

Content Management Strategies Conference

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How Global Companies Can Close the Globalization Gap with DITA

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Idiom Technologies

- Enterprise software company founded in 1998
- GMS (globalization management systems) market leader
 - GMS turns enterprise content management (ECM) into *global* content management
- First to combine modern XML publishing platform and GMS in one unified solution
 - WorldServer™ Global Electronic Publishing

Global Publishing Challenges

- **T: Takes too long**
 - Manual batch processes
 - Delayed product release cycles
 - Missed market opportunities
- **Q: Poor quality**
 - Inconsistent brand / message
 - Little content reuse
- **M: Costs too much**
 - Limited resources
 - Exponential cost increases
 - No vendor leverage

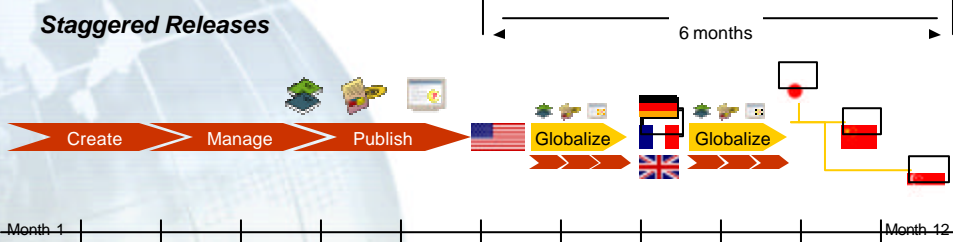




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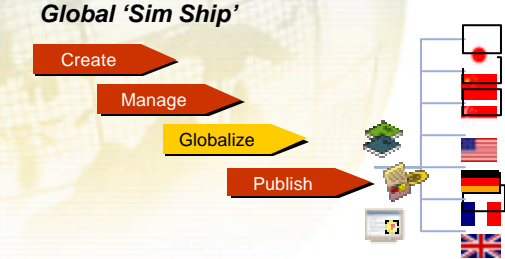
The Globalization Gap

Staggered Releases




Product Release Timeline

Global 'Sim Ship'




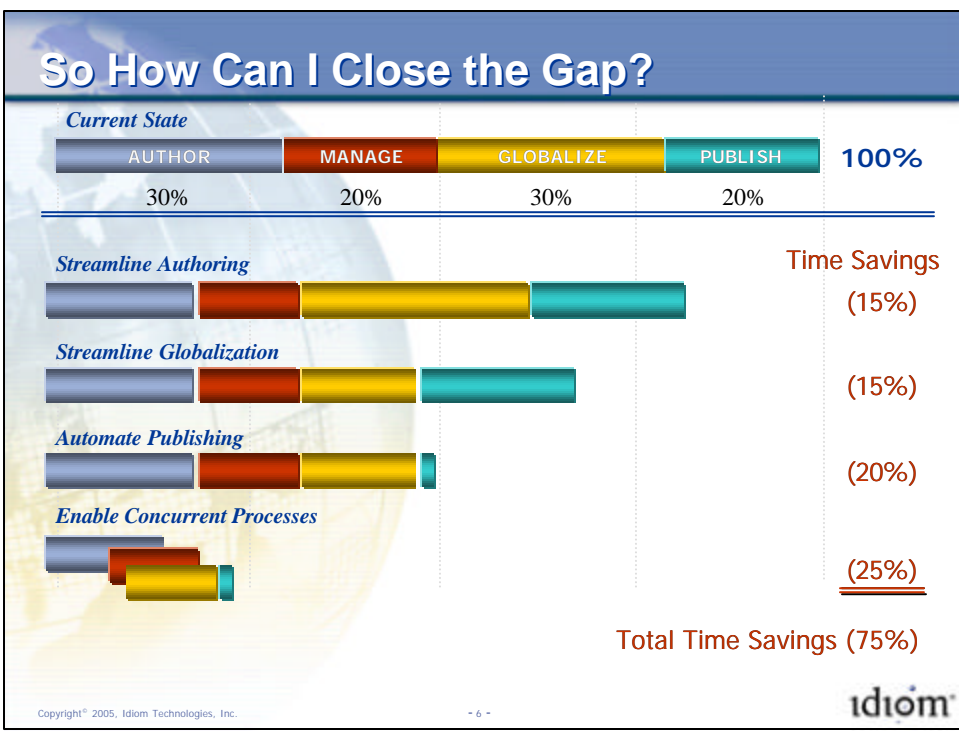
Results: *Faster Time-to-Market
 Better Quality
 Lower Costs
 Accelerated Revenue*

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So How Can I Close the Gap?

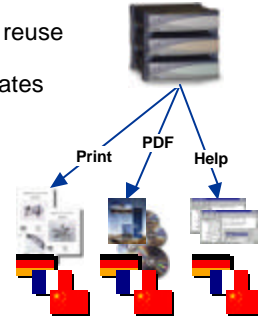
What You Need	A centralized system for <i>authoring, globalizing, and producing</i> documents
What You Should Use	Open, modern, accepted industry standards
The Results You Want	Significant time savings, risk reduction, higher quality and consistency, plus cost savings and revenue (due to faster time-to-market)

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So How Can I Close the Gap?

- Streamline authoring
 - Modern XML standards – use (choose) preferred XML authoring tools
 - XML content management (check-in / check-out, version control, automatic indexing & table of contents, etc.)
- Streamline globalization
 - Centralized translation memory (TM) = highly efficient reuse for globalized content
 - Business process management simplifies and accelerates localization
- Automate publishing
 - Modern XML standards (XSL-T / XSL-FO) dramatically accelerate production
 - Eliminate re-DTP
- Enable concurrent process
 - The power of “continuous translation”



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Globalization: What Does It Take?

Steps	Manual
Handoff files to localization group	✓
Handoff files to localization vendor	✓
Process files to generate scope and cost quote	✓
Signoff on cost	✓
Process files to generate projects for translators	✓
Send out translation projects	✓
Perform translation	✓
Return translation projects to localization vendor	✓
Process projects to create review files	✓
Perform review	✓
Exchange spread sheets with comments	✓
Make changes in translation memory tool	✓
Process projects to create final files	✓
Perform production and DTP on files	✓
Handoff final files	✓
Update, merge, store, maintain TM	✓

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Globalization: What Does It Take?

Steps	Manual	Auto- mated
Handoff files to localization group	✓	
Handoff files to localization vendor	✓	
Process files to generate scope and cost quote	✓	
Signoff on cost	✓	
Process files to generate projects for translators	✓	
Send out translation projects	✓	
Perform translation	✓	✓
Return translation projects to localization vendor	✓	
Process projects to create review files	✓	
Perform review	✓	✓
Exchange spread sheets with comments	✓	
Make changes in translation memory tool	✓	
Process projects to create final files	✓	
Perform production and DTP on files	✓	
Handoff final files	✓	
Update, merge, store, maintain TM	✓	


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Globalization: What Does It Take?

Steps	Manual	Auto- mated	Centralized, Server-based System
Handoff files to localization group	✓		One integrated system – no handoff
Handoff files to localization vendor	✓		Vendor access to central system
Process files to generate scope and cost quote	✓		Filters, translation memory, scoping, costing
Signoff on cost	✓		Centralized computation of vendor charges
Process files to generate projects for translators	✓		Filters, centralized TM/TD, auto tkit generation
Send out translation projects	✓		Workflow
Perform translation	✓	✓	Minimized by sophisticated TM matching
Return translation projects to localization vendor	✓		Workflow
Process projects to create review files	✓		Direct generation of XML on save, integrated preview
Perform review	✓	✓	Minimized because translator had preview
Exchange spread sheets with comments	✓		Issue tracking and segment comments
Make changes in translation memory tool	✓		Browser translation workbench
Process projects to create final files	✓		Architecture: direct generation of XML on save
Perform production and DTP on files	✓		Automated output, multilingual DTP features
Handoff final files	✓		One integrated system
Update, merge, store, maintain TM	✓		Changes never made outside of TM

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Enter DITA

- Topic-based
- Inheritance / specialization model
 - Extensible and customizable
- Cross-references via unique identifiers
- Multi-level reuse via content references
- Open standard
- Momentum

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Key Considerations for Globalization

- XML
- Centralized system housing XML and TM
- Integrated authoring and globalization
- Automated help, print, and PDF output

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XML

- For authors...
 - Just write information, no formatting
 - Enables reuse and better searching
- For globalization...
 - Just translate, no localization engineering or DTP
 - Easy to incorporate last minute changes to source
- For production...
 - Single sourcing of all outputs
 - Automated output process for multiple languages

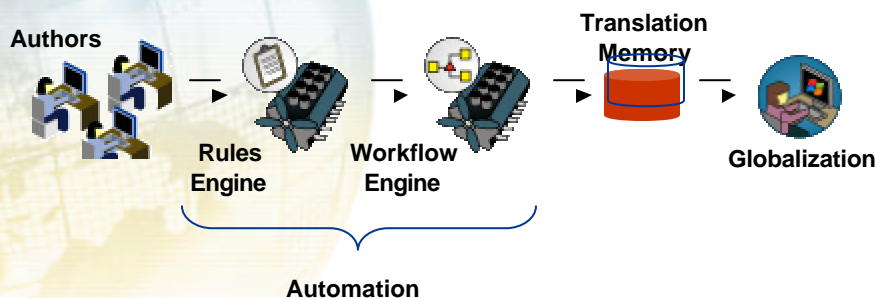
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Integrated Authoring and Globalization

- One integrated and streamlined process
- Less work, less pain
- “Continuous Translation” = translate early and often



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Automated Output

- Automated generation of all output – no DTP!
- Works across all languages
- Substantial time and cost savings
- Improves quality and consistency



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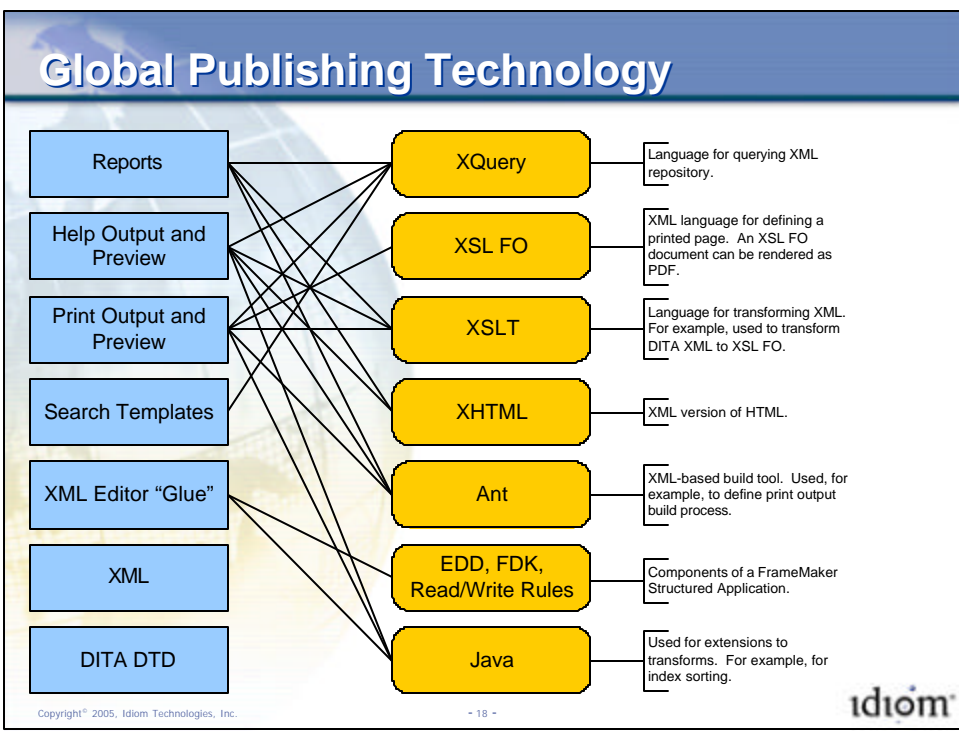
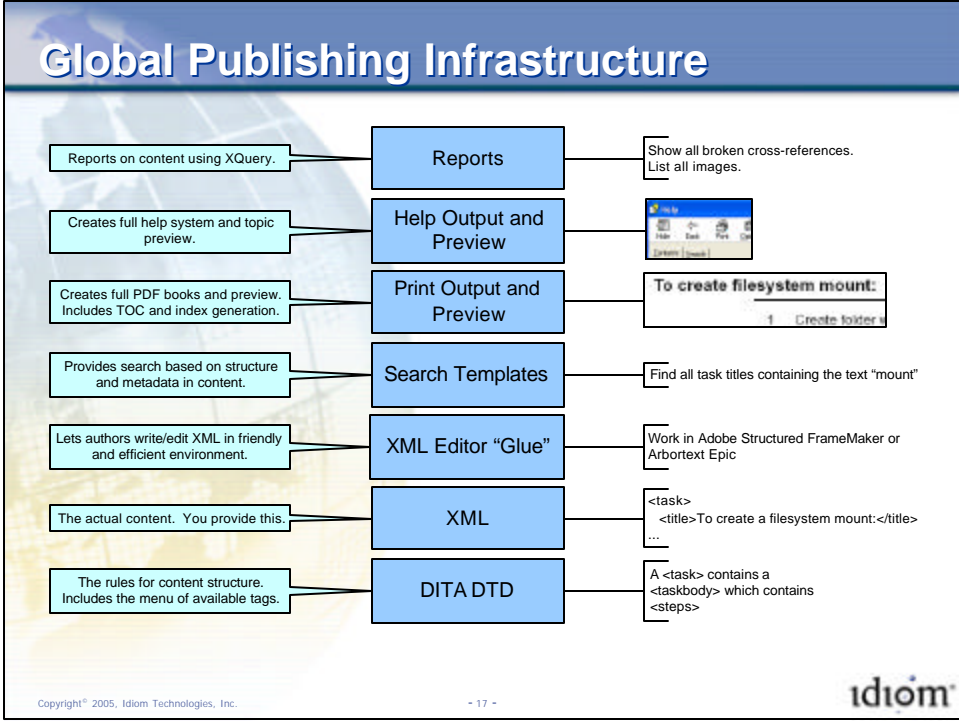
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With such enormous business benefits, why aren't more organizations already using XML?

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“Roll Your Own” vs. COTS

<p style="text-align: center;"><u>Self-built</u></p> <ul style="list-style-type: none"> • Develop DTD • Plan file/directory organization • Create editor glue • Develop XSL-FO transformations • Develop HTML transformations • Develop scripts and tools • Convert content • Test, test, test... • Maintain, maintain, maintain... <hr/> <p style="text-align: center;">8-10 person years</p>	<p style="text-align: center;"><u>COTS</u></p> <ul style="list-style-type: none"> • Just convert content • Optional: specialize DTD • Optional: configure transformations • Optional: tweak / replace COTS components <hr/> <p style="text-align: center;">.25 person years</p>
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Business Benefits – Typical Cost Savings

Tech. Pubs. Internal Savings		\$200,000
Packaging Files		
Online Engineering		
Localization External Saving – Publishing		\$800,000
Engineering & Testing	\$400,000	
Desk Top Publishing (DTP)	\$300,000	
File Conversion Tasks	\$100,000	
Localization Internal Savings – Contractor Expenses		\$600,000
Localization External Savings – Vendor Spending		\$1,100,000
Savings from TM Improvement	\$800,000	
Savings from Price Reduction	\$300,000	
Lowered Customer Support Costs		\$500,000
Annual Savings		\$3,200,000

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Business Benefits – Topline

Company revenues:	\$500,000,000
International revenue:	50%
Accelerated international revenue due to "sim ship" (5%)	\$12,500,000
Increase in international revenue due to quality (1%)	\$2,500,000
Increase in domestic revenue due to quality (0.5%)	\$1,250,000
 Annual Revenue Increase	 \$16,000,000
 TOTAL COST SAVINGS	 \$3.2M
NEW REVENUE	\$16 M
	<hr style="width: 50%; margin: 0 auto;"/>
	~\$20M

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Real-world Example

Top line impact (\$750m software company):

- 3-6 month delay ship U.S. → non-U.S. releases
- Minimum 10% international prospects wait for new release
- Minimum 1% international prospects buy competitive solutions

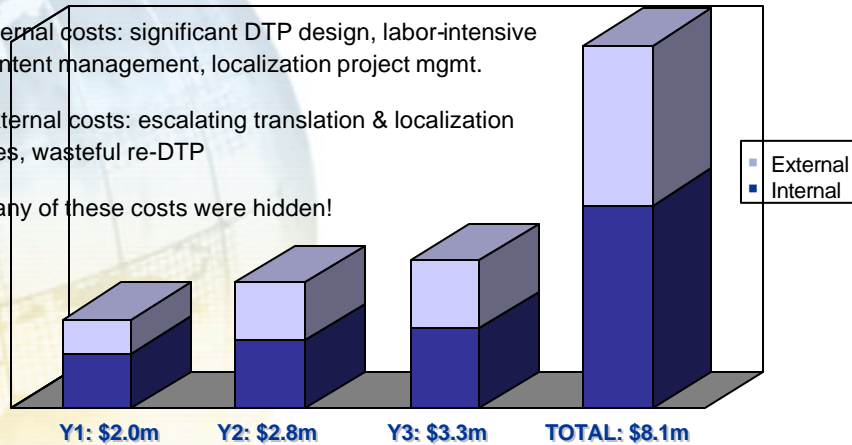
Year 1: \$3.0m	Year 2: \$3.7m	Year 3: \$4.5m	TOTAL: \$11.2m
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Real-world Example

Bottom line impact (\$750m software company):

- Internal costs: significant DTP design, labor-intensive content management, localization project mgmt.
- External costs: escalating translation & localization fees, wasteful re-DTP
- Many of these costs were hidden!



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Idiom WorldServer OpenTopic

What

A commercial / internationalized implementation of DITA that includes everything you need for global XML-based document production

Using

Open, modern, accepted industry standards

Providing

Dramatically faster “time-to-XML,” as well as ongoing publishing benefits

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