



Clouds or Clowns?

Keeping Quality on the Radar
as Localization Moves
into the Cloud

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Topics

- **The cloud imperative**
- **Clouds and crowds**
- **Defining quality**
- **Challenges of the cloud**
- **Making it work**



What's Driving Us into the Clouds?

- **Ongoing commoditization of translation/localization**
 - ★ Per-word pricing
 - ★ Express desire to reduce cost to near-zero
 - ★ Price as (nearly) the only differentiator
 - ★ Philosophy of reuse and recycle
 - ★ Trend of rapid innovation pass-through
 - ★ Interchangeability and dispersion of resources
 - ★ Data sharing



What's Driving Us into the Clouds?

- Localization is a follower
- Technology
- Management and control
- Cost
- Cloud as a synonym for “crowd” (see Cost)

Missing: the Customer



Clouds and Crowds

**Applications run
anonymously somewhere
else**

**Work is done
anonymously somewhere
else**

**The focus is on the
medium (technology)**

**The focus is on the
message (content)**

**The main driver is
on the supply side**

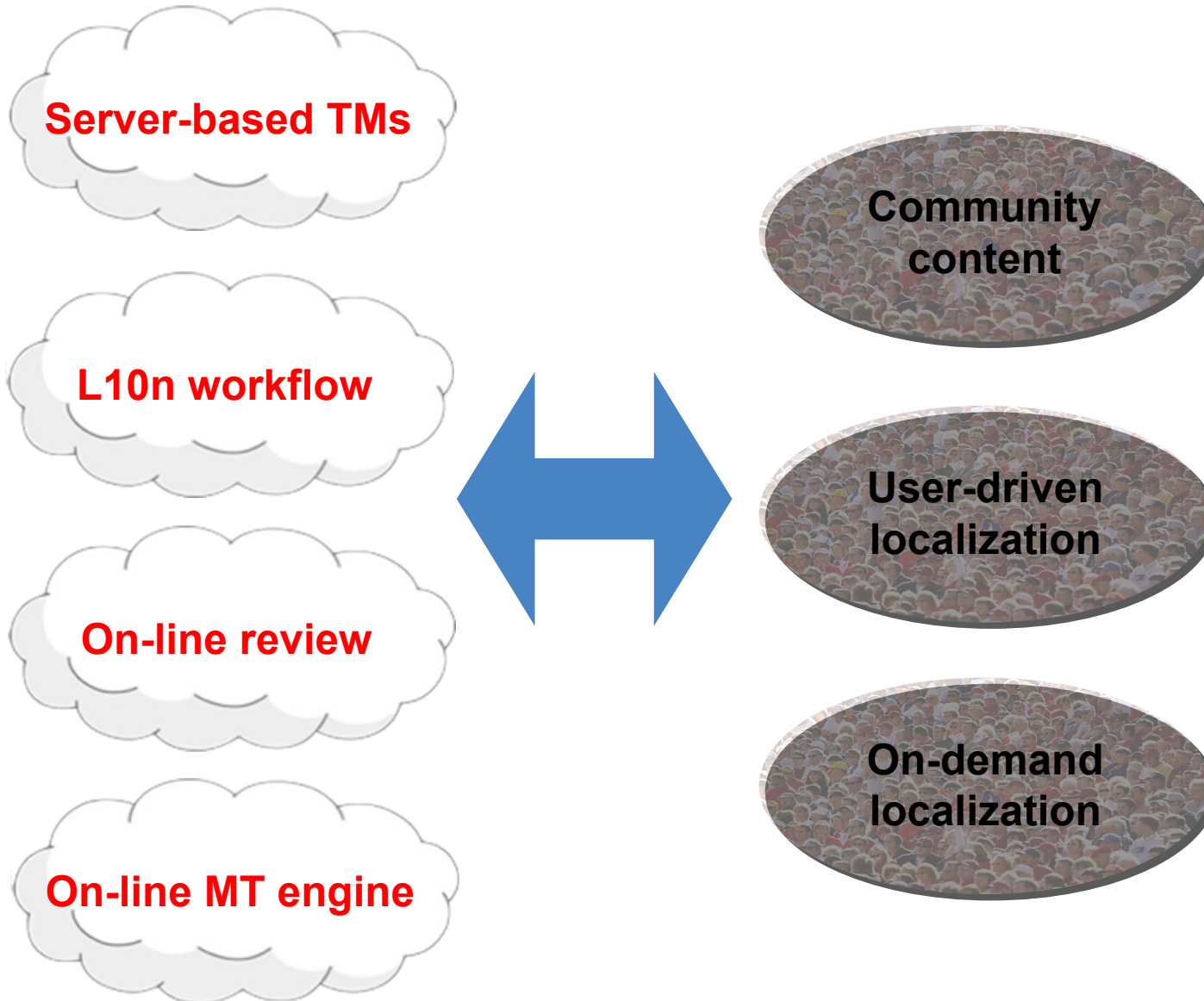
**The main driver is
on the demand side**

**The primary motive
is profit**

**The primary motive
is passion**



Clouds and Crowds



Quality Is _____

- **The customer is always right**
 - ★ “Quality is what I say it is.” - *Client*
- **The obscenity theory**
 - ★ We can’t define quality, but we know it when we see it.
- **Self-referential**
 - ★ Quality is the absence of the lack of quality
- **Strength in numbers**
 - ★ Quality is whatever the crowd agrees it is
- **Strength in distance**
 - ★ Quality is what a removed, “objective” third party says it is



The Allure of 100% Matches

- They're instant (like magic!)
- They're not fickle (like translators!)
- They're totally reliable (why else do we call them 100%? duh!)
- They're a logistician's dream (storable, transportable, measurable)
- They don't cost anything



The Ugly Truth about 100% Matches

- **Provenance**
- **Management**
- **Context**
- **Consistency with everything else**
- **Requires stringent QC processes**
- **Less and less actual “work” being done**
- **Believing our own hype**



Quality Begins at Home

- **Complex upstream context**
 - ★ Systematic atomization of content by authors
- **Misaligned expectations**
 - ★ Reuse increasingly driven by TM
- **Flawed processes**
 - ★ “Unified field theory” of localization
- **Bad authoring**
 - ★ Inconsistent, bloated content



Challenge: Resources

- **Identity and authenticity**
- **Qualifications and fit**
- **Language combinations**
- **Vetting process and management**



Challenge: Efficiency

- **Integrating disparate technologies**
 - ★ **Workflow**
 - ★ **Machine translation**
 - ★ **Terminology & Translation Memory**
 - ★ **Authoring systems**
- **Collaborations vs. collisions**
- **Content chunking**
- **Infrastructure (esp. emerging markets)**



Challenge: Accountability

- **Ownership of outcomes**
- **Responsibility for maintenance**
- **Resolving disputes**
- **Troubleshooting**
- **Liability**



Challenge: Skills and Know-how

- **Replacing linear skills (TEP, etc.)**
- **Shifting emphasis onto quality controls**
- **Integrating “new” tools into traditional workflows**
- **Greater flexibility in approaches**



Making It Work

- **Agreeing on what quality means**
- **Aligning expectations and motivations**
- **Understanding the difference between between clouds and crowds**
- **Identifying mutual prerequisites for success**
- **Toning down the hype**



Lest it be called...

Clownsourcing





Thank you!

Questions? Comments?

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