

Ireland's Place in the Localisation World

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State of the Industry

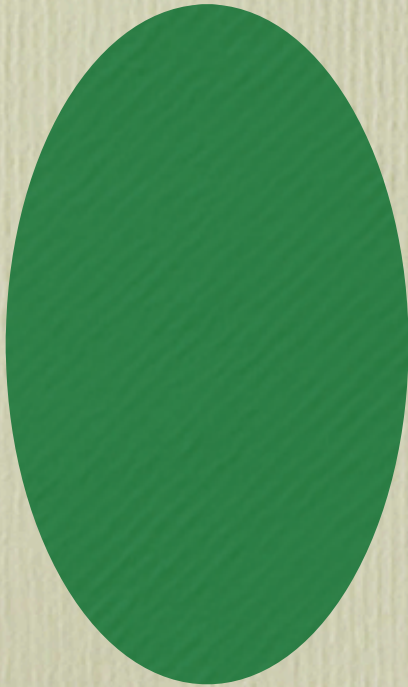
Localisation business matures

Summer of mergers and acquisitions

Service providers and tool developers

Geopolitical trends

Two Islands



Irish Firms

Numerous small outfits

Generations have different business models

Development and support roles

Low public profile

Depend on exports

Good industry networkers

Track other Irish firms

Agency: Enterprise Ireland

International Firms

Trickle of start-ups

Generations have different activity mix

Supply and service roles

Higher public profile

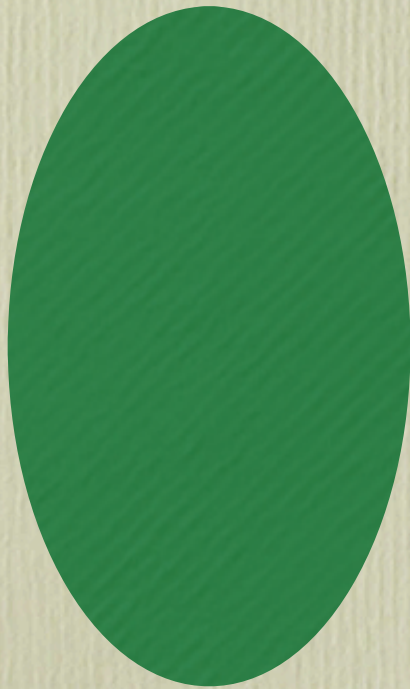
Depend on parents

Good 'intrepreneurs'

Track other branch offices

Agency: IDA Ireland

Where does localisation fit ?



or



Bridging the Islands

Examples and Role Models



The early years

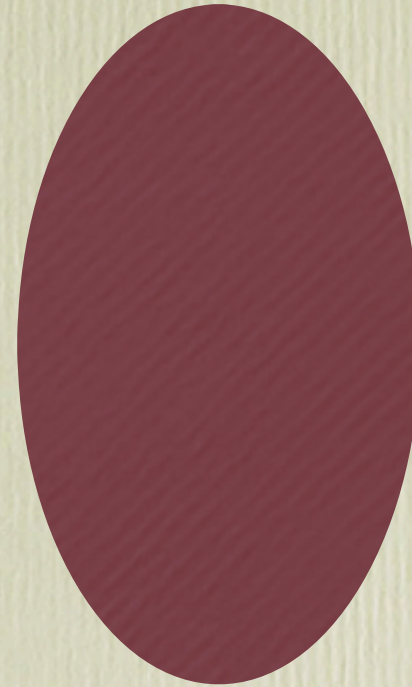
Lotus provides a role model

Localisation - First real success
in attracting US software firms
to Ireland

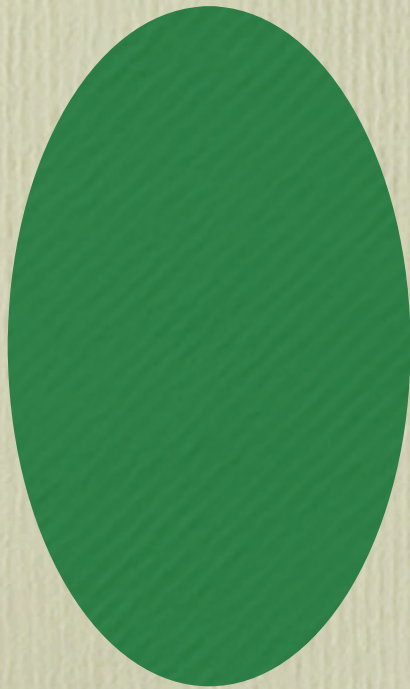
Warehouses with attitude

Subcontracting opportunities

Crisis time for Irish software
producers



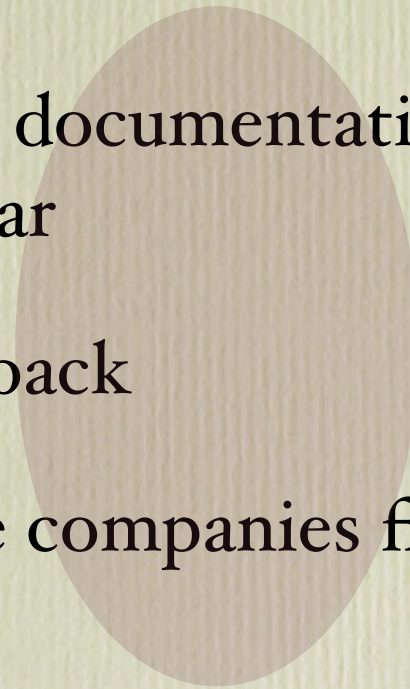
The expansion stage



Translation and documentation
specialists appear

Factories scale back

Native software companies find
focus



The consolidation phase

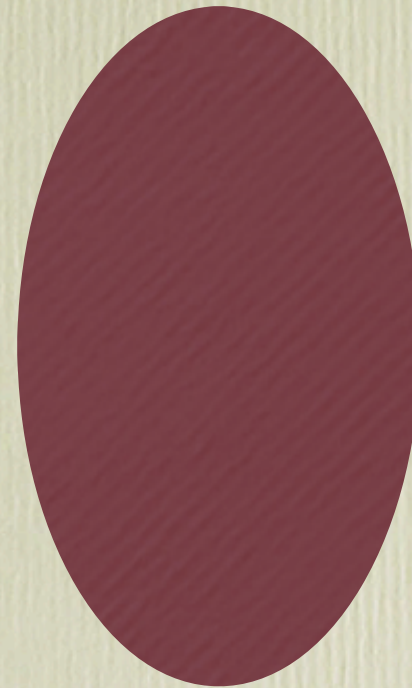
International service providers
buy Irish firms

Infrastructure for localisation

Dublin becomes centre for
language technology standards

Irish product exports surge

New trends in inward
investment



Today and tomorrow

Supervendors and specialists ?

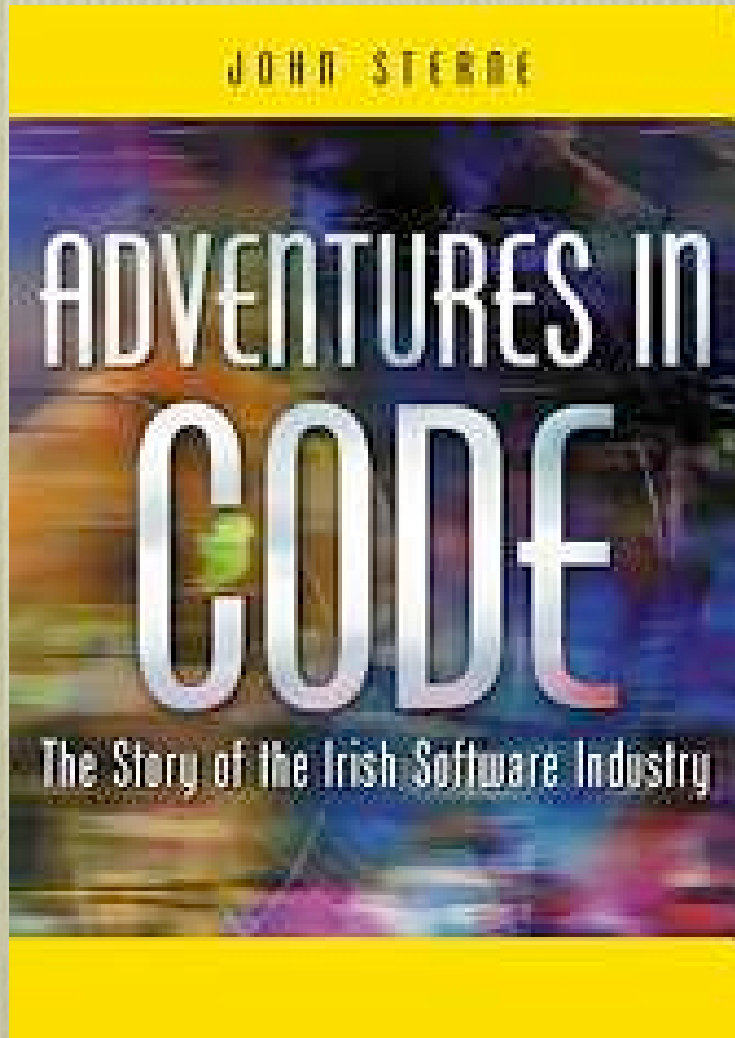
Time to go native again ?

Where are the tool developers ?

More stuff to localise ?

How will application service providers work ?

Further reading !



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