

acrolinx
IMPROVING YOUR CORPORATE IQ



Creating High Quality Content that Communicates Across Language Barriers

Control *Information Quality* to reduce translation
cost and time-to-market

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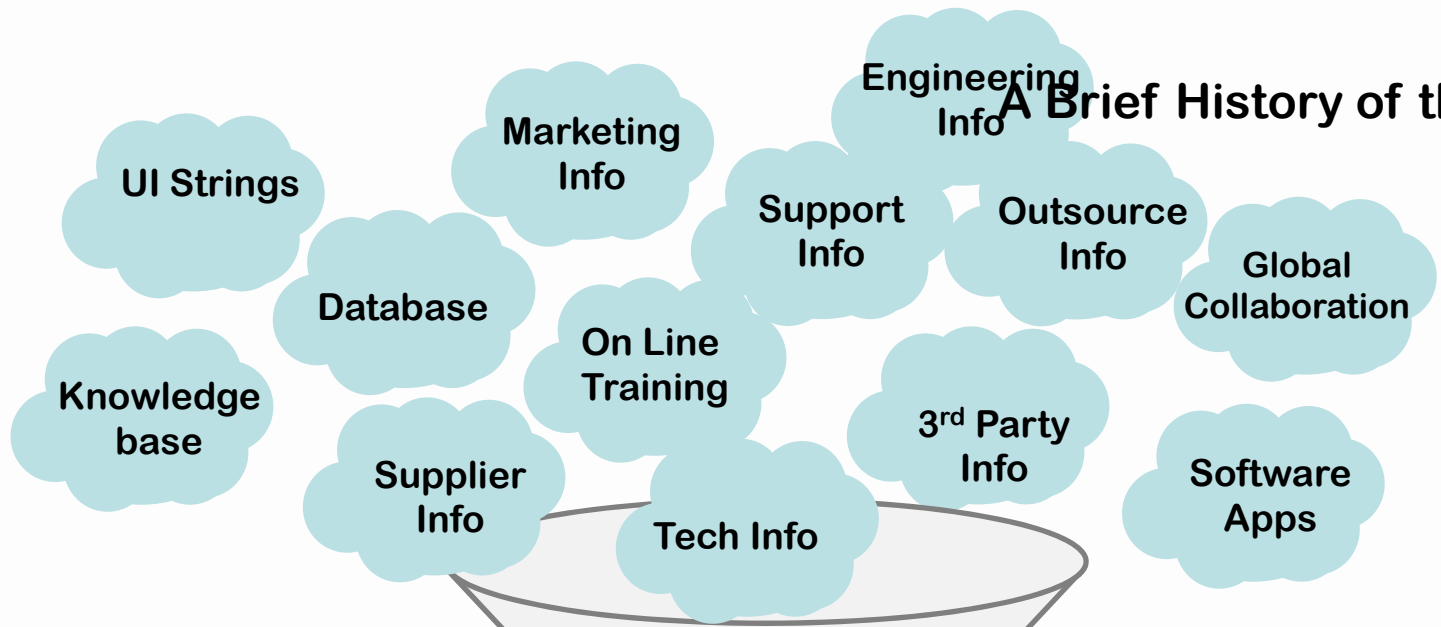
Agenda ◀

- ▶ Abbreviated History
- ▶ The Result - Global *Information Quality* and Cost Issues
- ▶ Quality Management Principles
- ▶ Information Quality
- ▶ Writing for a Global Audience
- ▶ Information Quality Management Tools
- ▶ Information Quality Assessments

Pop Quiz! ◀

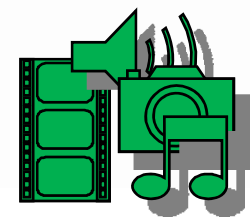
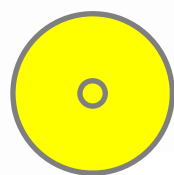
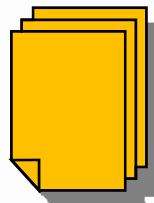
- ▶ Do you have Information Quality Standards?
- ▶ Do you monitor, measure, and track conformance to these Standards?
- ▶ Do you provide meaningful, actionable, real-time quality feedback to Writers and Editors?
- ▶ Do you collect Quality metrics consistently and objectively?
- ▶ Are Information Quality metrics collected on every information product you deliver?
- ▶ Can you conclusively demonstrate Quality improvements?
- ▶ Can you tie time and cost reductions directly to Information Quality improvements?
- ▶ Is your CFO happy with current translation/localization costs?

A Brief History of the World Now



Modular
SGML/XML/DITA
CMS
Single-Source
Reuse
Repurposing
Workflow

English
German
French
Spanish
Japanese
Etc.



The Drivers ◀

Technology

- ▶ Analog -> Digital
- ▶ Mainframe -> Minicomputer -> PC
- ▶ Internet

Philosophy

- ▶ US only -> Global
- ▶ Product Doc/Training/Marketing/Support/etc. -> Coherent Customer Experience
- ▶ Collaborative Scheduling -> Market-driven deadlines
- ▶ Quality at any cost -> Do more with less

The Result: Process Change ◀

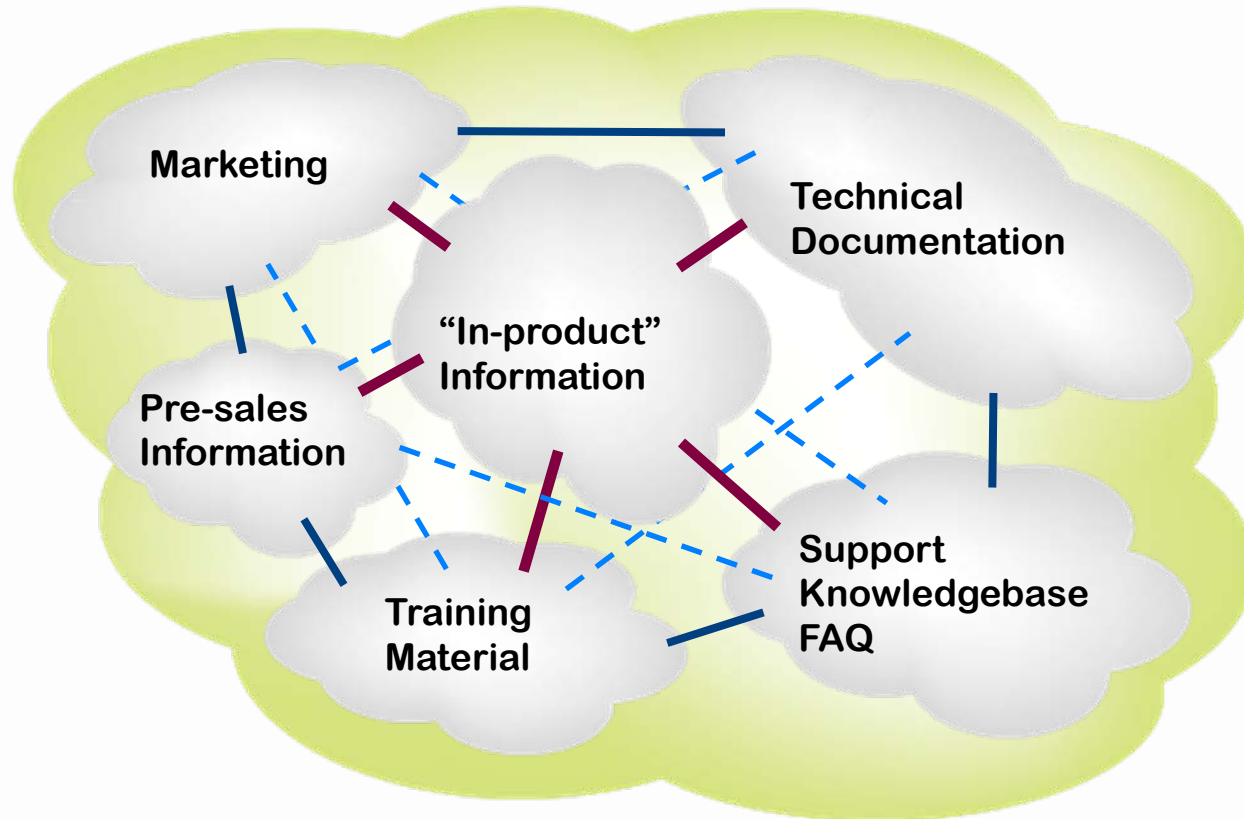
The way it was ...

- ▶ Collect Source Material
- ▶ Write Draft -> Edit Draft -> Review Draft
- ▶ Write Final -> Edit Final -> Review/QA Final
- ▶ Produce Master -> QA Master
- ▶ Reproduce – QC (Statistical Sampling)
- ▶ Distribute

The way it is ...

- ▶ Write -> Hit RETURN -> Global Distribution

The Result: An Evolving Product Information Ecosystem ◀



The Bottom Line Part 1: *Doing more with less costs more!* ◀

- ▶ We've effectively applied technology to increase volume and speed of information development, production, and distribution, but ...
- ▶ Information Quality has suffered, and the costs associated with poor quality increase daily
 - ▶ Translations cost more than necessary, and may retard your globalization strategy
 - ▶ Non-native speakers have difficulty reading your English content, and are less likely to buy your products
 - ▶ Misinterpretations of your content can lead to increased support costs, accidents, and/or litigation.
- ▶ *Every shortcut taken in authoring adds a corresponding cost - multiplied 5, 10, 15 ... 30 times or more - in translation/localization.*



The Impact - Readability ◀

Case Study:

- ▶ In one 1,100,000-word software manual set:
 - ▶ 15% of words were simply not needed
 - ▶ “We suggest that you use...” > “Use”
 - ▶ Translation: \$40,000 per language
 - ▶ Production: ~330 pages less (~\$66) *per copy* (~ \$66,000)
 - ▶ 30% of sentences were at a graduate-school reading level
 - ▶ 50% of sentences were at a college reading level or higher
 - ▶ 85% of sentences were at a high-school reading level or higher

However,

- ▶ Only 20% of Americans read at a level above 10th grade
- ▶ Non-native readers typically have a *lower* reading level in other than their native language.

The Impact - Confusion ◀



WICHTIG:

Vor der ersten Inbetriebnahme den Akku für mindestens **16 Stunden** laden!

IMPORTANTE:

Avant la première mise en service il faut charger la batterie au moins **16 heures!**

IMPORTANTE:

Prima dell' messa in funzione caricare l'accumulatore per almeno **16 ore!**

IMPORTANT:

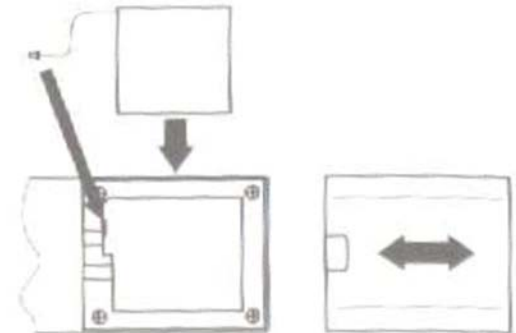
Before the first use charge the battery for at least **16 hours!**





Preparing the Telephone

Inserting the battery pack

Open the battery compartment cover. Connect the plug leading from the battery pack to the corresponding socket in the battery compartment. Insert the battery pack in the battery compartment. Only use the battery pack supplied. Pay attention that the cable is not jammed. Close the battery compartment cover.



Charging the battery pack


 Before the handset is used for the first time, insert it in the base station / charging station for at least **20 hours**. 

The handset warms up during the charging process. This is normal and does not represent a risk. Do not charge the handset with charging units from other manufacturers. The current **battery charge status** is indicated in the display:

The Impact – Duplication of Effort ◀

<http://office.microsoft.com/en-us/powerpoint/HA012303211033.aspx>

Add a Flash file to a presentation

1. Install the Flash Player on your computer.
2. In PowerPoint, in Normal view, display the slide on which you want to play the animation.
3. Click the **Microsoft Office Button** , and then click **PowerPoint Options**.
4. Click **Popular**, and then under **Top options for working with PowerPoint**, select the **Show Developer tab in the Ribbon** check box, and then click **OK**.

NOTE The Ribbon is a part of the Microsoft Office Fluent user interface

5. On the **Developer** tab, in the **Controls** group, click **More Controls** .
6. In the list of controls, click **Shockwave Flash Object**, click **OK**, and then drag on the slide to draw the control.

Resize the control by dragging the sizing handles.

7. Right-click the Shockwave Flash Object, and then click **Properties**.
8. On the **Alphabetic** tab, click the **Movie** property.
9. In the value column (the blank cell next to **Movie**), type the full drive path, including the file name (for example, C:\MyFile.swf) or uniform resource locator (URL) to the Flash file that you want to play.
10. To set specific options for how the animation plays, do the following, and then close the **Properties** dialog box:
 - To play the file automatically when the slide is displayed, set the **Playing** property to **True**. If the Flash file has a Start/Rewind control built into it, you can set the **Playing** property to **False**.
 - If you don't want the animation to play repeatedly, set the **Loop** property to **False**.

<http://support.microsoft.com/kb/291875>

PowerPoint 2007

Make sure that the Flash Player is installed on the computer. Then, follow these steps:

1. In PowerPoint, display in normal view the slide on which you want to play the animation.
2. Click the **Microsoft Office Button**, and then click **PowerPoint Options**.
3. Click **Popular**, and then click to select the **Show Developer tab in the Ribbon** check box under **Top options for working with PowerPoint**, and then click **OK**.
4. On the **Developer** tab, click **More Controls** in the **Controls** group.
5. In the list of controls, click **Shockwave Flash Object**, click **OK**, and then drag on the slide to draw the control.
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7. Right-click the Shockwave Flash Object, and then click **Properties**.
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9. In the value column (the blank cell next to **Movie**), type the full drive path, including the file name (for example, C:\MyFile.swf) or uniform resource locator (URL) to the Flash file that you want to play.

The Impact - Consistency???

Please enter start date before or equal to the end date.
Please enter a start date earlier than or the same as the end date.
Please enter an actual start date earlier than the actual end date.
The Start Date cannot exceed the End Date.
The End Date cannot precede the Start Date.
End Date must be later than Start Date.
End date must be equal to or later than the start date.
The end date must be later than or the same as the start date.
End Time must be later than the Start Time.
The valid grade's end date must be later than or equal to its start date.
Please enter an End Date that is later than or the same as the Start Date.
Competence end date has to be later than or equal to the start date.
The start date cannot be later than the end date.
The appraisal end date must be later than or equal to appraisal start date.
The Effective start date cannot be later than the Effective end date.
Date from cannot be later than date to.
The start date must be on or before the end date.
The Start Date cannot be after the End Date.
Your end date must be after your start date.
The end date cannot be before the start date.
Start date must be before end date.
Your start date must be before your end date.
Enter a Start Date that is on or later than &LL.
The Status End Date is either earlier than the Start Date of the Assignment or later than its End Date.

Please enter an end date that is later than the start date.
Date To must be later than or equal to Date From.
The Date To must be later than the Date Received.
The actual end date must be on or after the actual start date.
End date should be greater than start date.
End Date cannot be before the Start Date.
The start date must be prior to the end date.
You entered a start date later than the end date.
Ending range must be later or the same as starting range
Please enter a new start date later than the original end date.
The ending date must be later than or the same as the beginning date.
The date to has to be later than or equal to date from.
End Date must be greater than Start Date.
You cannot enter an "End Date" that is before your "Start Date."
End Date must be greater than or equal to Start Date.
Please enter a start date that is before the end date.
The end date you enter must be between the grade's start and end dates.
The start date you enter must be between the grade's start and end dates.
The projected end date must be on or after the projected start date.
The Period start date cannot be later than the Period end date.



The Result – Translation Issues ◀

Ladies, leave your clothes here and spend the afternoon having a good time. (In a Rome laundry)

Please fasten seatbelt to prepare for crash. (Tokyo Taxi)

Please do not feed the animals. If you have any suitable food, give it to the guard on duty.
(at a Budapest zoo)

Caution: Blade Extremely Sharp! Keep out of children.
(Multipurpose Knife Instructions)

Ladies are requested not to have children in the bar.
(In a Norwegian cocktail lounge)

Drop your trousers here for the best results.
(Thai Dry Cleaner)



The Bottom Line Part 2: *Quality doesn't cost – it pays!* ◀

- ▶ Translatability/Readability
 - ▶ High Quality content costs up to 30% less to translate
 - ▶ Quality content is easier for non-native speakers to read
- ▶ Call deferrals
 - ▶ Consistent terminology and style → better indexing → better search → better self-help → fewer calls
- ▶ Product liability risk management
 - ▶ Certifiable quality → manageable risk
- ▶ Internal process efficiencies and cost savings
 - ▶ Less rework
 - ▶ Less copy editing
 - ▶ Cleaner handoffs between process tasks
 - ▶ Fewer Writer/Editor/SME “debates”



Getting Started... General Quality Management Principles ◀

- ▶ Formal, documented Standards and processes
- ▶ Metrics Driven
 - ▶ Real-time feedback to process participants (QA)
 - ▶ Test results/reports at process gates (QC)
- ▶ Quality built-in from the beginning
- ▶ *Focus on continuous quality improvement*

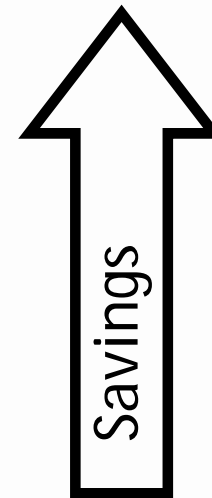
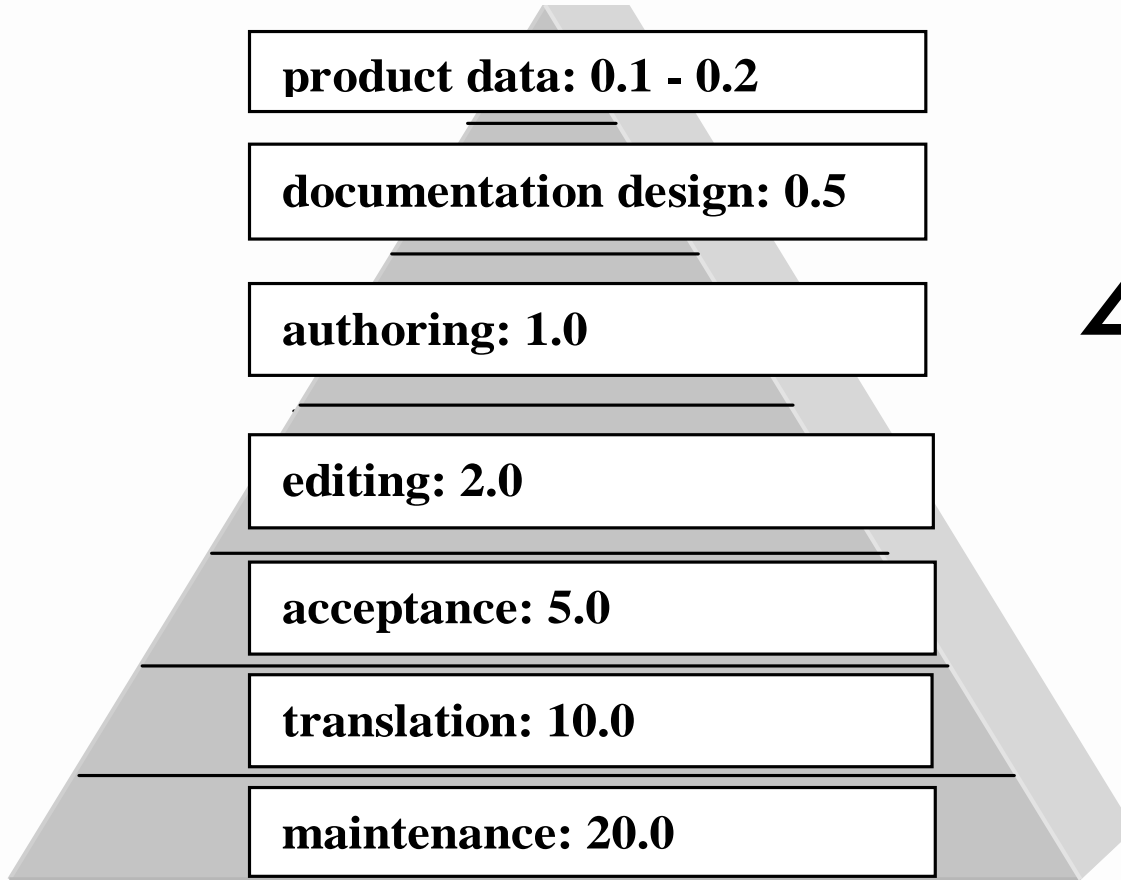


Definition... Technical Information Quality ◀

- ▶ Key criteria:
 - ▶ Compliant with *relevant* standards and guides
 - ▶ Correct (grammar and spelling)
 - ▶ Consistent (style, terminology)
 - ▶ Concise
 - ▶ Considerate of the audience
- ▶ Result:
 - ▶ Easier to read and understand
 - ▶ Easier , quicker, and less costly to translate



Where to Start? ◀



Moving quality management upstream reduces costs

© J Schütz & R Nübel, IAI

The unit cost of fixing term errors at different points of the Content Supply Chain



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BREAK!

Be back in 15 minutes

Writing for a Global Audience ◀

- ▶ Be consistent (Grammar, Style, Terminology)
- ▶ Be concise (eliminate unnecessary words and phrases)
- ▶ Present information as simply as possible (but no simpler)
- ▶ Be as Language- and culture-neutral as possible

Consistency ◀

- ▶ Manage terminology - one concept, one word
- ▶ Conform to standard English grammar and style rules

Consistency:

How many ways can you say the same thing? ◀

This parrot is ...

- ▶ Dead
- ▶ Deceased
- ▶ Passed away
- ▶ Passed on
- ▶ Perished
- ▶ Expired
- ▶ Departed
- ▶ Finished
- ▶ Kaput
- ▶ Six feet under
- ▶ Pushing up the daisies
- ▶ Ceased to exist
- ▶ Is no more
- ▶ Faded away
- ▶ Withered away
- ▶ Gone West
- ▶ Breathed his last
- ▶ Bit the dust
- ▶ Ended his days
- ▶ Cashed in his chips
- ▶ Crapped out
- ▶ Kicked off
- ▶ Taken away
- ▶ Gave up the ghost
- ▶ Shuffled off his mortal coil
- ▶ Went the way of all flesh
- ▶ Gone to the great beyond
- ▶ Met his maker
- ▶ Turned to dust
- ▶ Kicked the Bucket
- ▶ Out like a light
- ▶ Croaked
- ▶ Dead as a door nail
- ▶ Heard the heavenly trumpet
- ▶ Met St Peter
- ▶ Entered the pearly gates

Consistency:

How many ways can you say the same thing? ◀

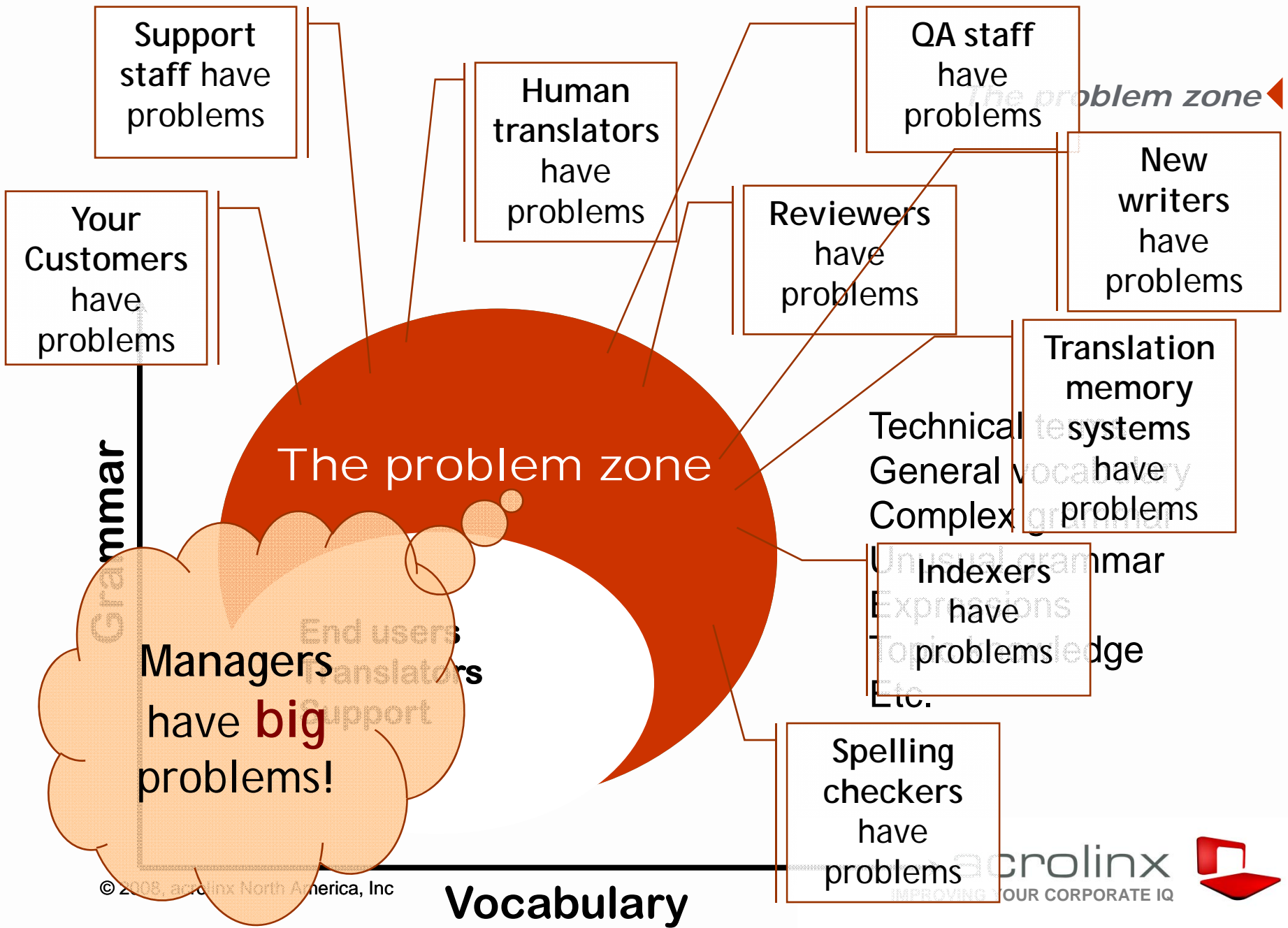
On the other hand, he might just be:

- ▶ Drunk
- ▶ Blitzed
- ▶ Snockered
- ▶ Tipsy
- ▶ Three sheets to the wind
- ▶ Knee-walking
- ▶ Blasted
- ▶ High
- ▶ Plastered
- ▶ Inebriated
- ▶ Intoxicated
- ▶ Blotto
- ▶ Trashed
- ▶ Wasted
- ▶ In the Bottle
- ▶ Tanked
- ▶ Buzzed
- ▶ Crooked
- ▶ Lit
- ▶ Sloshed
- ▶ Hammered
- ▶ Sotted
- ▶ Pissed (British)
- ▶ Sozzled
- ▶ Stewed
- ▶ Plowed
- ▶ Juiced
- ▶ Blown Away
- ▶ Feeling no pain
- ▶ Passed out
- ▶ Dead Drunk

Consistency: How many meanings can one word have? ◀

DO

- ▶ I **do**. (lifetime commitment)
- ▶ Just **do** it. (set yourself free, carpe diem)
- ▶ Three-fingers Louie hired the Joker to **do** Batman. (kill)
- ▶ If he gets caught, he will probably **do** time. (be incarcerated)
- ▶ The musical scale starts with **do**, re, mi.
- ▶ My car will **do** 165 miles per hour. (is capable of)
- ▶ We will **do** all the attractions around Disney World on our vacation. (visit, take advantage of)
- ▶ When the MD couldn't help him, he consulted a **DO**. (osteopath)
- ▶ If you don't have Merlot, a good red Zinfandel will **do**. (be acceptable)
- ▶ I **do** my own hair. (comb, brush, cut, style)
- ▶ And I'm still walking around with my original 50's **do**. (hairdo)
- ▶ She put on an incredible **do** at her beach house last night. (party, event)
- ▶ I always wear a **do** at Kendo class. (body armor)
- ▶ **Do** you **do** drugs?
- ▶ What's the big to **do** about? (fuss)
- ▶ **Do** over!
- ▶ **Undo**.
- ▶ Dah **do** ron ron ron, dah **do** ron ron ...



Consistency: Conform to Standard English Grammar and Style Rules ◀

- ▶ Be logical, literal and precise
- ▶ Use nouns as nouns, verbs as verbs
- ▶ Use conventional word combinations and phrases
- ▶ Adhere to your corporate style guide
- ▶ Write to *express*, not to *impress*
- ▶ Reuse approved content where appropriate

Concise:

How many words do you need? ◀

Many

a great deal of
a large number of
a number of
arrive at a conclusion
as well as
at the present time
conduct a demonstration
conduct a test
despite the fact that
due to the fact that
eliminate altogether
for the purpose of
provide a description of
give an indication of
give careful consideration to
in conjunction with
It can be seen that
in order to
in reference to
in the event that
on a daily basis
refer back to
take into consideration
the issuance of
until such time as
we suggest that you

versus

One (or less)

much
many
several
conclude
and
currently
demonstrate
test
although
because
eliminate
for, to
describe
indicate
consider
with

to
regarding
if
daily
refer to
consider
issue
until



- ▶ Limit sentence length (24 – 26 words)
- ▶ Use a verb-oriented writing style
- ▶ Use short, simple phrases
- ▶ Limit use of passive voice
- ▶ Limit use of noun and verb phrases
- ▶ Avoid sentence 'interruptions' (program code, error messages, figures, tables; however, therefore, nevertheless ...)

Language and Culture Considerations ◀

▶ Avoid

- ▶ Ambiguity, variant spellings, complex noun phrases
- ▶ Internal terms, abbreviations, and jargon
- ▶ Unnecessary synonyms
- ▶ Ambiguous modifiers (very, generally, greatly, etc.)

▶ Eliminate

- ▶ Colloquialisms, metaphors, and idioms
- ▶ Obsolete or archaic terms
- ▶ Variant spellings and most contractions
- ▶ Latin abbreviations and obscure foreign words
- ▶ Wordy phrases



How Can You Consistently Follow All the Rules? Helpful Tools ◀

- ▶ Spelling and Grammar Checkers
- ▶ Controlled Language Checkers
- ▶ A Herd of Professional Copy Editors
- ▶ End-User Surveys and Usability Studies
- ▶ Acrolinx® | Information Quality Tools

Shameless plug!

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- ▶ Sophisticated Linguistic Analysis Engine developed over 15 years at the German Research Institute for Artificial Intelligence (DFKI)
- ▶ Recognized *Information Quality* Management leader since 2002
- ▶ Headquartered in Berlin, Germany
- ▶ North American subsidiary in Colorado

Some of Our Customers ◀



PHILIPS

Autodesk

Dräger

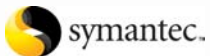
SEW
EURODRIVE



ORACLE

PRO ALPHA

DAF
A PACCAR COMPANY



ATLAS ELEKTRONIK



BOSCH

Business Objects

ROHDE & SCHWARZ

VIESSMANN



BBT THERMOTECHNIK GMBH
Bosch Group

SIEMENS



**Demonstration
And
Quality Assessments**



The Bottom Line: ◀

Information Quality Management with Intelligent tools provides:

- ▶ Improved quality
- ▶ A high level of reuse (at phrase- and sentence-level)
- ▶ Improved translatability
- ▶ Significant overall cost and time reductions – as much as 50%



Additional Operational Benefits ◀

- ▶ Greatly reduced human copy editing effort
- ▶ Improved efficiency across the entire content supply chain
- ▶ Improved TM performance – reduced ‘clutter’
- ▶ Formal, objective metrics and reporting – reduced litigation risk
- ▶ Improved indexing and retrieval
- ▶ Improved quality and readability in all languages
- ▶ Consistent corporate image/branding in all languages



Content Quality Management A Real-World Example ◀

Excerpt from a *Best Practices Presentation*, 2006

- ▶ Savings of as much as \$1M in a year so far
- ▶ Projected savings of \$3M per year for the next 5 years
- ▶ Translation costs for MT projects cut by 50%
- ▶ Time to market for MT projects cut by 50%
- ▶ 40% reuse of content
- ▶ 75% reuse for localization

Bottom Line



Information Quality improvement doesn't cost ...

It PAYS!

Questions? ◀

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