

How Cloud Based Technology Improves Localisation

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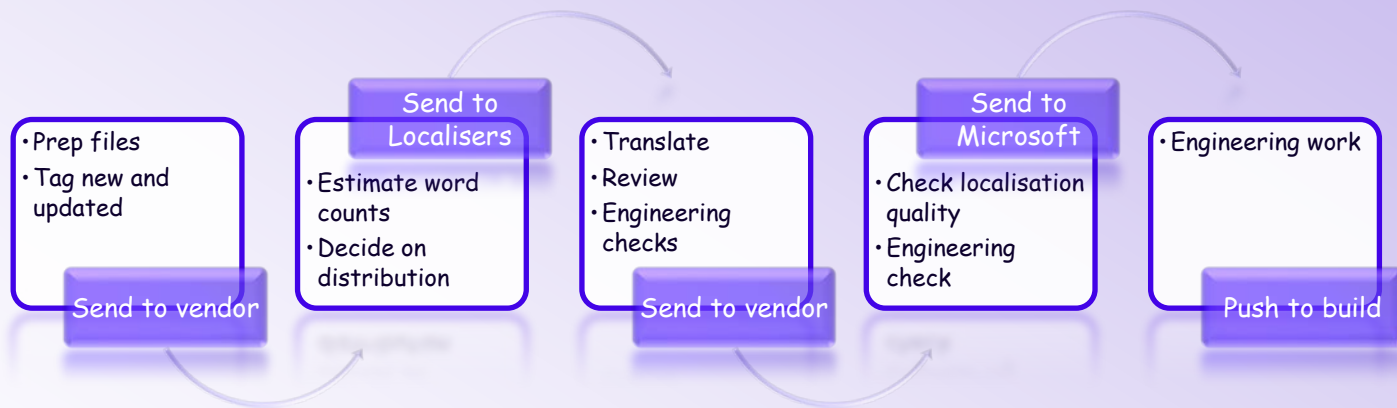
Microsoft



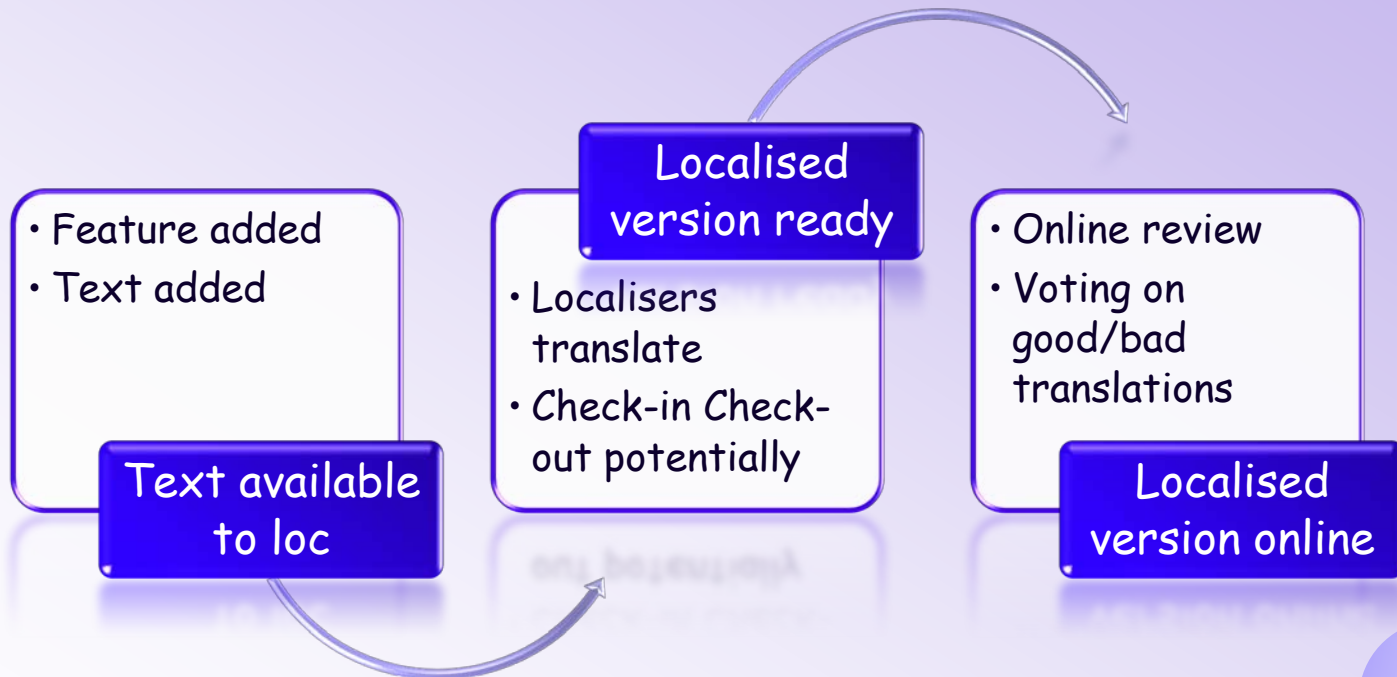
Content

- The models
- The Microsoft Office localisation workflow
- Clangers
- The language game
- Contextual portals
- Questions

The Classic Rinse Repeat



The Ideal Web based model (simplified)



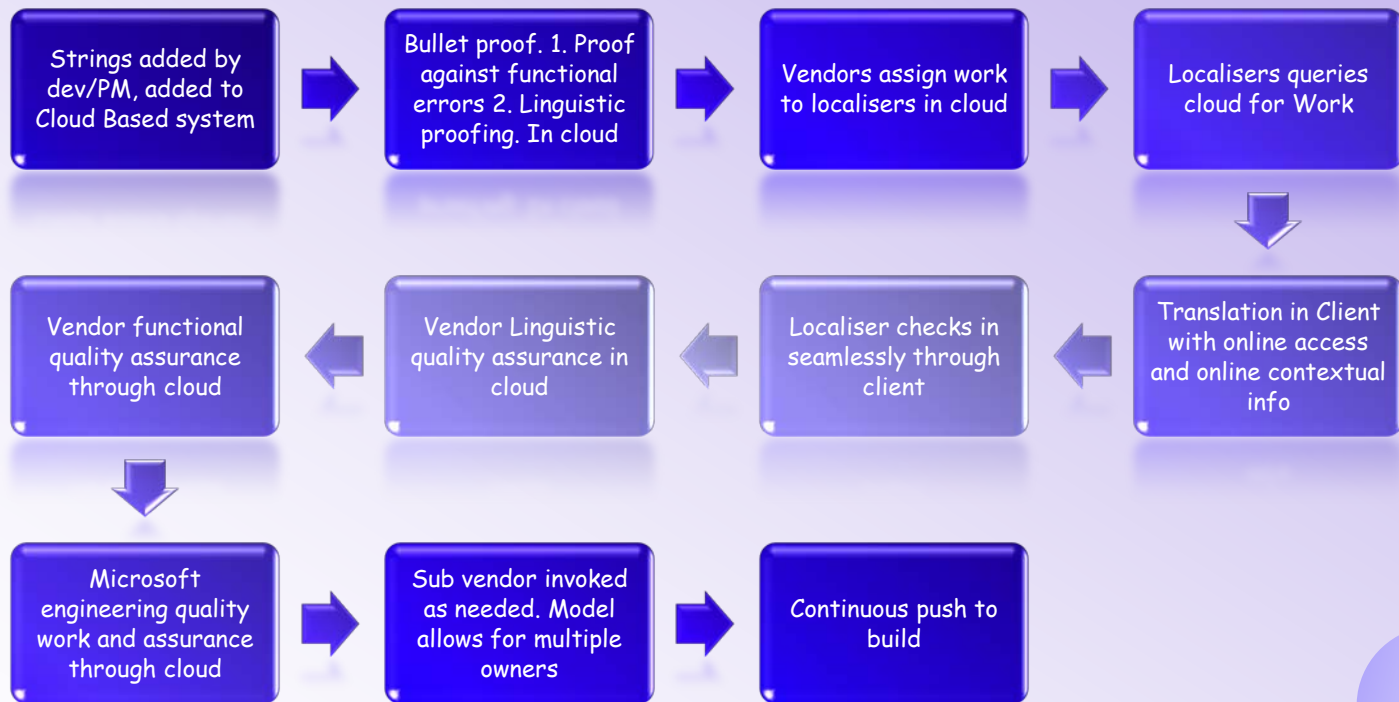
Design criteria for new Office model

- Has to cater for multiple different apps
 - Web based apps
 - Traditional apps
 - Client - Server apps
- Improved cycle time
 - Has to cater for fast turnaround, days (hours?), rather than weeks or months in certain instances
- Scale up and down
 - 100+ languages, Million+ words, but also small projects

Design criteria continued

- Has to allow for complex work flows
 - Bulletproofing → Vendor Work Assignment → Translation → Quality processes → Engineering workflows
- Reliable
- Support multiple owners
- Avoid stop/go processes
- Reduce churn

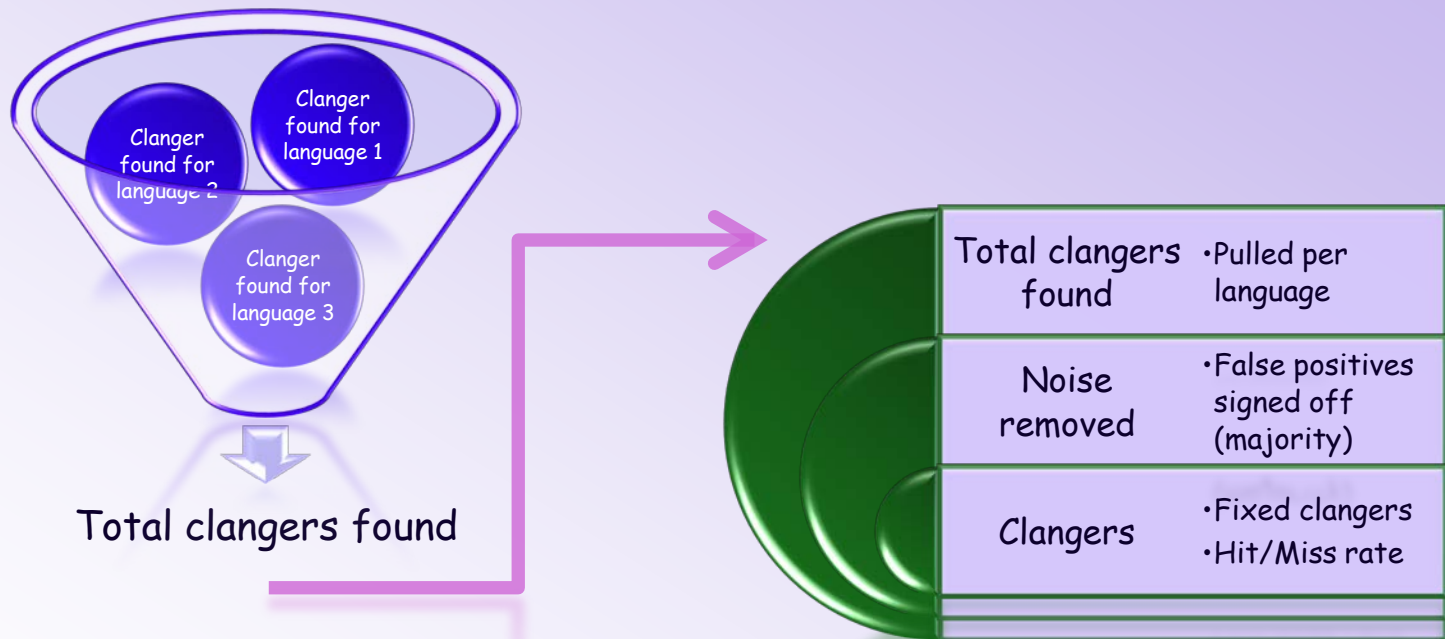
Microsoft Office Current/Future Workflow



Clangers

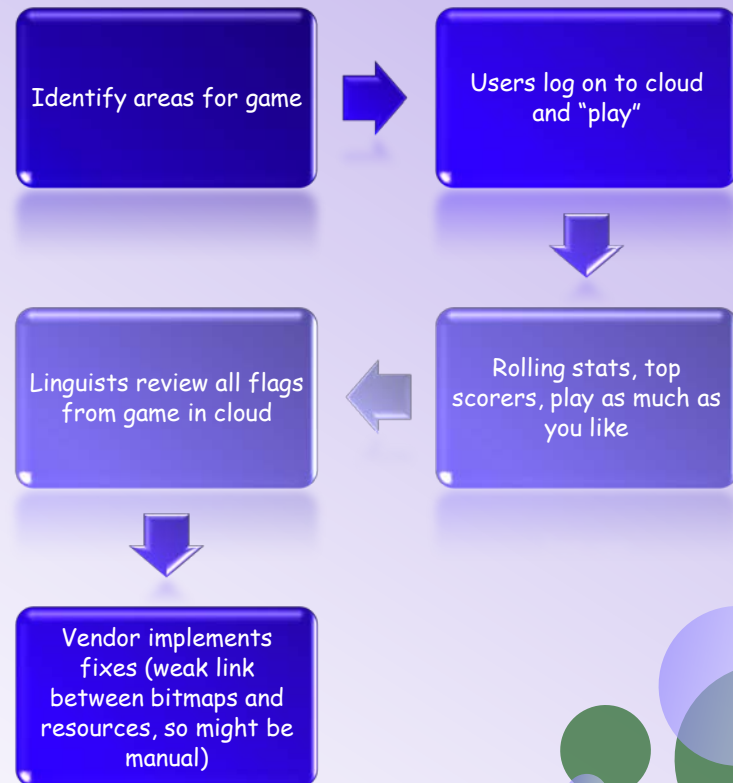
- Clanger: A misunderstanding in translation that is embarrassingly wrong (we all know them, right?)
- Example 1: Excel **Power** function (number to the power of another number) translated to **Electricity** for several languages
- Example 2: **Not working until <time>** (where working means a person is outside of working hour) translated to **Not functioning until <time>**
- Purpose: To regress clangers across all languages, using the cloud

The Clangers process



The Language game

- Purpose: Get relevant feedback from native speakers
- Make it fun to review Office
- Reach more users for feedback
- Internal process, but may use cloud to give vendor access



Contextual portal

- Context can be bitmaps, other languages, key terms
- Portal in cloud enables publishing of context as soon as it becomes available
- Removes stop-go element and improves quality

- Reduces the need for major file transfers
- Eases management overhead at vendor site
- Does drive demand for constant connection, but offline solution possible

Hotkey workflow

- Cloud enables slicing and dicing of resources
- The old "file" boundaries are broken down
- We can create couplings of data with meta tagging

- Practically, we will do this for all hotkeys
- Makes the process much less intrusive
- Going from stop/go to fluid
- Can be run earlier, more often, and therefore easier refined

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Questions

