



1990 Worldwide Developers Conference



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Business of Localization

Localization Service Partners

Services

- Technical Translation
- Software Engineering
- Typesetting/Graphic Production
- Manufacturing

Translation

- Multilingual service
- Central editorial/project control
 - Additional capacity through a network of country based offices or approved freelance operatives
 - Specialists in computer terminology
 - Translate only into mother tongue

Software Engineering

- Product familiarization
- Compilation of translation pack
- Translator support
- Software re-building and testing
- Test co-ordination over multiple environment

Graphic Production

- Experience in multiple DTP packages
- Conventional studio facilities
- Output on laser/film quality

Quality Assurance

- Procedures to address
 - Security/confidentiality
 - Software Testing
 - Translation
 - Graphics

Project Management

- Provide partner with
 - Detailed specification
 - Technical interface
 - Schedules and updates
 - Progress reports

Manufacturing

- Printing
- Media duplication
- Procurement
- Assembly
- Warehousing and distribution

Role of the Developer

- Technical support
- Project coordinator
- Distributor/subsidiary
- Q&A of final product
- Sharing of future needs

Role of the Local Operation

- Glossary/style review
- Review of initial translation
- Input on local technical issues
- Additional testing facilities

Benefits of this Partnership

- Centralized control
- Reduced time to market
- Single source for multiple language versions
- Reduced management overhead
- Consistency

Developments

- CAT tools
 - Higher output
 - Maintainability for future revisions
- Disk to plate



The power to be your best