

# MemoQ Integration

## Large Scale Deployment Challenges

Bob Donaldson, VP Strategy, McElroy Translation Company

# Overview

- Context of our choice of MemoQ
- Integration Points
- Current Status
- Lessons Learned
- Wish List

**memoQ Fest 2009**  
23-24 April  
Budapest  
Hungary

**Common Sense Advisory Perspective\***  
Kilgray Translation Technologies

**MCELROY TRANSLATION**  
www.mcelroytranslation.com

\* *Evolution and Revolution in Translation Management, May, 2008*

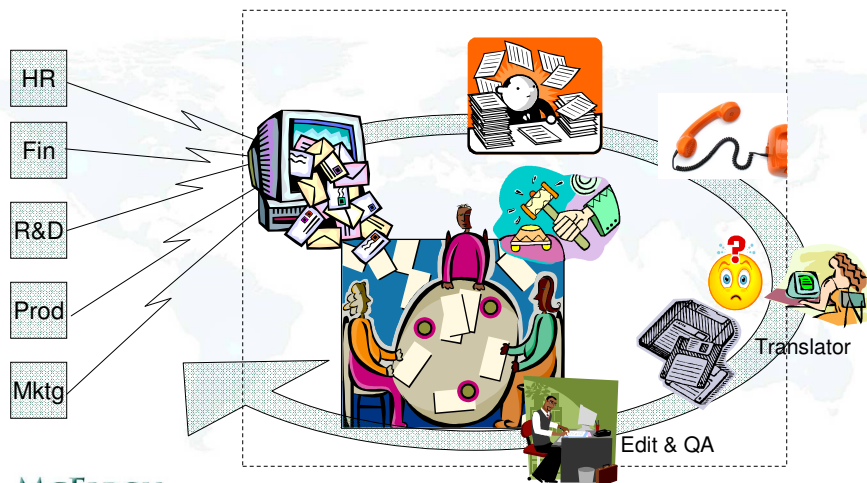
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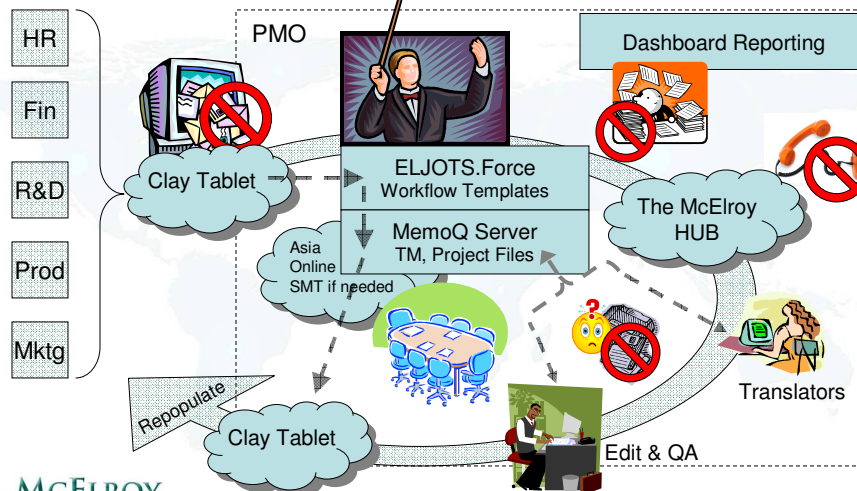
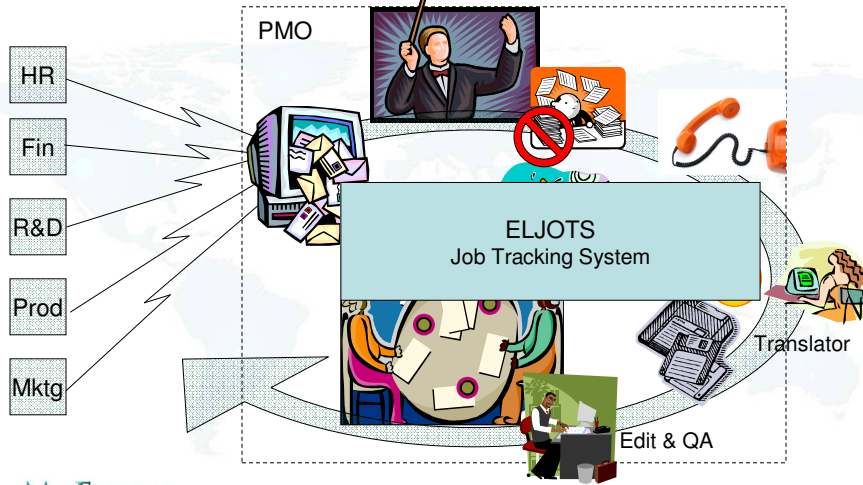
**Where we Started:  
Market Segmentation**  
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- Relationship to Content
  - Generation (typical localization customer)
  - Consumption (traditional translation customer)
  - Aggregation (emerging potential customer)
- Position in Content Value Chain
  - End Customer/Owner
    - Content *is* the Product
    - Content *relates to* the Product
  - Content is *used* in Business Process
  - Broker or Value Added Reseller
    - Localization Vendor

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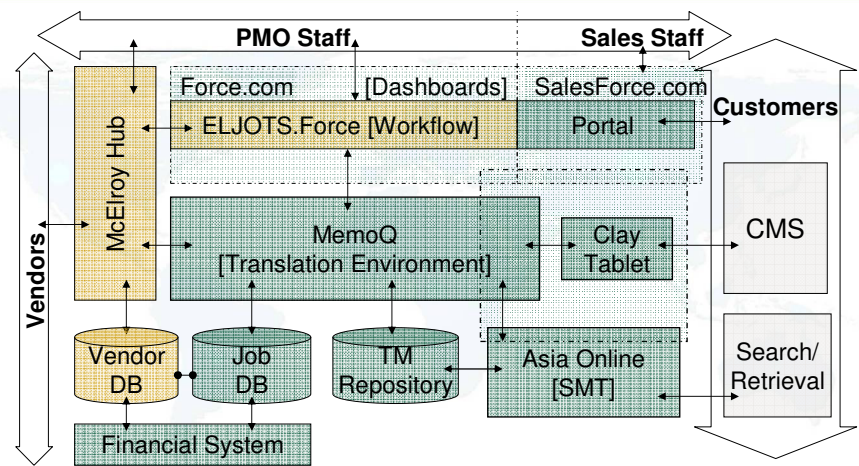
- Project mix
  - Mostly small projects
  - Some very complex projects (medical trials)
  - Emerging MT opportunities
  - Localization is less of a factor
- Customer mix
  - Large customer base
    - Integration with Salesforce essential
    - Mix of small and large companies
  - Customers ask us for advice
  - Wide variety of quality expectations





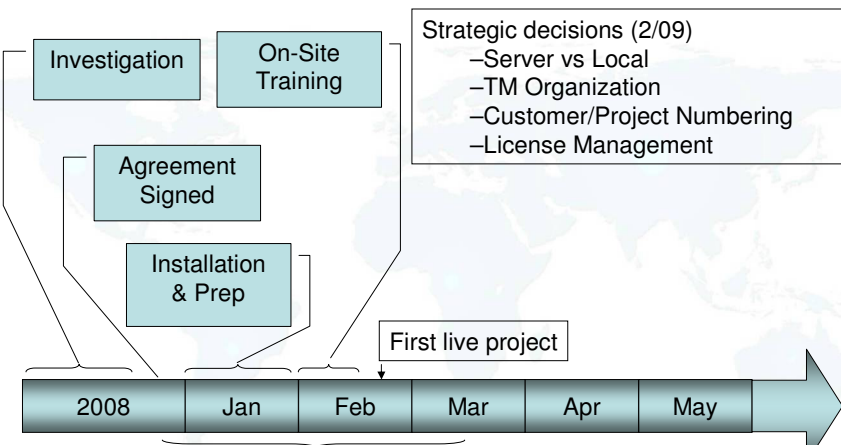
# Integration Points

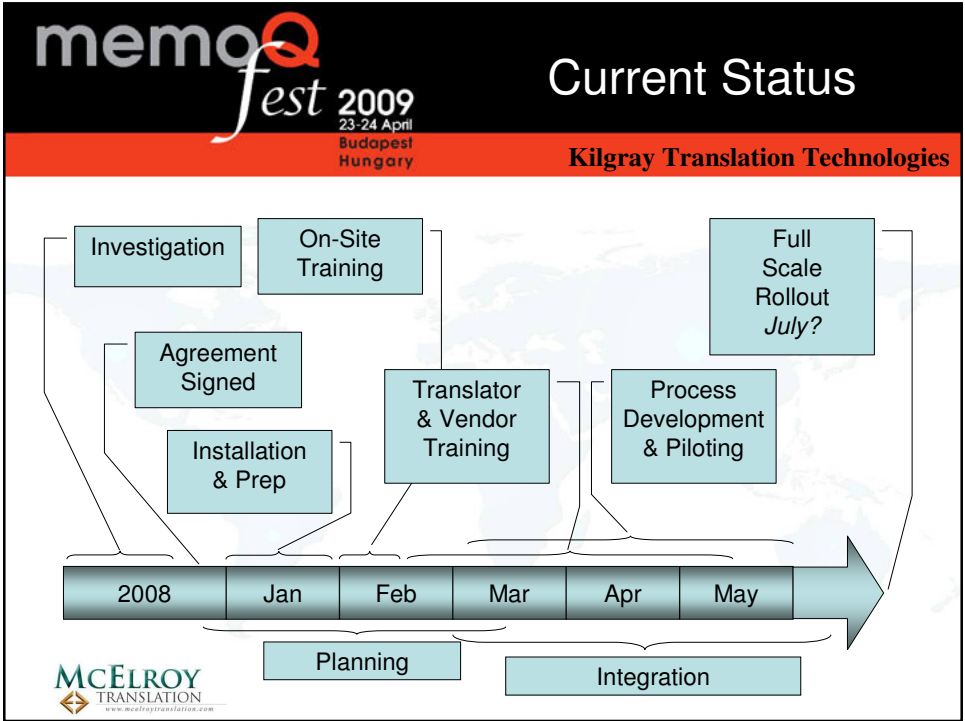
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# Current Status

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**Lessons Learned**

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Everything always takes longer than you think it will

But you knew that ...

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- Three keys to a successful rollout
  - Plan
  - Plan
  - Plan
- License management is tricky
- Use the system right after training
- Reward initiative
- Get translators involved early
- Map out all the integration points
  - Make sure you stay true to long-term vision
  - Automate where the biggest pain is felt
  - Don't be afraid to use multiple tools

- More support for Ops/Production Staff
  - Collaboration during translation
  - Production oriented tasks after translation
- Server project management
  - Significantly more difficult than local projects
- Support for other file types
  - Easy integration with OCR tools?
- Support for “super standards”
  - Cleanup tools for handling imported problems

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