Localization World Vancouver, 29-31 October 2014

Hosts: Hanne Smaadahl (SAP), Palle Petersen (Microsoft)

Speakers: Caroline Koff (Hewlett-Packard), Jason Lam (SAP), Pierre Lo (SAP), Manuela Noske (Microsoft), Indra Sāmīte (Tilde), An Stuyven (Skrivanek Group), Val Swisher (Content Rules, Inc.), Ventsislav Zhechev (Autodesk Inc.)

During this session, participants gathered to take the pulse of terminology management in the industry today. This session offered participants an opportunity to collaborate to find answers to some of the current challenges in terminology and terminology management. This workshop focused on four themes: agile, efficiency, processes and innovation. Each theme featured two short presentations by workshop participants followed by open discussions. This was an interactive workshop where participants were invited to bring their ideas, questions and passion!

This document includes a summary of presentations themes and the top take-aways from this session. The presentation slides from the individual presentations will be available on the Localization World (www.localizationworld.com) and TerminOrgs (http://www.terminorgs.net/Terminology-Events.html) websites.

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Top Discussion Take-Aways

- Agility is more challenging on the enterprise level. Agility is lost as scope increases.

- QAs need to be *user-oriented*. There is a need for a more holistic QA approach that includes terminology. QA should not just collect metrics, but uncover what makes a difference to the end-user.

- Usefulness of source terminologist and the importance of term management for source.

- Each organization needs to connect localization and authoring teams.

- In the new world of the same software on many different devices/screens consistency becomes more important

- ROI of terminology can still be an open question in some organizations.

- Quotes from the discussions:

   "The most expensive way to manage terminology is not to manage it"

   "If nobody is managing terminology, everybody is managing terminology"

- Terminology helps communicate value of the brand.

- Machine Translation (MT) = cost saving, Terminology Management = quality improvement

- Important to integrate terminology into MT systems

- Terminology has traditionally been a methodical, quality focused and detail-oriented undertaking. This continues to be true. Tools and processes are needed to increase flexibility.

- The terminologist is not a lone wolf. Terminology management is a collaborative process. Terminologists must increasingly become facilitators within their organizations.

- Use a "Terminator" for final terminology decisions if you can't reach consensus.

- Terminology management can be a content discovery tool by exposing inconsistencies in source content.

- Still a lot of manual / non-integrated terminology tools. As a profession we need to evangelize the need for integration of terminology into the product life-cycle.

- Most successful companies take a holistic approach to terminology management and include both source and target.

Summary of Presentation Themes

Theme 1: Agile

Terminology has traditionally been a methodical, quality focused and detail-oriented undertaking. How can terminology evolve to continue to deliver value in fast-paced economies and development environments?

- Agile translation and terminology (Pierre Lo, SAP)
- Keeping Your Terminology Clean in Today's Global Business World (Val Swisher, Content Rules)

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Theme 2: Processes

How can the processes for creation and distribution of terminology resources be simplified and streamlined? How can the interaction between the stakeholders in the translation production chain be optimized?

- Terminology Management Strategy: Managing Your Enterprise-level Terminology Databases (Caroline Koff, HP)
- Terminology query management (Jason Lam, SAP)

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Theme 3: Efficiency

Everyone is always looking to "do more with less". How can terminology improve efficiencies in the document creation and translation processes?

- Terminology Work – Breaking the Barriers (An Stuyven, Skrivanek Group)
- Source & Target Terminology Management in Windows International (Manuela Noske, Microsoft)

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Theme 4: Innovation

How can innovation cut time and resources spent on terminology work? How can terminology resources be repurposed, bring value in other applications or support advances in the industry?

- Up-to-date MT with Product-Specific Terminology (Ventsislav Zhechev, Autodesk)
- Automate Terminology for Humans and Machines (Indra Samite, Tilde)

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