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Avoiding the Storm in the Clouds

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Translation in the Cloud: Opportunities

- Accelerated time to market
- Reduced risk
- Lower cost of ownership
- Improved customer experience
- Increased operational efficiency

Clouds on the horizon

- Quality acquisition strategy
- Disruptive bought over the last 5 years
- High quality software products a ongoing challenge
- Companies had their own private clouds
- Variety of content
- Different business processes
- Different marketplace models

Avoiding the storm in the clouds

- Key Takeaways
- Structured workflow for integrating content
 - Scalable infrastructure to support growth
 - Standard, Standards, Standards
 - Content / metadata key to extracting value

Translation in the cloud: Challenges

- Multiple different cloud providers
- Different cloud architectures
- Different cloud security models
- Different cloud pricing models
- Different cloud management tools
- Different cloud integration options

Sunny time integrating acquisitions

- Major challenge to integrate before translated content
- Different content
 - Different workflow
 - Different translation tools
 - Varying customer preferences
 - Varying customer business models, terms, conditions
 - Varying operational models
 - Different cloud integration options

Agenda

- Global Oracle translation platform
- The Oracle cloud
- Key challenges and content
- Challenges faced
- Content flow to consider
- Translation in the Oracle Cloud
- What are the challenges?
- What are the opportunities?

Pipeline of content



Establishing Oracle's Translation Platform

- Build the Translation Platform
- Content management
- Metadata management
- Workflow management
- Integration with external systems
- Scalable infrastructure
- Standard, Standards, Standards
- Content / metadata key to extracting value

What did we learn?

- Content management
- Metadata management
- Workflow management
- Integration with external systems
- Scalable infrastructure
- Standard, Standards, Standards
- Content / metadata key to extracting value

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Agenda

Building Oracle Translation Platform

- The Private cloud

Absorbing acquired content

- Challenges faced
- Complexities to consider

Translation in the Public Cloud

- What are the challenges?
- What are the opportunities?



Establishing Oracle's Translation Platform

Building the Translation Platform

- Consolidated our translation assets in central repositories
- Huge legacy content validation and migration task

The result is our private cloud

- Translation services offered to multiple diverse customers
- Scalability to add new customers
- Reduced management cost
- Effective monitoring and control of system

Clouds on the horizon

Oracle's acquisitions strategy

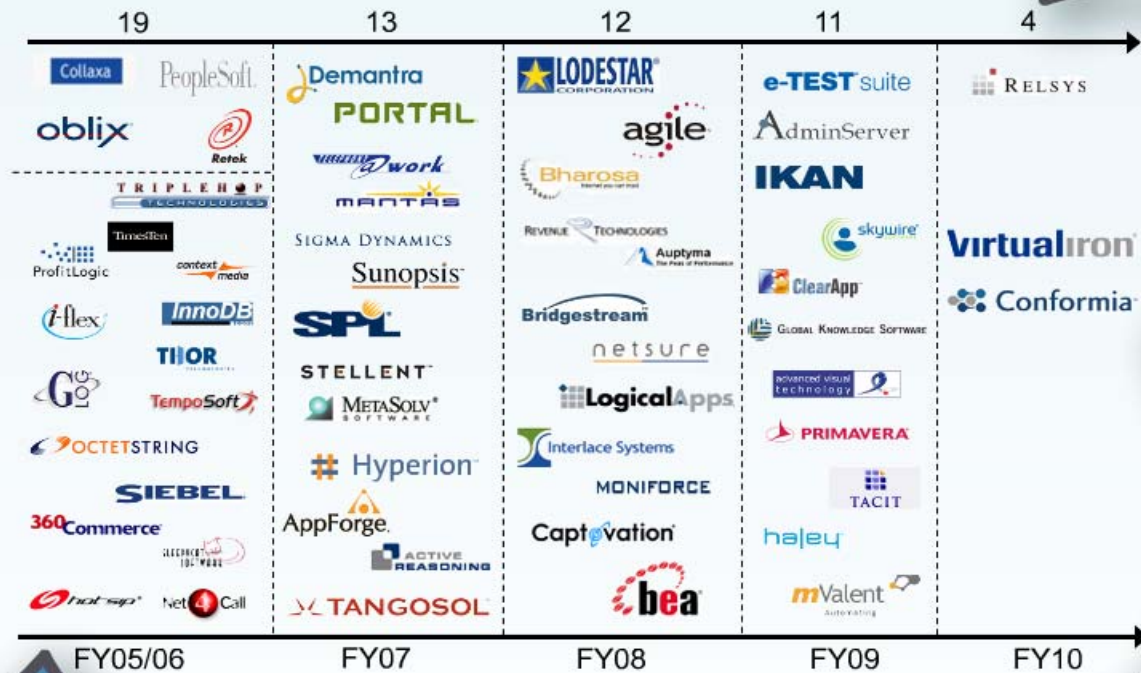
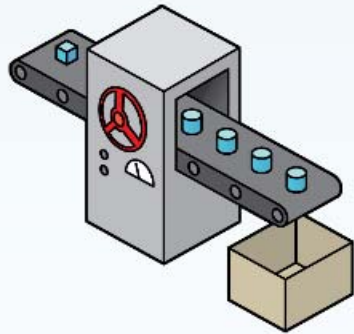
- 59 companies bought over the last 5 years
- Integration of these products is ongoing challenge



Companies had their own private clouds

- Variety of content
- Different business processes
- Different translation services offered

Pipeline of content



Stormy time integrating acquisitions

Huge challenge to integrate legacy translated content

- Different standards
- Different terminology
- Different translation styles
- Varying customer preferences
- Verticalization: Niche industries, Pharma, Petroleum, etc.
- Varying segmentation rules applied
- Mismatched or missing segments



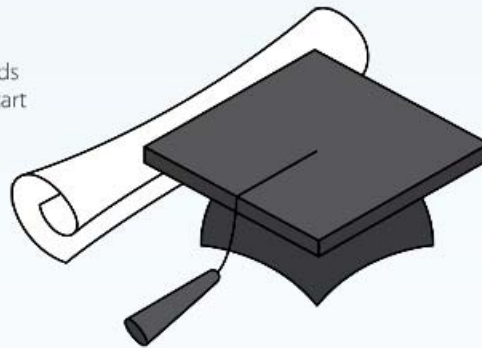
What did we learn?

Need structured plan to integrate content

- Define data validation and migration processes
- Establish acceptance criteria and thresholds
- Decide when it is more cost effective to start from scratch
- Considerations are cost of content and content IP

Be prepared for enormous increase in scale

- Increase your (virtual) Repository Size
- The value tipping point:
Cost Saving vs Quality & Performance



The importance of standards

- Push for open standards - Enforce the standards
- Define content authoring standards
- Implement translation style guide
- Empower providers with self-service validators
- Standardize terminology where appropriate
- Domains for specific industries (verticalization)

Context drives the value of the content

- Embed product and domain information with translations
- Use metadata to classify and manipulate data
- Greatly increased knowledge in the organisation by combining experience with this embedded information

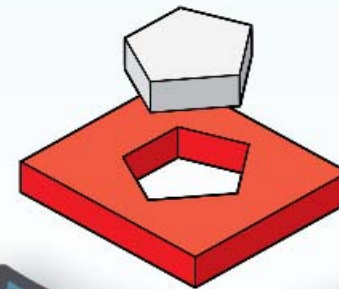
Translation in the cloud: Challenges

Similar challenges to absorbing acquired content

- What if content does not align with our standards, styles or terminology?
- How do we ensure the quality of content meets required level
- Compliance cost could be prohibitive
- Conflict in need for growth versus enforcing standards

Adoption of technical standards is critical

- Controlling this inside the company is difficult enough (e.g. data interchange formats, open translation clients)



Translation in the Cloud: Opportunities

Computing / Infrastructure

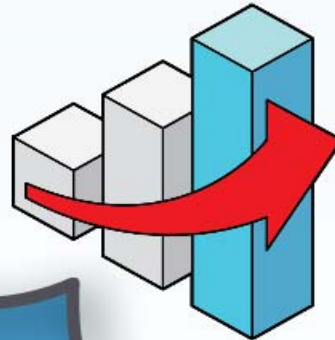
- Scalable HW infra (VM - Cloud)
- Tooling architected to leverage HW
- Utility computing (Plug In / Out)

Legacy Translations

- Maximize value of our own cloud
- Enable easy growth of our cloud (TDA)
- Tap into 3rd party TM / MT
- Lead the charge on standards (OASIS)

New Translations

- Grow supply chain
- Open client standards
- Internal / External Community
- Agreed terminology for specific industries



Avoiding the storm in the clouds

Key Takeaways



- Structured workflow for integrating content
- Scalable infrastructure to support growth
- Standards Standards Standards
- Context / metadata key to extracting value

Questions?

