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The Business of Localization

Getting Started...

SystemSoft Corporation, Japan

- Macintosh SW Distributor and Developer
- Current American Partners
 - Adobe
 - Claris
 - DataComm
 - Farallon
 - Quark
 - MacroMind
 - Mediagenics
 - Symantec

Your Company Take a good look

- Available resources
- Internal support for International projects
- What kind of company?
 - 1 product company
 - Product line company

Your Product

- Localization issues–Production
 - Manual
 - Packaging
- Localization issues–Technical
 - “Age” of your code
 - Some crucial questions
- Localization issues–Time to market
 - Your competition
 - Never sacrifice quality to be first

Localization Skills American Companies May Lack

- Knowledge of country specific features
- SQA testing abilities/facilities/resources
- Experienced (or interested!) Engineers with bi-lingual sensitivity
- Long term–End user technical support requirements
- “Reinventing” the wheel

Types of Relationships Available

- Localization only–Service Contract
 - LT support???
 - Not attractive to a foreign company
- Localization and Distribution
 - Partner relationship, usually exclusive
 - Full service relationship
- Distribution only

Types of Services Available

- Localization only–production
- Full Service
 - Sales/Marketing/Support
- Independent support companies

Apple - Global Company

Absolute Necessity to Localize

- “Golden Age” in international markets
- Start projects now—6 months to 2 years development cycle
- Long term view
- Quality, Quality, Quality
(don't skimp on features)