

TECHNOLOGY AUDIT

Translation Management System









SDL International

BUTLER GROUP VIEW

ABSTRACT

SDL Translation Management System manages the process of translating original language content into one or more target languages and delivers the translated content to the required location. Web Content Management and Enterprise Content Management platforms support the creation of content, but they do not generally provide the functionality required to manage the translation process itself. The SDL Translation Management System is a component of SDL's Global Information Management System which, as a whole, manages the end-to-end process of providing global content for a global market. A strength of SDL Translation Management System is that it allows organisations to provide a centralised translation memory knowledge base and terminology database to maximise translated text reuse and ensure standardised terminology throughout all content and all geographies. The product is suited to both horizontal and vertical markets, and although it is targeted at large enterprises, in Butler Group's opinion it is suitable for any company that trades globally.

KEY FINDINGS

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|  It provides a centralised translation memory knowledge base. |  It enables the reuse of content and allows organisations to produce consistent content. |
|  Manages the end-to-end process of translating content into different languages. |  It can be integrated with existing applications and content management systems. |
|  It provides visibility and control of the localisation process and workflows. |  Terminology database is concept-based. |
|  It allows metadata to be stored on the terminology, definitions, gender, and any other fields. |  Acquisition of Tridion may delay development plans for the product in the short-term. |

Key:  Product Strength  Product Weakness  Point of Information

LOOK AHEAD

SDL will continue to develop and enhance SDL Translation Management System.

FUNCTIONALITY

Information Management systems such as Enterprise Content Management (ECM) platforms and Web Content Management (WCM) products help organisations to manage their unstructured information in an efficient manner. However, there is an important omission in their functionality, whilst they can manage localised content, once it has been translated they provide little support for the actual localisation process. The extent of the support that these types of product generally provide is the provision of workflow to route content to a translation agency. Then when the translated content is delivered back to the organisation the workflow resumes. However, there is no functionality available to manage the translation process itself.

One of the major problems with the translation process, particularly when this is outsourced to an external agency, is maintaining brand consistency across localised content and adhering to corporate guidelines. Very often different people will be involved in translating content for a single organisation, and they will all have different ways of translating the same term or phrase, and this can cause inconsistency and ultimately brand damage. Global Information Management (GIM) Systems can provide a solution to the above problems by managing localised content and the translation process. SDL is a company with a GIM system, one component of which is SDL Translation Management System, which manages the translation process.

Product Analysis

Translation Management System is a component of SDL's GIM suite of products. GIM provides a solution to automate the global content supply chain, allowing companies to exchange local language content with external translation agencies for globalisation. It uses technologies to allow authoring of content for a global audience by using a consistent terminology and a translation service, to provide content in the local language of the end-user. The product suite is available as an Internet-enabled service, accessible to all organisations, which provides knowledge-based, high-throughput translation.

SDL's GIM solution comprises SDL Translation Management System, SDL MultiTerm, and SDL AuthorAssistant. Together these products provide an enterprise-wide translation system that allows organisations to exploit new markets through consistent translations, which enable them to reach markets faster and at a reduced total cost.

SDL Translation Management System manages the process of translating original language content into one or more target languages, and delivers the translated content to the required location. It comprises an application suite, which has been designed to streamline the entire translation process, including: translation; vendor selection; work distribution; project administration; production; publishing; final delivery; and archiving. SDL Translation Management System is able to identify and exploit best practices to produce consistent translations. It incorporates workflow to enable organisations to manage the entire process, including: project and vendor management; task automation; quality assurance; and enterprise-wide access to multiple sources of product content.

SDL Translation Management System provides access to a centralised translation memory knowledge base, which provides existing content in the source language that has already been translated. This enables authors to provide consistency in the content they create for translation by providing them with examples of text that closely match the content they are creating, offering them the opportunity to reuse content where appropriate. The advantage of this approach and one of the strengths of SDL Translation Management System is that it encourages the reuse of content that has already been translated, therefore providing huge savings on the cost of translation.

An added benefit is the ability to integrate SDL Translation Management System with existing applications and content management systems. The recent acquisition of WCM vendor Tridion by SDL should provide the company with added capabilities in that it will not only have the ability to manage the translation of content, but it will also be able to push it out to local Web sites that can all be managed from a central location.

Contained within SDL Translation Management System is Translation Memory, which holds content that has been translated in the past. When new content is submitted for translation, SDL Translation Management System compares the new content against the Translation Memory of previously translated content. Automated workflow steps are used to interrogate Translation Memory and search for pieces of translated content that provide a total or near match for content submitted for translation. Existing translated content is inserted into the target documents. PerfectMatch technology compares the matched text to check whether it is being used within the same context – If this is the case the text fragment is deemed to be the same and does not need to be reviewed; this reduces the translation costs even further.

Next SDL Translation Management System will apply the Terminology Database to ensure that recognised terms are included within the localised documents; therefore enforcing consistency. Any content that still needs to be translated is delivered into the translation supply chain to be sent to one of the 140,000 translators located across the world. Once the content has been translated, it is delivered back into the multilingual repository for access by authors located across the globe.

One of the benefits of SDL Translation Management System is the visibility and control of the localisation process and workflows that it provides.

SDL Translation Management System provides teams with the ability to access, store, and reuse centralised translation assets. They can review, track changes, approve, update, and report progress on localisation projects and processes, in real-time. The use of standardised terminology and automatic quality assurance checks ensures accuracy and consistency, and also helps to reduce the cost of producing localised content. SDL claims that cost savings of between 40-60% can be achieved.

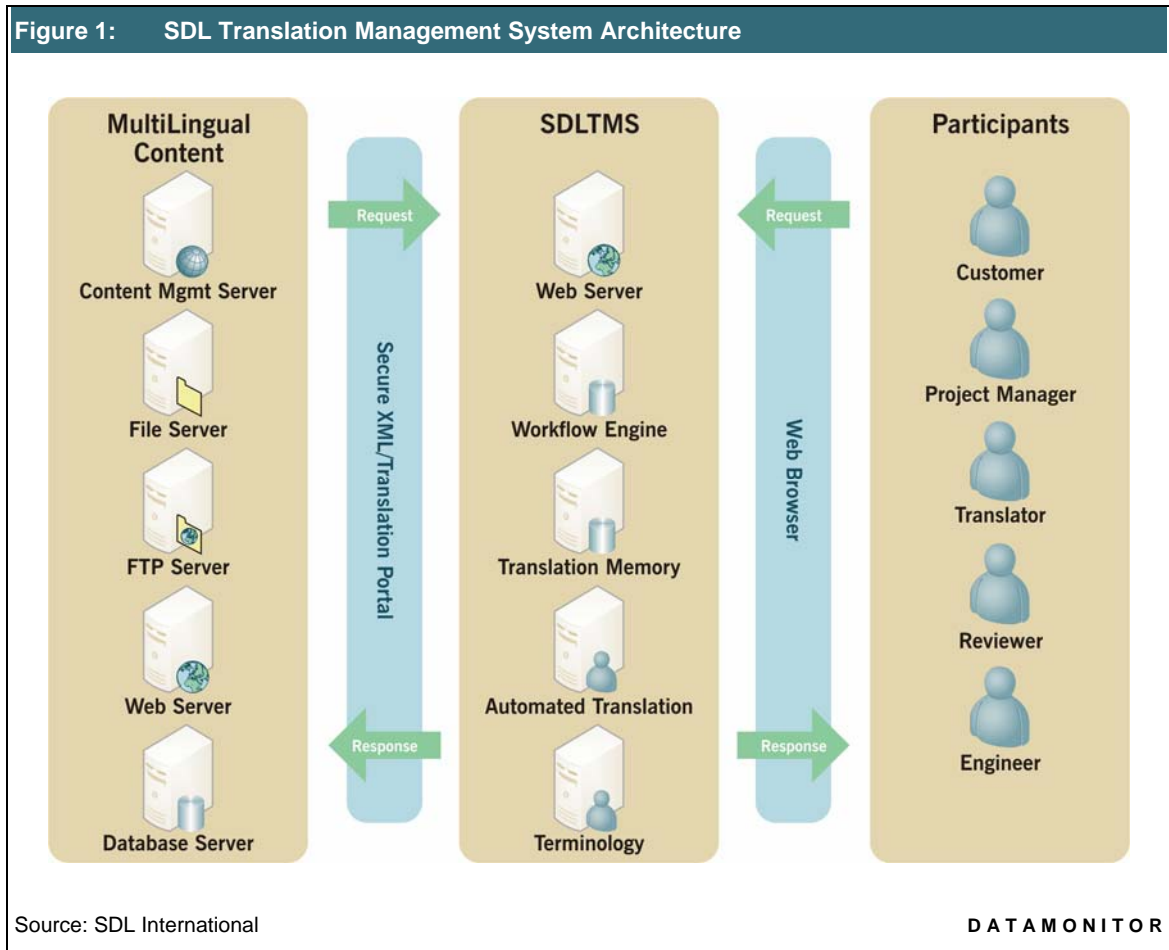
Product Operation

SDL Translation Management System is a Web-based application, which provides a central location to which users participating in workflow to manage the localisation process connect, in order to complete assigned tasks. There are three elements to the architecture: the multilingual content; the Translation Management System; and the participants that interact with it. Typically the localisation process is initiated by the content management system, automatically providing SDL Translation Management System with new content to be translated at the appropriate time within the creation/approval process. The Multilingual Content Repository communicates with SDL Translation Management System via an application or integration based on SDL's Content Transfer API using a HTTP-based messaging protocol.

Users login to SDL Translation Management System and either complete the translation work using the on-line interface, or by retrieving the content to use off-line. If the off-line option is selected then users employ a desktop translation tool such as SDL TRADOS to perform the translation work.

The location of the components of the solution is flexible. The multilingual content repository can be maintained within the customer's environment, and the two remaining components may be located within the localisation service provider's environment. In the case of a multi-vendor implementation, it may be preferable to locate the content repository and the SDL Translation Management System within the customer's network.

SDL Translation Management System can be accessed via a Web interface with all content transfer taking place over HTTP or HTTPS. Content can be transferred from and to different content stores through direct integration or through a monitoring and transfer process called Nexus.



There are three components to the solution: a Web Server front-end; an application server; and a database server. There is a centralised file storage area that allows each server within the environment to access the shared data. The solution requires a high-performance network to provide optimum performance. Scaling of the Web server front-end can be achieved using Microsoft Windows Load Balancing Services (WLBS). Resilience of the application layer is provided using Microsoft Windows Clustering Services. The database server, which uses Microsoft SQL Server 2005, can be used in a Windows Cluster to provide scalability. The SDL Translation Management System can be load balanced across many application servers using an additional SDL application called QManager.

If there is a fault in any part of the workflow, it is directed to the administrator of the workflow and the workflow will continue. There is an Events screen for administrators, which lists all events taking place within the system, including login and logout activity, mail activity, zipping files, and archiving. Any error messages or information messages are also displayed here.

In addition to managing the translation process, SDL Translation Management System also performs some of the work involved, including automatically preparing source language files for translation and applying translation memories to them.

New translation requests can be submitted to SDL Translation Management System in three ways.

1. Users can manually create new requests in SDL Translation Management System.
2. SDL Translation Management System can be set up to monitor Web folders and other file systems, and automatically create a new translation request when files are added or updated.
3. SDL Translation Management System can be integrated directly with a content management system.

Once the translation work is complete, users can download completed translations from SDL Translation Management System or the system can be set up to save translated files to a file system or Web folder.

Translation Memory, which is contained within the Translation Management System, holds content that has been translated in the past. When new content is submitted for translation, Translation Memory is searched for previously-translated content. SDL Translation Management System interrogates Translation Memory and searches for pieces of translated content that provide a total or near match. Suitable content is inserted into the target localised files, and any content that cannot be translated in this way is then delivered into the translation supply chain to be sent to one of the 140,000 translators located across the world. Once the content has been translated, it is delivered back into the multilingual repository for access by authors located across the globe. A hierarchical translation memory architecture maximises reuse. Translation Memories can be sequenced, with different rankings allocated to each one. This grading allows the best translation match to be picked, based on context. Content can be filtered from all native file formats for automated chunking and identification. The Memory Server parses the files, extracts content from the formatting and native file information, and stores the chunks in the database for reuse. Content is also returned back to the original file after transformation.

The concept-based terminology database enables organisations to create consistency in the brand and translation. It allows metadata to be stored on the terminology, definitions, gender, and any other fields that are required. It automatically highlights terminology and provides mouse-over identification in the Web-based browser and desktop environments.

PerfectMatch checks that any matches against previously-translated content are in the correct context. There could be a match with the text itself, but the context in which it is used could be different. Any text that passes a PerfectMatch test is deemed to be being used within the same context and these sentences will not need to be reviewed. This in-context checking further reduces the tasks of the translators and reduces overall localisation costs.

Product Emphasis

Many organisations lack visibility and control when it comes to managing the localisation process. In many cases there are no workflows in place to manage the end-to-end process of authoring content for localisation, translation, and reviewing the translation. This often means that there is no consistency between content translated by different people, the translation process is slow, which increases the time-to-market, and the

reviewer has to re-translate large sections of the content. This also adds to the cost of producing localised content. Implementing localisation software, such as a GIM solution, enables organisations to impose effective management and workflow processes on the localisation task.

As part of SDL's GIM suite of products, SDL Translation Management System helps organisations to gain visibility and control over their localisation process and workflows by providing users with end-to-end processes for the creation and translation of content that maintains brand consistency and adheres to corporate guidelines for terminology and style. Butler Group regards this functionality to be a real differentiator for SDL.

DEPLOYMENT

SDL Translation Management System is provided as an Internet service. The broader GIM solution does require other components that are loaded on the desktop; such as AuthorAssistant. The product can be integrated with SDL MultiTerm and SDLX or SDL TRADOS Synergy translation tools for the translation. However, SDL Translation Management System is not dependent on these products.

As an Internet service the only requirements for users are browser-based terminals that connect to the Internet. SDL recommends that organisations that wish to use SDL Translation Management System start with a Discovery Day with SDL, which is a no-cost engagement in which SDL spends a day with the organisation in order to understand its current state and to envision its future state. SDL then carries out an analysis and provides the organisation with a gap assessment and a set of recommendations. The output includes gap analysis, recommendations, a scope estimate, best practices, and a business case.

Training is typically carried out on the customer's site or via Web training. If required, SDL is able to provide training facilities at one of its offices, which are located worldwide. The company provides full training for both administrators and users of the Translation Management System environment. Comprehensive documentation is included with the product, which comprises SDL TMS Admin Guide and SDL TMS User Guide.

SDL uses Salesforce.com as its Customer Relationship Management (CRM) system. It provides clients with their own unique login to their account; via which they can submit bugs and systems issues. The severity of issues triggers different escalation processes. Clients are able to track the status of each issue and have visibility of longitudinal data. Generally, escalation occurs depending on the region and time zone. Issues are escalated to the regional support manager and if they are not resolved they are sent to the Client Services Director.

Legacy integration is possible through the API, and this requires an understanding of existing assets, which would be discussed during the Discovery Day.

PRODUCT STRATEGY

The target market for GIM is both vertical and horizontal. The company's overall aim is to target any organisation that wishes to trade globally. There are a number of specific sectors through which compliance requirements have accelerated the need for the efficient delivery of multilingual content, which include life sciences and manufacturing, both of which are affected by EU and US legislation that dictate the delivery of high-quality content within prescribed timeframes. In terms of size, SDL targets large enterprises, but any company that trades globally is a suitable candidate for GIM.

ROI is achieved in several ways. The reuse of multilingual content eliminates the need to retranslate content which has been used before, and the amount of content that can be reused increases year-on-year. For example, FedEx reused 20% of its content in year one, and by year six was reusing more than 60%. The adherence to style guides and the use of consistent terminology is another factor that helps ROI. It can also help speed up time-to-market.

SDL sees its key market opportunity arising from its ability to help organisations become more agile and competitive on the global stage, by automating the delivery of content into different languages. Butler Group sees another opportunity for SDL coming from local authorities and government departments that need to translate content into multiple languages for their citizens.

The route to market for SDL is via direct selling. However, SDL works closely with partners such as EMC, Interwoven, PTC, Vignette, and Trisoft in sales situations. It is also developing relationships with Systems Integrators such as Accenture. SDL has key technology partnerships with content management providers, authoring providers, and language service providers. Key competitors include GIM vendors.

The typical base cost for software licensing of SDL Translation Management System is around US\$300,000. Professional Services are charged at US\$1,800 per day, and are typically offered on a per-day basis, although smaller increments are charged when appropriate. Professional Services pricing does not include travel and other expenses. Maintenance is offered on a per-year basis at 20%, based on the total licence cost of SDL Translation Management System and MultiTerm. Product support is covered by maintenance, which includes product updates and upgrades as well as worldwide technical support.

The product release strategy for SDL is to have one major release per year, with Service Packs as required throughout the year.

SDL sees a possible threat to its market share arising if other players in the market merge or acquire to develop greater technical capabilities.

COMPANY PROFILE

SDL International is headquartered in Maidenhead, UK. It has 50 offices across 30 countries providing a sales capability and localisation function throughout the world. The company was founded in 1992 as a localisation service provider, and over the years it has built a significant network of offices. It built technology to support the requirements of its network of offices in managing multilingual projects for large global corporations. Over the years it has acquired a number of companies both in the services and technology spaces, culminating in the acquisitions of TRADOS in 2005 and Tridion in 2007.

The company has been profitable for seven years and it currently employs around 1,500 people, with about 700 translators in different countries. Its technology includes Translation Memory, which was developed over 20 years ago, and its Terminology Management System, which includes a concept-based terminology database that is used by some organisations as a stand-alone product for brand management.

SDL is a public company quoted on the London Stock Exchange. Approximately 40% of its revenues are derived from North America, 10% from the UK, 30% from mainland Europe, and 20% from the Far East and South America.

Its financial results for the last three years are as follows:

Table 1: Financial Details			
Year ending 31 December	2006	2005	2004
Revenue (UK£ Million)	94.7	78.5	62.7
Change on Previous Year (%)	21	25	2
Total Net Income/(Loss) (UK£ Million)	9.4	5.2	4.4
Source: SDL International			DATAMONITOR

Its customers include: Best Western; Philips; Chrysler/Tweddle; CNH; FedEx; GlaxoSmithKline; HP; Nokia; Seagate; Siemens; and Sony. Deployments vary from departmental to total delivery across the enterprise. There are over 150 enterprise deployments, plus 140,000 translators within the translation supply chain using SDL's solutions. The size of the company's total customer-base is over 140,000.

SUMMARY

WCM products and ECM platforms with WCM functionality provide the ability to create global and local content that can then be pushed out to multiple Web sites. However, a major deficiency in the functionality of these products is the translation process itself. Generally, the workflow for the content globalisation process is suspended when the content to be translated leaves the organisation and then resumes once the translated content is received back by the organisation. SDL Translation Management System is, in Butler Group's opinion, a valuable addition for any organisation that has a WCM or ECM product and needs to publish content in multiple languages. The recent acquisition by SDL of the WCM vendor Tridion will provide SDL with a tremendous advantage over both translation management vendors and WCM vendors that cannot provide both of these functions.

However, SDL Translation Management System is not just targeted at organisations producing content for Web sites; it also provides a valuable tool for organisations that need to produce content in multiple languages for other purposes such as technical documentation and user manuals. In fact Butler Group recommends that any organisation which needs to produce content in multiple languages should seriously consider SDL Translation Management System.

Table 2: Contact Details	
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<p>Source: SDL International</p>	

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