

A Corporate View of the Cloud

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Agenda

- Cloud and Crowd
- Use Cloud for Crowd
- Challenges
- Research Needs

For Profit Corporations

- Optimize economic values
- Drive employment and consumption
- Minimize use and maximize source of Fund
- One crowd that really matters – Paid Customers
- Sophisticated needs require new solutions – The Cloud

Non/Not-for Profit Organisations

- Optimize human values transferred
- Drive sustainability
- Maximize source and use of fund
- Three distinct crowds
 - Foundations/Dev Fund
 - Volunteers
 - Clients/Patrons
- Hoping to share same cloud to serve their crowds



When I Think Of Cloud...

- Scalability of infrastructure and services
- Shared/Higher value of data... but less control
- Extensibility of platform... but interoperability is issue
- Always-On... but not enough utilisation
- Costs... Lower, but not necessarily less risks
- More primitive and limited functionalities
- Ease of deployment, operation, and improvement... and less IT support is needed!

When I Think of a Crowd

- Happy or Frustrated paid customers
- Potential customers
- Partners in crime
- Sophisticated and diverse needs
 - Cloud/Web paradigm, on/off-Line
 - Social: "1/10/30", sharing, cross-language discovery
 - Multi-screen
 - On-demand, collaborative, continuous, self publishing

Cloud Services for Crowd Needs

- Content access, auto-checking, and self-publishing in CMS, GMS, CVS
- Access to Own/Public TM/Term, Style Guide
- MT integrated with QA/PE and TM/Term feedback loop
- X-Lang Tagging, Indexing
- Community translation workflow and mgmt

- Multi-lingual content search (doc, support, help, tutorials, TV, forums)
- Multi-lingual content contribution (updating, creation, commenting, rating, translation)
- On-demand software UI and SaaS localisation
- Internal localisation projects

How Does a Corporate Use TDA Data?

- Objectives:
 1. Build ecosystem faster
 2. Cost savings in TM and MT
- Terminology lookup – Vendors, Partners, Reviewers
- TM use by Partners (*need better integration with CTW Tools)
- TM advanced leveraging (*need new tool integration)
- MT engine training (*results varied by lang/content)

What About Using Google Translation Toolkit?

- Depends... Use if you believe it's "win-win"
- IP rights might not really be an issue (vs Google Search)
- Pros: Scalability, Language-Pairs, Uptime, Speed, Deployment and reach
- Cons: Limited size, Data access control and mgmt, Confidentiality, User mgmt, Integration with existing QA and publishing steps, uncertainty of future

Challenges of Getting into the Cloud

- Internal perspective and measure of Cloud and Crowd
- Legal issues with using hosted/SaaS MT
- IP issues with own/user generated content
- Funding stability required for Cloud services
- Crowd-related solutions (e.g. MT) better be fixed-cost
- Easy lock-in by SaaS... PaaS and IaaS even worse
- Quality gap or compatibility with existing solutions

Can Use Some More Innovations

- User Experience of Community/Collaboration Translation tools: on/offline, in/out context, search, preview, publishing
- Integration of MT with voice based workflow
- Cloud distributed TM with real-time leverage and update
- Application of MT in advanced QA (linguistic , relevancy, accuracy)
- Intelligent parallel text/idea search
- Potential leverage of Cloud Term DB with web content tagging, spell checking, and intelligent editing functionalities
- Interoperability standards for service and data for cloud-based localisation
- Legal framework of MT licensing and usage, particularly on UGC
- Analysis on impacts of TM/MT/CT/UGC on business performance
- Training curriculum for post-editors and community moderators

Takeaways

- Cloud is not Crowd, but a way to address the crowd's needs
- Crowd sourcing is just one of the many crowd activities
- Cloud is not just for the corporations, but for their Crowds too
- Crowds' needs are very diverse, hence, new and scalable solutions needed... the Cloud
- Cloud presents a great opportunity for the Industry to work together to build shared services for ALL CROWDS