

# Minimal Translation Management (M11M)

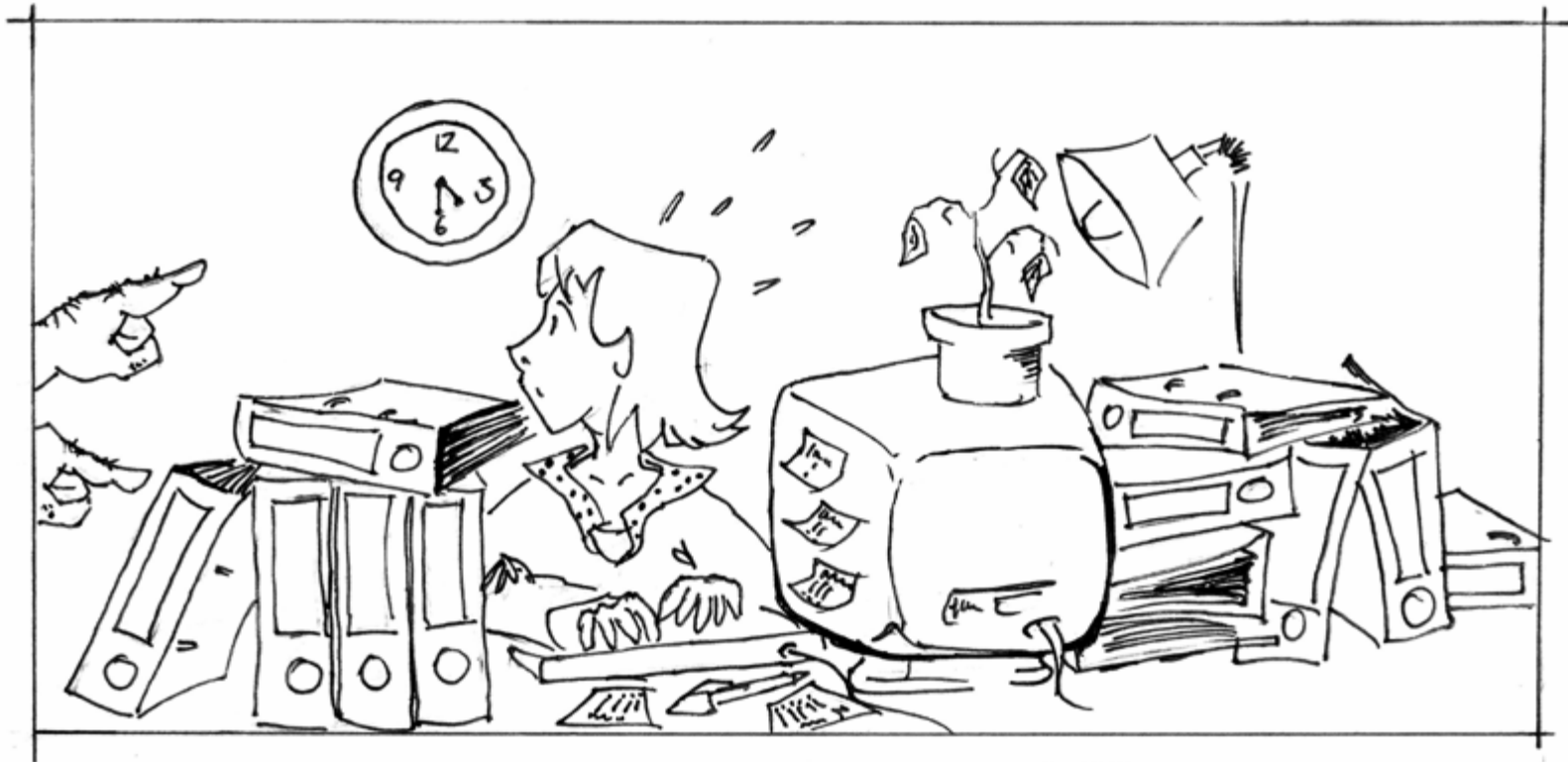
a training for those working with  
customers who are managing  
translations as a side job

-Introduction-

## Developed by:

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  - Trados employee from 1997 to 2000, since then working internationally as independent trainer and consultant on translation technologies

To manage translations can be  
a stressful task



Let me introduce to you: Your customers.

Try to step in their shoes for a moment:

- Oh, and could you see to it that our brochures/guides/manuals get translated for the product launch next week in ABC country?
  - Often customers have to manage translation projects on top of their actual job
  - There is not much time they can spend on managing translations
  - They don't know where to start
  - Nobody seems to realize how important / time-consuming this job is
  - Nobody tells them what they need to know to do this task well

## Basic assumptions:

There are two different kinds of customers in the translation industry:

- The localization professionals
- People managing translations as a side job

## What kinds of translations are we talking about?

- Not „professional“, but occasional translation jobs.
- Technical documentation, collateral material, company communication material >> no technically sophisticated (software) projects or very large-sized projects (many words/files/languages).

# Goal of this training

- To remind translation service providers like you how to deal with the average customer being not prepared to handle translations.
- To sum up the information really necessary for your customers to be able to use your services well.
- To coach you how to give persons managing translations as a side-job the appropriate information, so that YOU can do your work more efficiently and more successfully.
- To make them understand how they can help you - their translation service providers (agencies or freelancers) - to deliver the best possible translation keeping an eye on cost, quality and cycle time.
- To know enough about the translation process to negotiate more efficiently (and realistically) with you - their translation service providers – in order to receive the results you're all looking for.
- To know when a translation job gets too big for your customer to be handled as a side-job, and why they should trust it with experienced professionals if they can.

# Communication is key: *Time*

- Communicate realistic expectations of how long a translation takes
- Communicate to your customer how they can help you to save time and deliver a translation on time (change rounds, optimal preparation of source material, responsiveness to questions)
- Communicate to them that deviation from original planning may cost extra time

# Communication is key: *Money*

- Help your customers understand, how the price for a translation is calculated
- Let them know that there are tools that can help to save costs, and that you are their competent partner to explore the possibilities to use them
- Inform them about the realistic basis of your cost calculation and negotiate pricing competently

# Communication is key: *Quality*

- Understand what a customer needs to do to help a Translation Service Provider deliver a good translation
- Know quality criteria, and be able to clearly describe why a translation is not according to the expectations
- Talk with you customer about the things a Translation Service Provider can't know without being told so, or can't do at all: Special terminology, Marketing considerations etc.
- Tell your customers about the importance of the quality of source material for translation (garbage in garbage out)
- And what when it went wrong? - Basic guidelines for error handling

## What you need to know before you start:

- Project preparation
- Working with vendors
- File formats
- Languages and costs
- Preparation of the source text

- Computer Aided Translation
- Terminology work
- Quality control
- Checklist sample

Customer: „I need a translation“:  
You: „Can you be a bit more specific  
about this?“

# Defining the scope of the project

- Languages
  - How many languages
  - What languages / language variants
  - Can you work in tiers, if yes, what languages go first
  - Is it necessary to work with a relay translation
    - Into English and from there into other languages

# Defining the scope of the project

## Text to translate/Deliverables

- Translate everything
  - Documentation, service agreements, packaging, brochures, web sites, online-help, software, installation guides, user guides, manuals, marketing collateral...
- Translate only parts
  - For certain markets
  - Because of government requirements

# Defining the scope of the project

- What file formats in what versions
  - Mac / PC
  - DTP
    - FrameMaker (7, 8), InDesign (CS, CS2, CS3), QuarkXPress (5, 6, 7)...
  - Office (2000, 2003, 2007)
    - Excel, PowerPoint, Word
  - Web / Online-Help
    - HTML, text files...
  - Content management Systems
    - XML
  - Software
- What file formats do you want to get back

Customer: „I need this translation NOW!“  
You: „Take a deep breath.  
I'll tell you how much time we need!“

## Defining the scope of the project

- Schedule
  - How much time do you have for translation
  - How much time do you have for in-house review
  - Who is available for in-house review
  - What language needs to be delivered when
  - Consider using a tool like MS Project to assist you in your planning process
  - Visualisation and clear communication of the planning is also helpful for other stake-holders. Make them commit to the deadline you are proposing.
  - Plan some extra days for contingency if possible

Customer: „Just translate the document!!“  
You: „Let me just tell you how we can help  
the translator so that you will be happy  
with the translation in the end.“

## Defining the scope of the project

- Reference material
  - Is there old/related material that could be used as reference?
  - PDF of DTP files
  - Terminology list
  - Style guide
  - Requests from customers, market centers, sales personnel from previous projects
  - Discuss preferred ways to communicate questions and comments (whom to ask, how to organize information...)

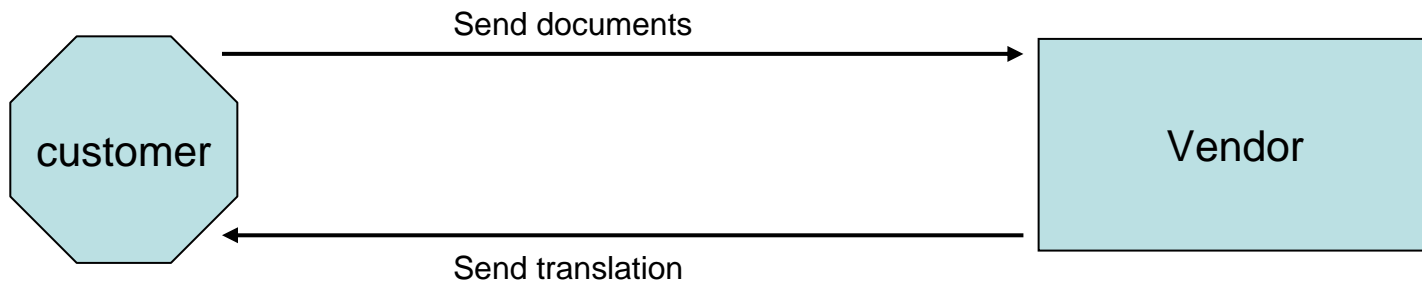
Never forget:  
Your customer is the subject matter expert...  
Talk with them about issues, questions etc.

# Defining the scope of the project

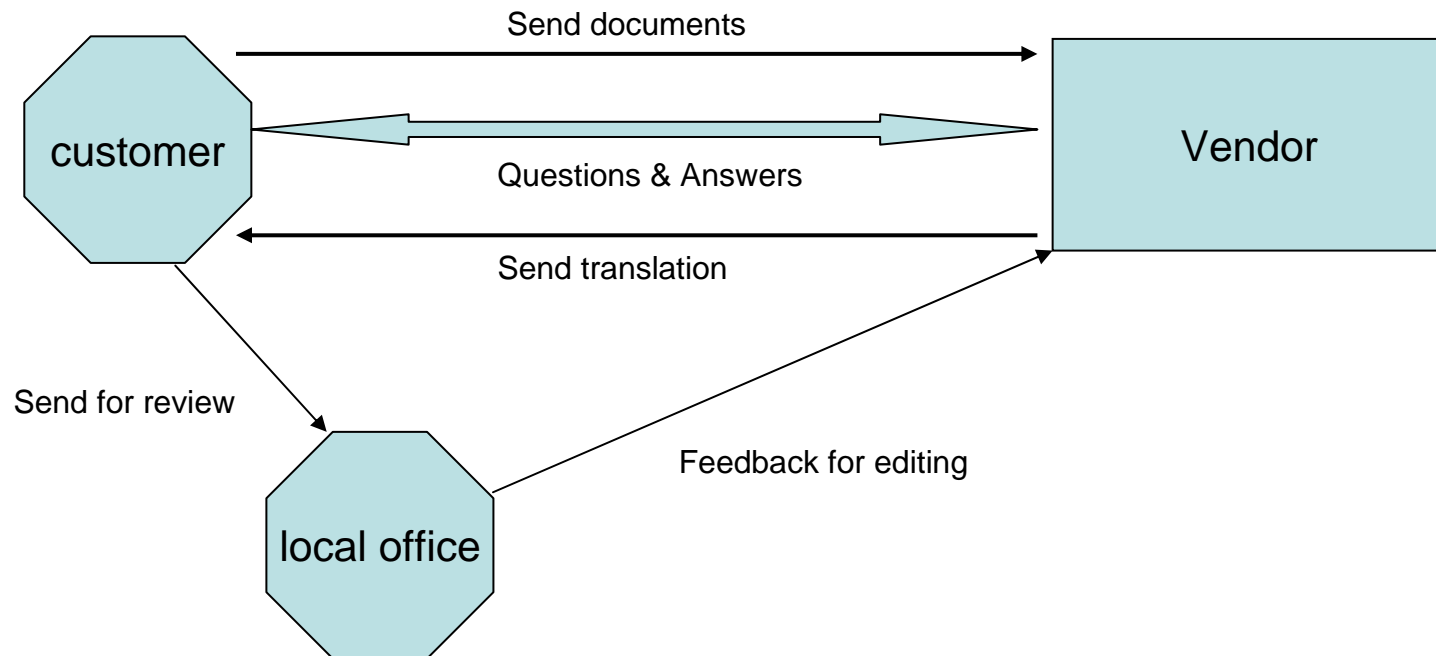
Ask your customer:

- How would you like to receive questions?
- Who will answer these questions? Are these people always available during the course of the project?
- Who is the responsible project leader?

# Ideal scenario 😊



# Actual scenario



**You should receive from your customer full project-related instructions in writing. Consider offering them a template or using a checklist for this text.**

It's not only about linguistic correctness:  
Best test translation is a low-profile project.  
Show your customer how you work.

## Preparation

- Requirements for your project
  - Languages, text volume, timeframe...
- Text for test translation
  - Sample text of about 300-500 words
  - Reference material for sample text

Be aware how they might look for you.  
Stand out from the crowd.  
Show them, how well you will work for them.

## Looking for a vendor – how can your customer find you...

- Research for vendors specialized for subject matter area
- ProZ.com for freelance translators
- Recommendations
- Vendor exhibitions at conferences
- Call up reference customers of vendors
- Certifications ISO, ATA, tools
- Send out test translations
- Run a few low-profile pilot projects with the vendor

It's all about communication.  
Never forget that many things that **may be clear to you**, aren't quite as clear to others.

## Communication

- Project requirements / communication paths
- Ask questions on customer's requirements, if they are not clear
  - Ex: do you need Portuguese for Portugal or Brazil?
- Volunteer giving a presentation on the translation and quality assurance processes
- When giving for a quote, tell your customer what the prices contain
  - Translation, proofreading, editing, layout/formatting
  - Other services (adaptation of graphics...)

What do they see in you?  
Never forget, that it is not about words alone.  
,Chemistry' and perfect service also play a role.

## Your customer's criteria for vendor selection

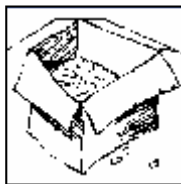
- Technical competence
- Additional services
- Responsiveness to requests
- Availability of resources
- Reference projects that have a similar scope to your own
- Feeling comfortable with the services provided
- Single-language vendor or multi-language vendor
- And there should always, always be a plan B
  - >> Try to make your customer understand, that it can not only be about the price

## Relationship

- Aim for a long-term relationship with your customer
  - Try to get product training for translators
  - Start projects with a kickoff meeting
  - End projects with a „lessons learned“ session
  - Ask customers to inform you on upcoming projects, so that you can plan the availability of dedicated translators
  - Offer customer the selection of dedicated team of translators
  - Talk with your customer about new versions of tools, new file formats...

Which file formats are most common for your customers? How can you help them to deal with them most efficiently?

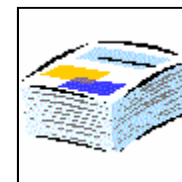
# Where you find translatable text...



packaging  
InDesign, QuarkXPress, TXT



software user interface /  
display texts  
EXE, DLL, ResX, properties...



manual / user guide /  
training material  
Word, FrameMaker, XML from CMS



marketing material  
QuarkXPress, Word, HTML



product  
**Internet / Intranet**

website  
HTML, XML, database texts



online help  
HTML, RTF

## The source material...

Source material should be presented in a form that can be easily handled by a translator:

- **Countable and editable** text formats
  - Workaround with Word files
- Source texts that can be **over-written** during translation (no PDF or hard-copy)
- **Adapting the layout and formatting** is usually not part of the translation, unless negotiated differently

## How is a text being counted?

- There are computer programs facilitating the counting of words.
  - Statistics or Analysis function within TM systems
  - Word count programs
  - Word count function within an editor
- Make sure that you agree in advance how the word count is done, as all those tools count differently
- Word counting is very difficult for some formats and layouts, customers should always give you as LSP access to the actual text files.
- Agree with your customer in advance on the portions of the text that don't need to be translated.

Customers are often surprised if you tell them that you can handle sophisticated file formats with TM-editors. Let them know you can!

## File format considerations

- Word, Excel, PowerPoint
  - Marking or hiding text that needs no translation
- HTML
  - Customer specific things (translation of text within tags)



```
click on the symbol <IMG SRC = "button.gif" TITLE = "red and black circles">!
```

But let the customer also know that some formats make your life unnecessary difficult. Tell them about it, and ask politely if they can help.

## File format considerations

- XML
  - DTD (definition of tags)
  - Text chunks from content management systems (add a PDF for context)
- InDesign
  - Text extraction or export into translatable format (XML, INX)
- QuarkXPress
  - Text extraction, export into tagged format
- FrameMaker
  - Conversion into translatable format
  - Exporting into MIF format

- Software
  - Locking, hiding or comments on text strings with the help of a software localization tool
  - Text files (PHP...)
    - Define what is translatable

```
Dim Msg, Style, Title, Help, Ctxt, Answer, Text1
Msg = "Would you like to continue ?"      ' define message.
Style = vbYesNo + vbCritical + vbDefaultButton2      ' define
      ' buttons.
Title = "MsgBox-DEMO"      ' define title.
Help = "DEMO.HLP"      ' define help file
Ctxt = 1000      ' define help context
Answer = MsgBox(Msg, Style, Title, Help, Ctxt)      ' show message.
If Answer = vbYes Then      ' user selected "YES".
    Text1 = "YES"      ' run operation.
Else      ' user selected "NO"
    Text1 = "NO"      ' run operation.
End If
```

Inform customer pro-actively about layout issues you can foresee during translation (spacing, hyphenation, callouts etc.) You don't want them to find out when it is too late already.

## Other considerations

- What happens if text expands
  - Translation does not fit on the button
  - Translation does not fit into the text box
  - Translated text needs a bigger font size (Asian characters)
  - Translated text does not fit onto one page
- Program versions
  - With what program version are the files created
    - Do they have to be saved down to an earlier version for the vendor
    - Export text to an easier file format (Word)
- Conversions between Mac and PC
- Page size (Letter / A4)
- Amount of layout work (especially PowerPoint, DTP files)

Tell your customer, how prices are ,made‘  
for translation jobs...

Language combinations:

with English/other languages

- Languages requiring special characters (Asian, Central European Languages, Greek, right-to-left languages)
- ,Rare‘ languages

## How are prices ,made‘ for translation jobs?

- Language groups
- Areas of specialization/level of difficulty
- Quality
- Confidentiality
- Time available

Explain to the customer what you can do for them, but an individual translator can not: it's not just about the words!

## Translator vs. agency

- For some language combinations, there are only few specialized translators in the market. They might be able to ask high prices, and still not always be available.
- Several Language Service Providers may have the same translators in their database.
- Translators working directly for their customers are normally cheaper, and often very committed to delivering the very best material. Still, many customers prefer one-stop-shopping for all their projects and language combinations.
- If your customer is not able to implement a uniform translation process by yourself, they may be better off using a LSP for support (this may change again as technology evolves).

## Advised process for cost estimate

Receive text sample or full text from customer, asking for price based on word-count in source language within a given time-frame (normally, approx. 2000 words/day are realistic).

Check cost estimate:

- Time (try to know in advance when you will receive the files, and when the customer needs to receive them back)
- Costs (fixed or can they still be changed? Based on what?)
- Deliverables (numbers and names of files, number of words)

If customer agrees to the cost estimate and sends the project out:

There should be maximal clarity about what the expectations are, and how customer can be reached in case of any questions.

Try to be in control.  
Your customer pays you for taking over their  
translation head-aches...

## After the project begins

- Stick to the agreed price and process, and also hold your customer to it.
- Deviations from process or change of word count are acceptable for a good reason – remind customer when you see that these deviations will occur, and be ready to re-negotiate.
- Be clear about when a project ends, and when a new project starts.

## How the source text can influence your translation: Quality of source text

- Source text of poor quality (language, style, content, layout) will be reproduced and multiplied in all the languages of your translation (garbage in, garbage out)
- Questions about source text might delay translation (try to clarify in advance, and be available for answering questions)
- Errors in source text might be found during translation (be prepared to fix them)

## How source text can influence the translation: Layout issues

- Ensure that enough space is available (expansion in many languages)
- Different word-order may be applicable for different languages
- Every change in source text will generate new cost in translation if previous translation can not be reviewed
- Make sure that terminology has been used consistently in source

- All translatable text needs to be accessible
  - conditional text in FrameMaker
  - layers in QuarkExpress and Indesign
- Possible conversions or text-extraction for translation
- If only small text parts need to be translated out of a document, make sure that you receive the context for reference of the translator

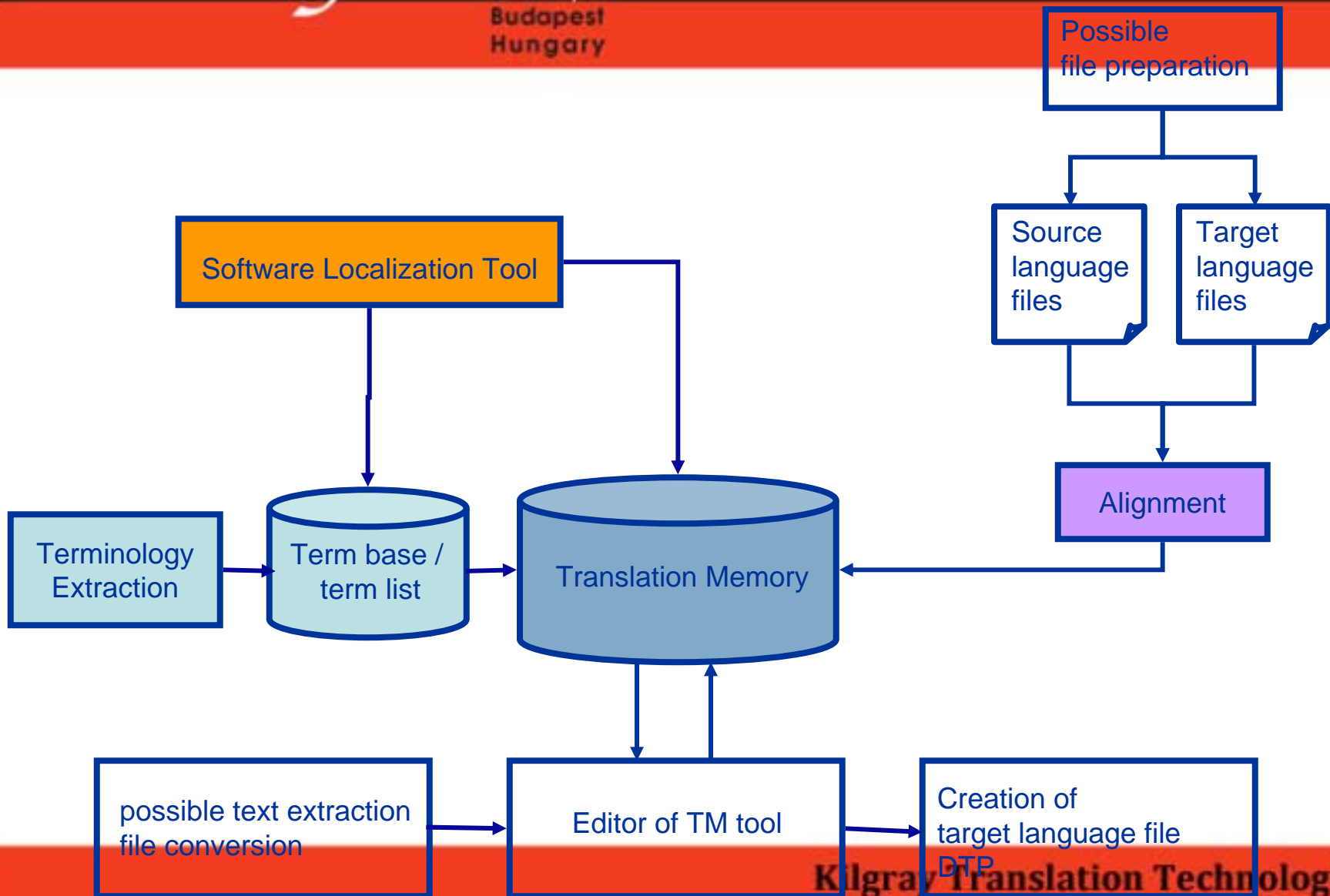
Preparation of the source text is crucial for the success of a translation.

Try to educate your customer, that a translation can not typically improve the quality of a poor source text, and that issues in the source texts will be taken over in the translated versions.

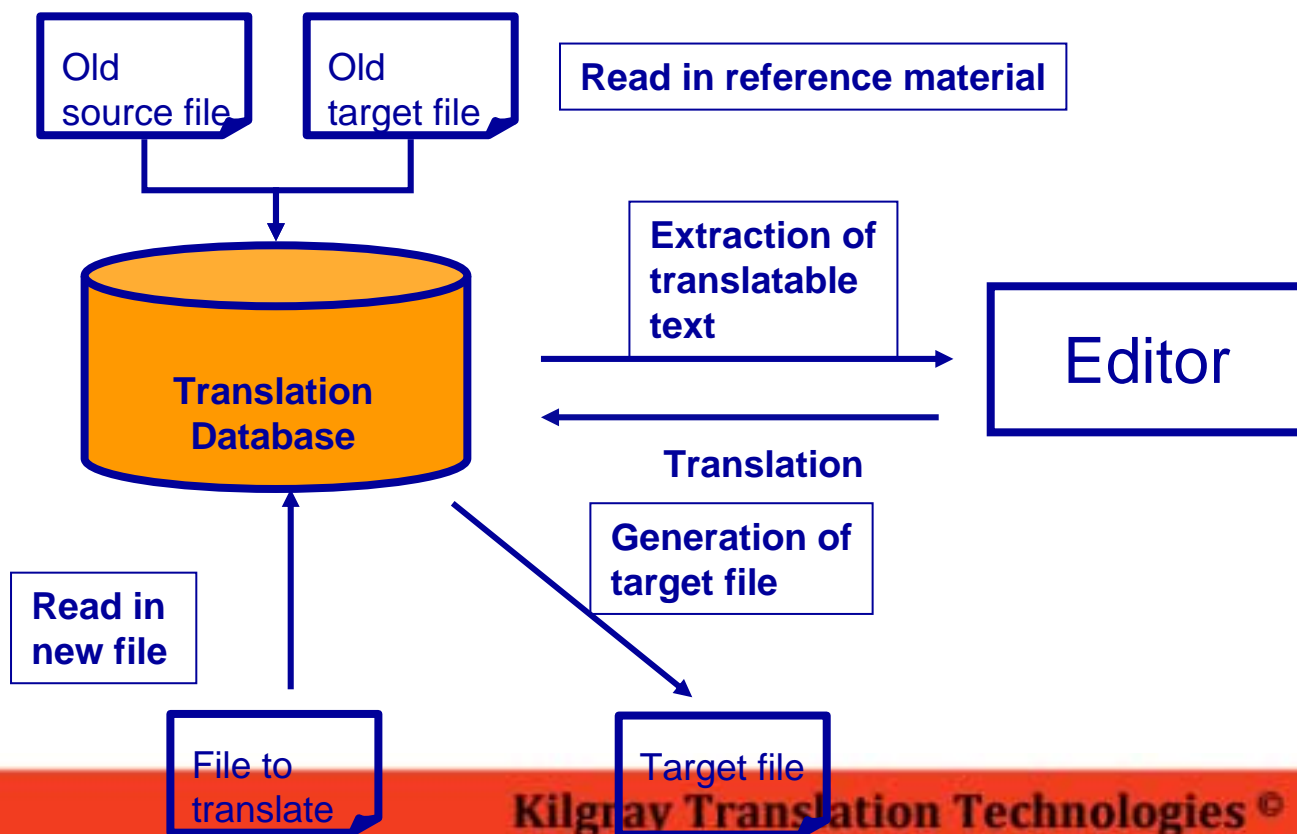
Customer: Computer translation? Never!!!  
You: Let me tell you about the technology we  
can use to improve your translations, and save  
money...

## Tools in translation

- Translation Memory tools
- Software localization tools
- Terminology management
  - Terminology databases
  - Terminology extraction
- Alignment tools
- Utilities
  - Conversion tools
  - Text count tools
- Project management and workflow tools



Tools to translate the user interface texts in software applications and documentation



- Term lists / term bases
  - connect to an editor (source document creation) or the TM systems and localization tools during translation
- Term check
  - ensure the consistent use of terms over the whole project
  - check for the use of forbidden terms
- Term extraction (monolingual and bilingual)
  - creation of term lists from source documents or translation memories

Category

Entry number: 22  
Subject: General Windows


 **English**

**client computer**

Type: Full form  
Definition: see [client](#)

**client**

Type: Short form  
Definition: Computer in a network that accesses a server to obtain data such as information, files, or application data. A client computer is designated by the fact that it runs the [client software](#).

 **German**

**Klient**

Status: do not use

**Client**

Definition: Computer in einem Netzwerk, der auf einen Server Zugriff nimmt und Daten wie Informationen, Dateien oder Anwendungsdaten abrufen. Ein Client zeichnet sich dadurch aus, dass auf ihm die [Client Software](#) läuft.

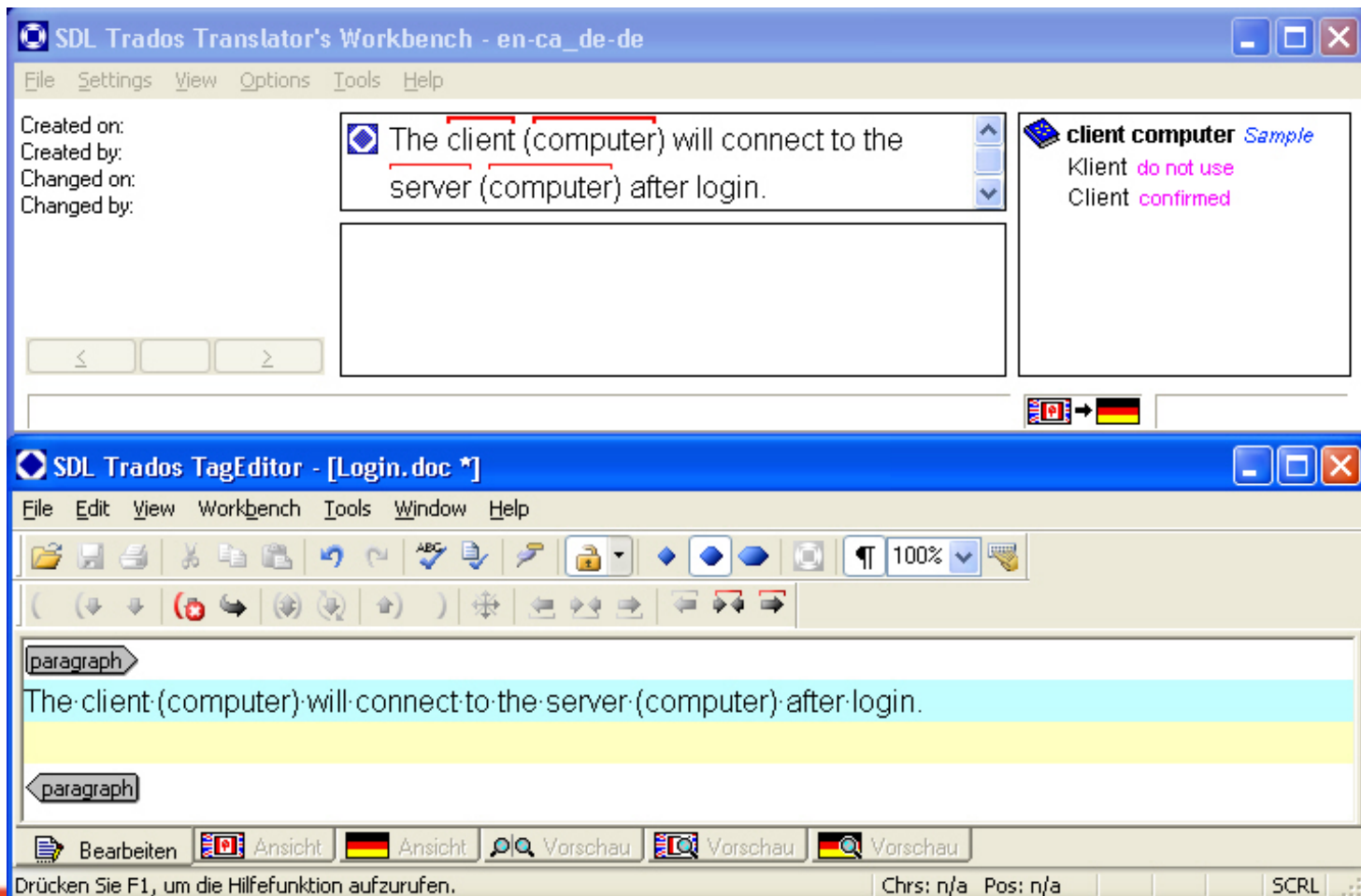
Status: confirmed

Synonyms

Text information

Category

# Term retrieval



English (USA): TAMA test english

There are tall buildings in this street. «6»

We have been working at plant 123 for 25 years. «8»

There is a small window. «10»

Wörterbuch: TAMA test english

- \* plant: Pflanze [A]  
[Tutorial (TermStar)]
- \* plant: pflanzen [B]  
[Tutorial (TermStar)]
- \* plant: Anlage [C]  
[Werk [D]  
[Tutorial (TermStar)]

Wrong translation (building = Gebäude)

Several translations

# Alignment

- Re-use of already translated files by aligning the sentences and building sentence pairs to import into a translation memory system

Ger01 - SDL Align

File Edit View Alignment Tools Translation Memory Help

<none>

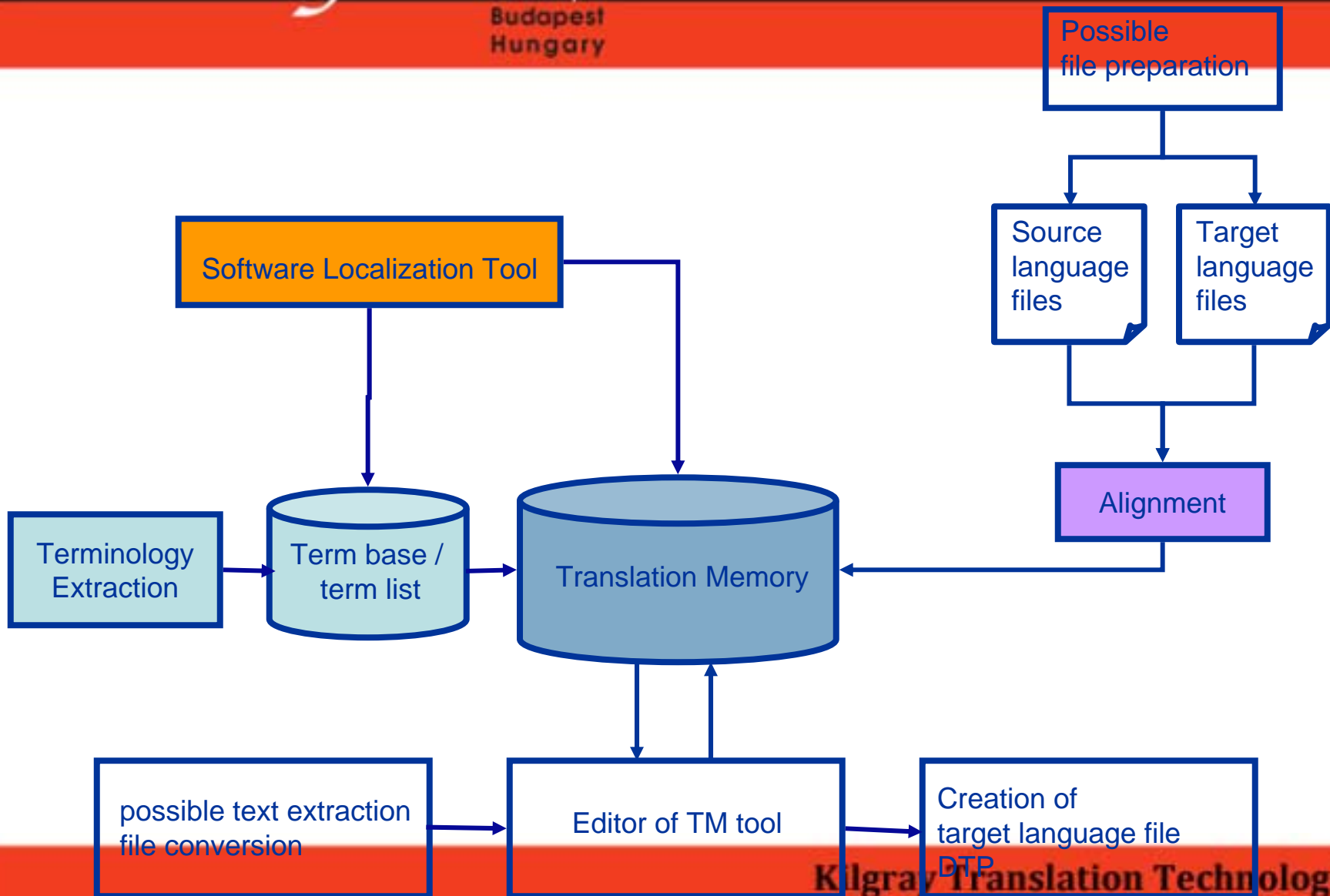
|    |   |    |   |
|----|---|----|---|
| 11 | Um diese Datei für Word zur Verfügung zu stellen, müssen Sie sie aus    | 11 | To make this file available for Word, you should copy it from the progr   |
| 12 | Sie kopieren die Dateien am schnellsten und sichersten im Dateimanag    | 12 | We recommend that you use File Manager or Explorer to copy the file.      |
| 13 | Nachdem Sie die Dateien kopiert haben, müssen Sie einige Dinge in W     | 13 | After copying the file, you need to change a few things in Word itself.   |
| 14 | Beachten Sie hierzu die folgenden Hinweise.                             | 14 | Go through the following instructions to achieve this.                    |
| 15 | Die Workbench-Schnittstelle für Word installieren                       | 15 | Installing the Workbench Interface for Word                               |
| 16 | Um Word für die Kommunikation mit Translator's Workbench vorzube        | 16 | In order to prepare Word for the communication with Translator's Wor      |
| 17 | Um sie permanent in Word zur Verfügung zu haben, führen Sie die folg    | 17 | To make it permanently available in Word, go through the following st     |
| 18 | Starten Sie Word, sofern es nicht bereits gestartet ist.                | 18 | Start Word, if it is not already running.                                 |
| 19 | Wählen Sie aus dem Menü Datei den Befehl Dokumentvorlage... Das I       | 19 | In Word, choose the Templates... item from the File menu.                 |
| 20 | In dem Dialogfeld können Sie Dokumentvorlagen als "globale Vorlagen     | 20 | The Templates and Add-Ins dialog opens.                                   |
| 21 | Sie können diese Vorlagenliste verwenden, um benutzerdefinierte Vorl    | 21 | In this dialog, you can specify templates as "Global Templates" and "A    |
| 22 | Die Vorlage tw4win.dot müssen Sie in diese Liste kopieren.              | 22 | You must add the template tw4win.dot to this list.                        |
| 23 | Sie ist von TRADOS speziell für die Kommunikation zwischen Word u       | 23 | This template was specially designed by TRADOS for the communicat         |
| 24 | Um die Vorlage zu kopieren, klicken Sie auf die Schaltfläche Hinzu... M | 24 | To add the template, simply click on the Add... button.                   |
| 25 | Bestätigen Sie die Angabe mit OK.                                       | 25 | In the Add Template dialog box that follows, you should search and cl     |
| 26 | Word prüft die gewählte Dokumentvorlage und fügt sie automatisch z      | 26 | After that, click on OK.  |
| 27 | Klicken Sie nochmals auf OK.  | 27 | Now Word automatically adds and checks the template you selected to       |
| 28 | Eine neue Symbolleiste und ein neues Menü Trados werden in Word f       | 28 | Permanently Adding the Document Template TW4WIN.DOT to Word               |
| 29 | Die Dokumentvorlage TW4WIN.DOT dauerhaft zu Words globalen              | 29 | If you want the Translator's Workbench template to be active whenever     |
| 30 | Wenn die Translator's Workbench-Dokumentvorlage beim Starten von        | 30 | In this case, the template is automatically attached as a global template |
| 31 | In diesem Fall wird die Dokumentvorlage automatisch als globale Vorl    | 31 | You can deactivate the template temporarily by selecting Templates... f   |
| 32 | Um die Dokumentvorlage zeitweise zu deaktivieren, wählen Sie den Be     | 32 | To permanently deactivate the template, delete the TW4WIN.DOT file        |
| 33 | Um die Dokumentvorlage dauerhaft zu deaktivieren, löschen Sie die D     |    |   |

For Help, press F1

English (United States) -> French (Standard) NUM

- Word count tools
- Conversion tools (from PDF to Word...)
- Extraction tools for text extraction from certain file formats
- Great little freeware tool: ApSIC Xbench (<http://www.apsic.com/de/downloads.html>)

Let's go back again  
to the translation process:



- Project creation in TM tool
  - Packaging of project files
- Workflow tool
  - Automation of processes (file conversion, pre-translation, packaging, sending out package to assigned translator...)
- Project management tools
  - Offers and invoicing
  - Data on customers and vendors

Do customers need such  
tools in-house?

- Only if they want to take over part of the project management
  - File conversions
  - Pre-translations
  - Proofreading / editing in the translation environment
  - Creation of project packages

## What is a term?

- Dictionary
  - Single word, listed with all its different meanings
- Term base
  - Customer or subject matter specific word or word combination, listed with its translation into one or several languages
  - One entry = one meaning

|                            |         |
|----------------------------|---------|
| Bank financial institution | - bank  |
| furniture                  | - bench |

|            |
|------------|
| Bank bench |
|------------|

|                      |
|----------------------|
| Bank bank banco банк |
|----------------------|

## Do you need terminology?

- YES!!!
- Terminology is the foundation for translators
- Consistent use of terminology in the source language can also help you save translation costs
- But, terminology work is WORK, therefore -> start small.

## How to start in the source language

- Create an Excel or Word table
- List all terms (single words and word combinations) that are specific to your company and subject matter field
- Try to avoid synonyms, if there are synonyms, define the difference or when to use or not to use the term
- List abbreviations and full terms
- Use the basic forms of the words
- Rather collect nouns and noun phrases or noun-verb combinations than verbs or adjectives
- Add product information if possible
- This list could also be used by the technical writers

# Example

|   | A       | B             | C         | D      | E                                      | F          | G                   | H       |
|---|---------|---------------|-----------|--------|--|------------|---------------------|---------|
| 1 | Product | English       | Status    | Note   | English                                | Status     | note                | English |
| 2 | XT5     | Monitor       | confirmed |        | screen                                 | do not use |                     |         |
| 3 | AA5     | pacemaker     |           |        | implantable pulse generator            |            |                     | IPG     |
| 4 | AA5-B   | defibrillator |           |        | implantable cardioverter defibrillator |            |                     | ICD     |
| 5 |         | physician     | confirmed | manual | doctor                                 | confirmed  | patient information |         |
| 6 |         |               |           |        |  |            |                     |         |

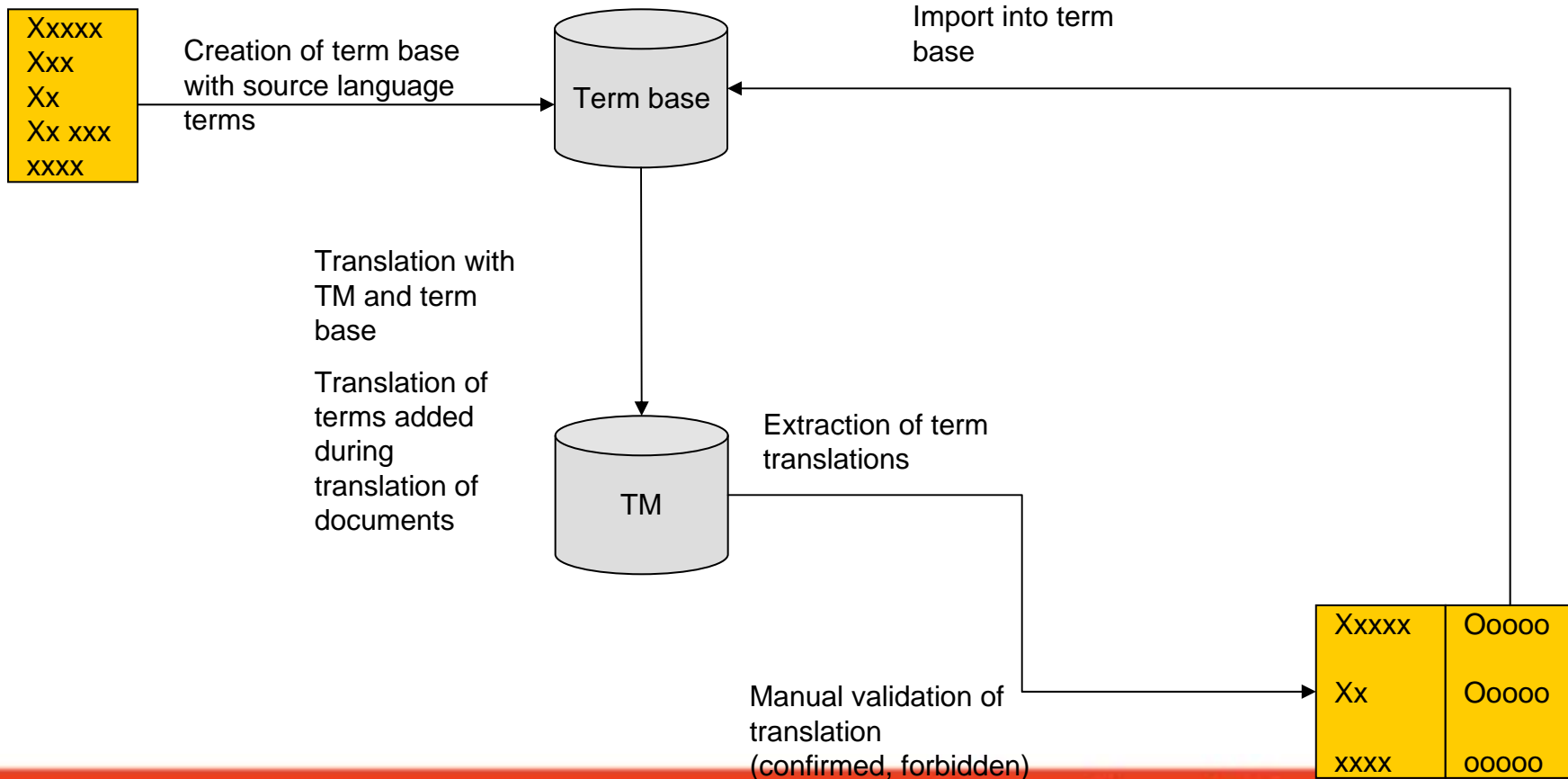
- Copy the text to a Word file
- Replace all spaces with line breaks
- Set it as Word dictionary
  - Sorting / deletion of double entries
- Open term list in Excel
- Use compare formula with a stop word column
  - Deletes all terms from the stop word column
  - Sort alphabetically
- Term extraction tools (all words with concordance tool, linguistic extraction, statistical extraction)

- Add terms from new products
- Update terms when they change
  - For example if companies merge and terminology needs to be unified
- Add more information, if time permits
  - Context sentences, definitions, notes

- Add translations of terms during or after translation
  - Translators create a term list or add terms to the term database of their translation tool
- Terminology approval process
  - Involve market centers (as for review of translated documents)

# Terminology cycle:

Source language  
 term list



## Result:

- Less questions from translators, if source terminology is consistent
- Possibility to check terminology in the target language with QA tools
- Better understandability for end users

What is quality?

What are your quality criteria?

- Spelling/interpunction
- Grammar
- Language/style
- Completeness of text
- Factual correctness of text

What are your quality criteria?  
How do you deal with quality issues?

- Terminology
- Adherence to reference material and style guide
- Usage of terms in the field
- Adequate for target market?

## Quality control (translator)

- Translator receives translation files, reference material, terminology, style guide, source text in layout
- Translator asks questions about unknown (or incorrect) aspects of source text. Customer answers these questions.
- Translator delivers translation
- If applicable, file conversion is performed
- Files are sent back to translator for translator's review (in original file format)
- Translator performs translator's review and implements comments in translation files
- Translator delivers reviewed translation

## Quality Control (LSP)

- LSP receives translation from translator
- LSP performs conversion if applicable
- Review is performed by qualified reviewer (in original file format)
- Comments are sent back to translator for implementation in files
- LSP performs conversion if applicable
- Files (pdf) are sent to customer

What should your customer do to guarantee the best possible quality?

# Quality control (customer)

- Customer receives translation from LSP
- In-country editor (proofreader) with product knowledge performs review, especially checking:  
technical correctness, adherence to terminology, usage of terms in the field, adequateness for local market
- In-country editor sends pdf with comments back to translator via LSP for implementation of comments
- After implementation of comments and new conversion (and dtp work), translation is sent back to customer for final approval.

Costs and time often limit  
the quality control process

- Try to consider carefully which steps can be skipped (if really necessary)
- Skipping quality steps may lead to less quality, particularly in early phases of a cooperation with LSP
- Be ready to take responsibility for quality issues if process is not followed properly
- All important aspects of a translation job (instructions, dates, changes) should be documented in writing

- Ask customer to describe the complaints precisely.
- Are errors really caused by translation?  
Fix issues in source text, if applicable.
- Document issues for other languages,  
if applicable.
- Plan a post-mortem with all stake-holders  
to avoid known issues for the next project.
- It is your right as LSP to understand what your customer  
is disappointed about.

And what if it goes wrong?

- Customer should give LSP the opportunity to fix the issue, within a reasonable deadline.
- Some work-relationships improve as translator gets to know a product and a customer better (use same translators as much as possible, involve customer in the testing of dedicated translators)
- Invoice reduction is a last measure (usually reduction by the price for the number of hours needed for a reviewer to fix a poor text)

**Translation quality is a difficult field, dependent on many different things, not only the capability of a translator. Involve customer and translators in the quality process in order to get the best possible results.**

# Your feedback, please... Questions?

Thanks!

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