

# The Linguistic Supply Chain – Buzzword or Reality?

Language Technology User Meeting at the Localization World Conference

October 20, 2009 - Santa Clara Convention Center

1:30 PM	<b>Welcome</b> Daniel Nackovski, President, Across Systems, Inc.
1:45 PM	<b>ROI Models for Translation Management Systems</b> Benjamin B. Sargent, Content Globalization Strategist, Common Sense Advisory  Return on investment (ROI) analyses often focus on a limited set of issues, missing key benefits of new software deployments. In this session, you will learn the core concepts for understanding and maximizing the value of translation technology and process improvement. Topics to be covered include average cost per word, cost per transaction (handoff), business acceleration, fixed costs, and more. Learn how to propose and win budgetary approval for implementing or extending your enterprise translation management solution. This session draws on dozens of user interviews with enterprise adopters of translation management systems conducted in 2009 by Common Sense Advisory.
2:15 PM	<b>Business Case Study: Turbo-accelerated translation – Optimized processes for multilingual product information</b> Frank Erven, Language Technology Consultant & Technical Writer, Voith Turbo Scharfenberg  When translation volumes reached a peak of almost 80% growth in 2006, Voith Turbo, a leading specialist in hydrodynamic drive, coupling and braking systems for road, rail and industrial applications and ship propulsion systems, decided to deploy a translation management system. The company wanted to utilize corporate translation management to manage its language resources more efficiently. In a second step, Voith integrated its content management system to further optimize and accelerate its translation processes. This presentation will describe how the company decided on a translation management system and how it implemented the system it selected. Voith Turbo contributes approx. one quarter to the Voith Group sales of € 4.9 billion, which is generated by 43,000 employees worldwide at over 290 locations. The group generates about 75% of its sales outside its German home market.
2:45 PM	<b>LSP Case Study: Language technology enables fluid workflows while shortening reaction times</b> Thierry Jambage, Co-Founder, Connective Language Services LLC  Realizing the implementation of Across technology, the collaboration with freelance translators as well as Connective's efficiency has been impacted. Connective was able to automate workflow steps and to gain better control over its entire processes. Nowadays, Connective acts with a higher turnaround and is able to integrate its clients into the processes or connect with other Across Language Servers.
3:15 PM	<b>All-in-one and end-to-end – Across technology means seamless, friction-free processes</b> Armin Wahl, National Sales Manager, Across Systems, Inc.  (1) Effective content globalization begins with the source! – crossAuthor Linguistic (2) The collaboration of LSPs and businesses - be directly connected! – crossGrid (3) Maximized productivity thanks to automated translation process steps – crossAutomate
4:15 PM	<b>Localization and translation in the age of zero – Making money in international markets when people expect everything in zero time for zero Dollars</b> Richard Sikes, Founder, LocFlowTec, Inc.  The slow economy continues to bite into budgets across the globe, but businesses are being forced to do more with less. The right time to have a deeper look at translation and localization processes and related expenses. By using the appropriate technology, time- and cost-effective processes can be easily realized. The presentation explores the core processes in regard to translation requirements, emerging trends, and technology that helps to maximize productivity.
4:45 PM	<b>Closing session</b> Daniel Nackovski, Across Systems, Inc.

## Location

### Santa Clara Convention Center

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Santa Clara, CA 95054  
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<http://www.santaclara.org/conventioncenter>



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