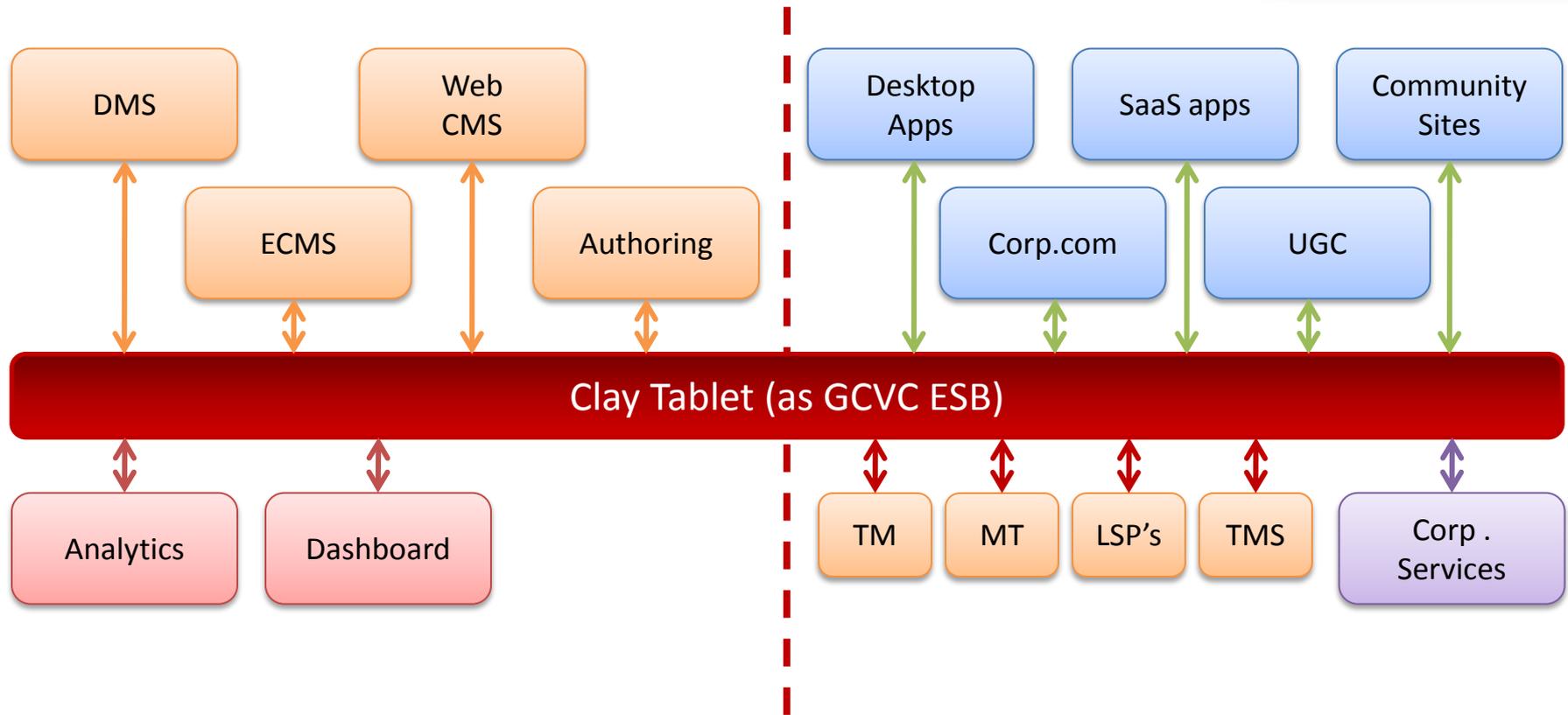
Metrics and Tools



Sample metrics to track...

- Content Reuse (CMS/Authoring)
- Content Publication Efficiency (CMS)
- Multilingual Content Authoring Efficiency (CM<>TMS)
- TM/MT Effectiveness (TMS/MT)
- Cross-vendor efficiency, cost control (ESB)
- End-to-end process efficiency (ESB)

ESB Allows global metrics collection and reporting



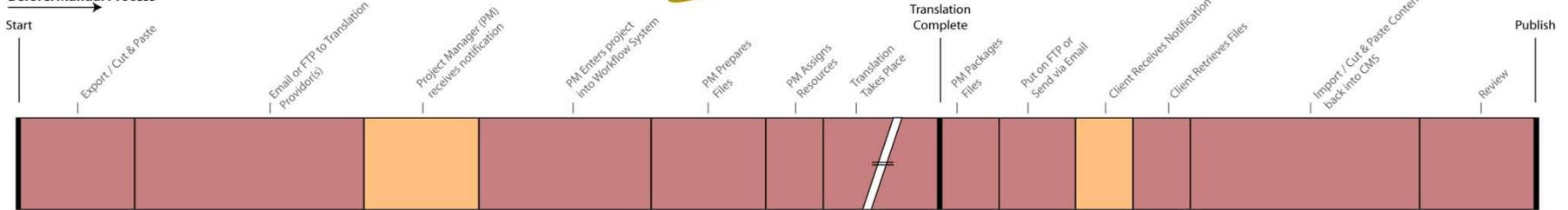
What does this analysis look like for you?



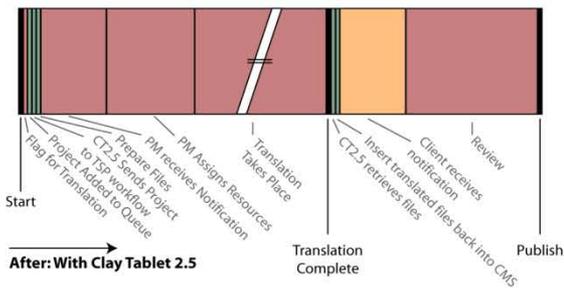
Bringing Efficiency to the Translation Lifecycle



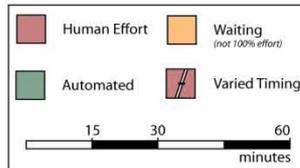
Before: Manual Process



Getting Content to Translators Preparing Project Translation Getting Content From Translator Getting Content Published



After: With Clay Tablet 2.5



Key Take-aways...



- Beware the “pennies-per-word” trap
- Consider and measure the big process picture
- Aggregate wins make it worthwhile
- Be inclusive and open to ensure clarity





Content Metrics

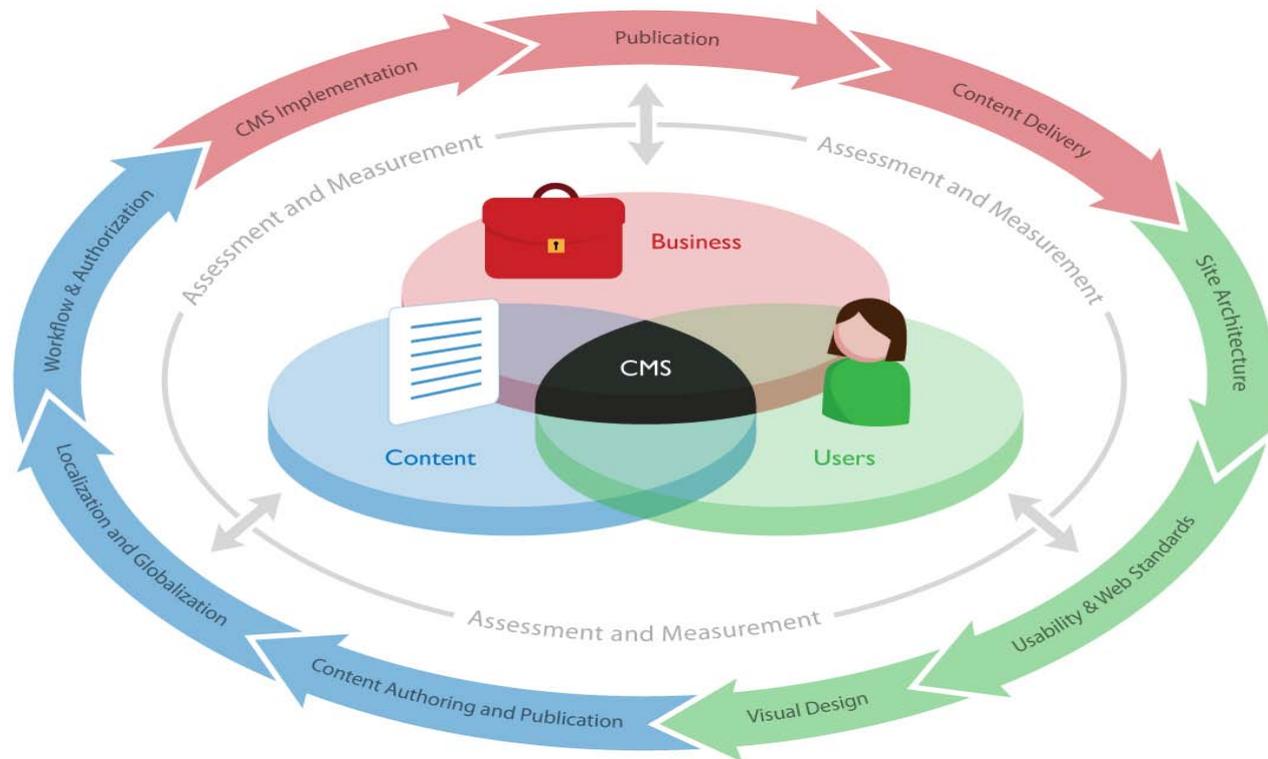
Tools for Measuring ROI in Global Content Infrastructures

Entthink

- Entthink works exclusively with CMS. We build content management solutions with more than just technology. By packaging your organization's knowledge in a more consumable way, our solutions support your brand promise and business objectives.
- Over 300 web implementations and over 200 CMS implementations
- Authored Best Practices “Look Before You Leap”
- Developed CMS Modules that extend out of the box functionality to simplify and improve the users experience.
 - Translation Bridge
 - Taxonomy Manager
 - SmartForm
 - Workflow Manager – iPhone app and wireless interface
 - SmartCal

Global Content Value Chain

- Project Lifecycle
- Translation Bridge
- Taxonomy Manager



Challenges

- Translation Costs
- Development Costs
- Process Costs
- Number of projects and complexity
- Speed to market
- Localized content within global content
- Globalized content delivery
 - What pieces go where

The screenshot displays the SolidWorks Global Websites interface. At the top, there is a navigation bar with 'Login | Contact Us | Global Sites | About Us' and a search box. Below this, a 'SolidWorks Global Websites' section allows users to 'Select a country or region:' with a list of countries and their flags, including Andean Region (Español), Austria (Deutsch), Brasil (Portuguese), China (Chinese), Czech Republic (Czech), Denmark (Danish), Finland (Finnish), France (Français), Germany (Deutsch), India (English), Israel (Hebrew), Italy (Italiano), Japan (Japanese), Korea (Korean), Liechtenstein (Deutsch), Mexico (Español), Netherlands (Dutch), Norway (Norwegian), Poland (Polish), Portugal (Portugues), Russia (Russian), Spain (Español), Sweden (Swedish), and Switzerland (Deutsch).

The main content area features a 'Kundenportal' (Customer Portal) with sections for 'Angebot anfordern' (Request Offer), 'Screencast Serie' (Screencast Series), and 'Ressourcen' (Resources). A prominent banner for 'SolidWorks® Simulation Webcast am 23. Februar' (SolidWorks® Simulation Webcast on February 23) is displayed, with the headline 'Bessere Produktentwicklung durch Strömungssimulation' (Better Product Development through Flow Simulation).

The bottom section shows an 'Account Management' interface with options to 'Load Existing User' or 'Create New User'. It includes a dropdown menu for user selection, a search box for user names, and a list of user roles and permissions, such as 'Distributor', 'GoldPremier', 'GraphicsVideoServers', and 'SignatureElitePro', categorized by region like 'LATAM', 'US', and 'AsiaPacific'.

Metrics

- How do you measure and what do you measure?
- Data and analytics
- User feedback

Total Cost of Ownership - Example	
Number of site pages	4000
X Percentage of content changed per month	10% (400 pages)
X Number of Languages	5 (2000 pages)
X Time to Create Page	15 min/page
= Total Translation Time	62.5 days (3+ months)



Language Weaver Overview

Swamy Viswanathan, Vice-President of Products

May 19th 2010

Language Weaver At-A-Glance

Founded	2002
Employees	100+
Locations	Los Angeles (HQ), Washington DC, Boston, San Francisco, Paris, London, Brussels, Tokyo & Cluj, Romania
Markets Served	<ul style="list-style-type: none">• Digital Content• Customer Support• Government Intelligence <p>Language Weaver delivers <i>trusted human communication solutions</i> through automated language translation</p>
Management Team	<p><i>Mark Taping, CEO</i></p> <p><i>Daniel Marcu CTO</i></p> <p><i>Kevin Knight Chief Scientist</i></p> <p><i>William Wong, VP of Engineering</i></p> <p><i>Swamy Viswanathan, VP of Products</i></p>

Why Translated Matters And Options For Translation

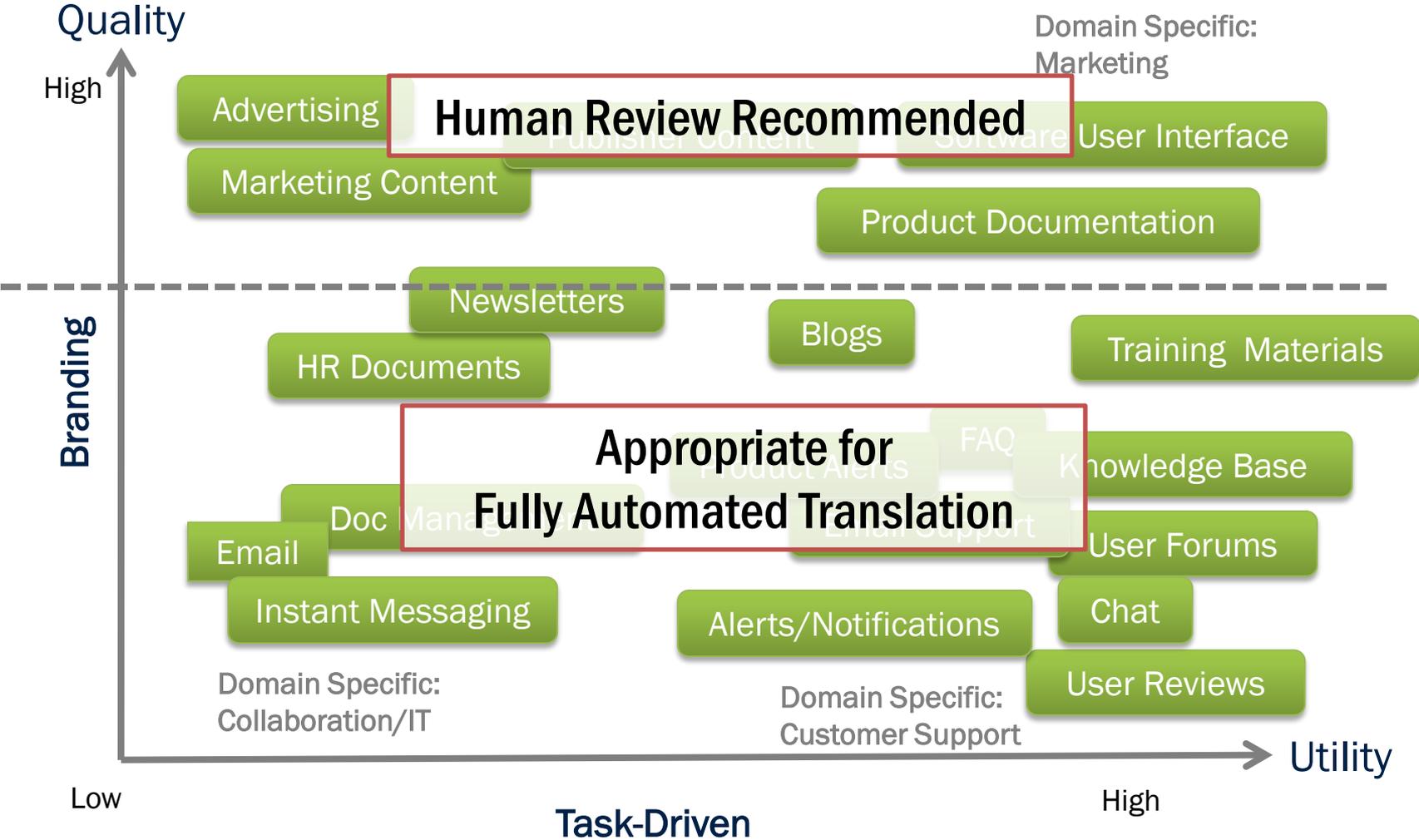
Why Translation Matters

- Changing web demographics:
 - Bulk of new web users don't speak English
 - Millennial generation itself is highly diverse
- SEO:
 - Make content indexed and findable in the native language by translation and publishing in batch
 - Lower your traffic acquisition cost
- Community engagement:
 - Increase engagement with your site, page or product by communicating in real time in the language of the visitor
- Long tail:
 - You cannot predict who will find what content important to them!

Options For Translation

- Human translation
 - Professional translator fluent in source & target language
- Automated translation + post-edit
 - Automated translation is edited by human fluent in target language
- Fully automated translation
 - Content from automated translation published without human oversight
 - Scales best and most cost effectively
 - Lets you publish everything!

Selecting the Best Translation Option For A Content Type

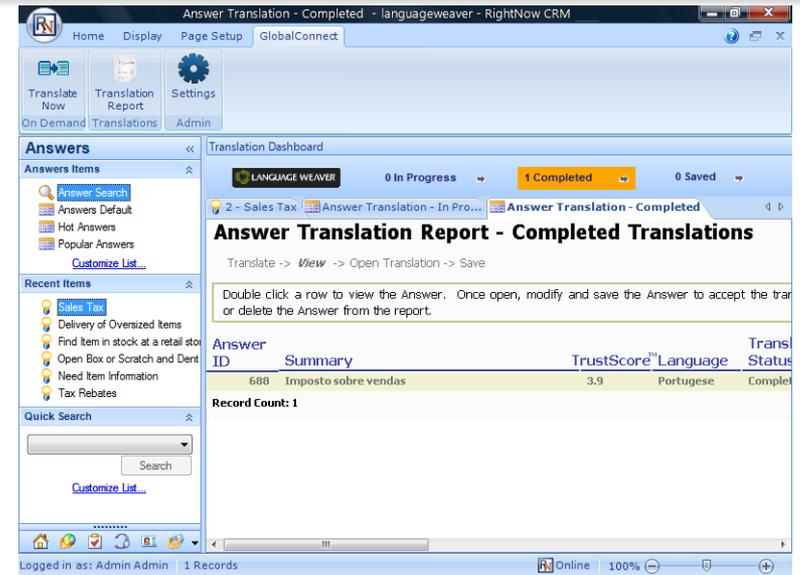


Define your own TrustScore – the measure of utility for a content type



Converting Monolingual Speakers To Multi-Lingual Publishers With TrustScore

- Problem:
 - Unless you know the language to which content is being translated how can you publish with confidence?
- Solution:
 - Language Weaver's Products come with TrustScore which predicts the utility of a translation
- Implementation:
 - TrustScore is part of every translation returned by Language Weaver engines
 - Set the TrustScore level you think is appropriate for your content type
 - Automatically publish!



- 5 Actionable and consistent with brand voice
- 4 Actionable with some brand voice (some errors)
- 3 Actionable
- 2 May be actionable
- 1 Not useful

Where Language Weaver Fits In Various Content Workflow Scenarios

<p>In a Knowledge Base Workflow</p>	<p>In a Translation Productivity workflow:</p>
<ul style="list-style-type: none"> • Integrated as part of the publishing process for publishing FAQ's, support docs etc. • Available product: GlobalConnect For RightNow Answers 	<ul style="list-style-type: none"> • Integrated as part of a translator's editing environment to provide a quick translation of documents that the translator can fix to make perfect • Available product: Integrated with SDL Trados
<p>In a Web Publishing workflow:</p>	<p>In Real-Time Decision Making:</p>
<ul style="list-style-type: none"> • Integrate with any content management system. Automatically translate, publish or share content based on TrustScore • Available products: LanguageWeaver Saas and API 	<ul style="list-style-type: none"> • Integrate domain trained systems with voice to text for video transcription • Available products: For government intelligence applications integrated with Virage and BBN
<p>In a Communication workflow:</p>	<p>Real-Time Translation:</p>
<ul style="list-style-type: none"> • Integrate with email and chat to translate inbound and outbound messages particularly for support applications • Upcoming products: GlobalConnect for RightNow Incidents 	<ul style="list-style-type: none"> • Integrate into your web site or application to provide your customers ability to translate content on the fly • Available products: API platform and widgets for real-time integration

Measures of Business Value From Automated Translation

In a Knowledge Base Workflow <ul style="list-style-type: none">• Increase in Customer Satisfaction from finding content in native language• Call deflection and increase in self-service rates• Self service rates	In a Translation Productivity workflow: <ul style="list-style-type: none">• Increase in productivity of translator (number of words that a translator is able to translate per day)
In a Web Publishing workflow: <ul style="list-style-type: none">• Reduction in page bounce rate• Increase in time on page• Increase in click through rate on a page	In Real-Time Decision Making: <ul style="list-style-type: none">• Lives saved from ability for intelligence analysts to understand feeds from video or online blogs
In a Communication workflow: <ul style="list-style-type: none">• Percent of monolingual agents that are now confident at receiving and sending multi-lingual inquiries• Percent of multi-lingual inquiries handled	Real-Time Translation: <ul style="list-style-type: none">• For destination portals and sites, increase in traffic• For embedded applications, increase in use

Metrics leadership (product content)

- Working knowledge of corporate objectives with tangible responsibilities for achieving one or more specific key performance indicators (KPIs).
- Deep expertise in the market objectives, performance to date, and the technical architecture of one or more product lines.
- Strong relationships with director or executive level personnel in other product content domains
- Access to metrics-generating systems in finance, accounting and customer support call centers.
- A perspective that understands that establishing, monitoring, and reporting performance is central to good business governance.



Thanks and contact information



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