



**LOCALIZATION WORLD**  
CONFERENCE & EXHIBITS

Compliance and Data Security for  
Translations – Outsourcing as a  
Vulnerability

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# Agenda

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- ▶ **Initial statements and queries**
- ▶ **Contracts, service, process and technology**
- ▶ **Current trends review**
- ▶ **Sourcing example**
- ▶ **Conclusions**

# Initial statements

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*„Understanding regulations, fulfilling policies remains a challenge to both our industry, customers and service providers.“*

*„Current service and execution models may stand in the way of a full compliant process. New emerging service models have not yet matured enough.“*

*„Legacy issues may be inherited by the customer and the supplier if previous processes did not comply with regulations.“*

*„Technology innovation may seem attractive at first, but their application bears inherent danger of non-compliance and data security.“*

*„Yet many requirements are mixed and interlinked, making it difficult to separate practice, data security and compliance issues“*

# Additional observations

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- ▶ Contracts may not match required service levels.
- ▶ Opportunities to apply necessary technology and process governance are missed.
- ▶ When process and technology requirements are not clearly defined between customer and service provider, chances are that compliance and security requirements are not met.
- ▶ Technology, data security may be applied in a different, less restrictive way.

# Contracts, Processes and Technology

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## Contracts

- Does the contract prevent and yet sufficiently regulates compliance risk?
- Can the supplier be at all held responsible and if yes for what?
- Do the service level agreements match the requirements?

- Responsibility as part of the service
- Mutual responsibility!
- Instructions, processes and follow-up actions defined
- Data management & security guidelines

## Processes

- Has the process been agreed and does it have an end to end perspective?
- Can the process be audited and does it deliver data that serves the purpose?

- Agree on a process that has an „end to end“ perspective
- Promote and train the process
- Spotcheck and control its correct execution
- Integrate process compliance as a quality metric

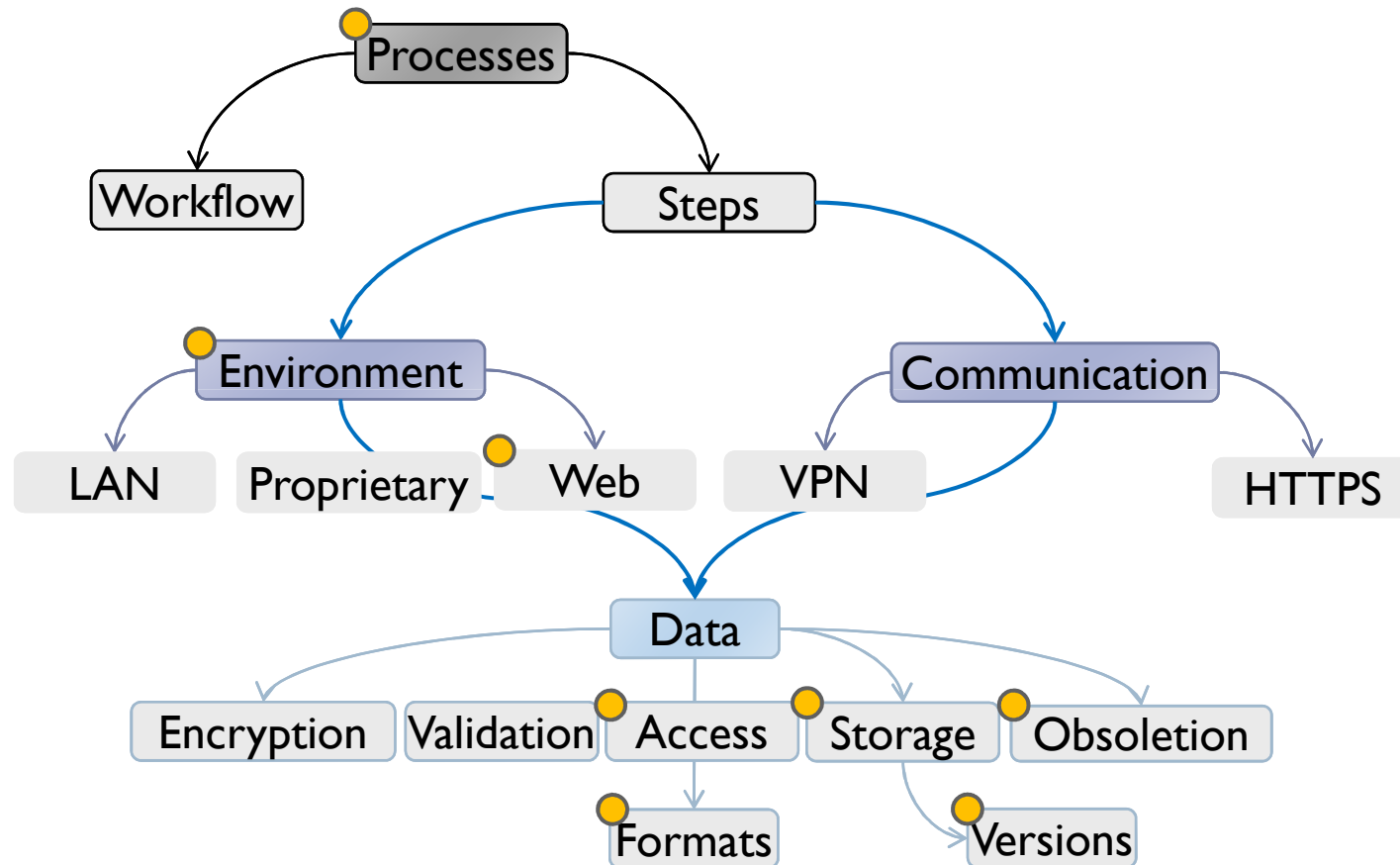
## Technology

- Has technology been checked whether it delivers to security and compliance requirements?
- Is technology applied to a sufficient degree, allowing secure and compliant processes?

- Assess new technology trends for their impact within the compliance framework
- Assess whether legacy technology provides the necessary features
- Identify the right technology to use that is in line with data and security policies

# Executing the service – potential weak points

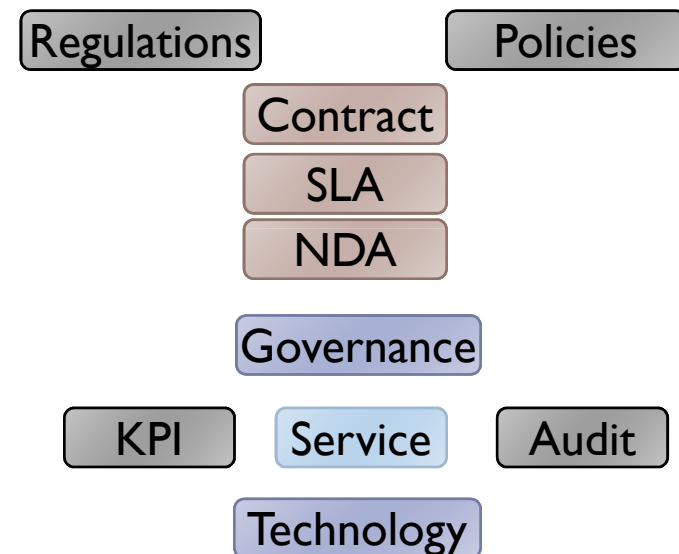
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# The picture of the „ideal world“

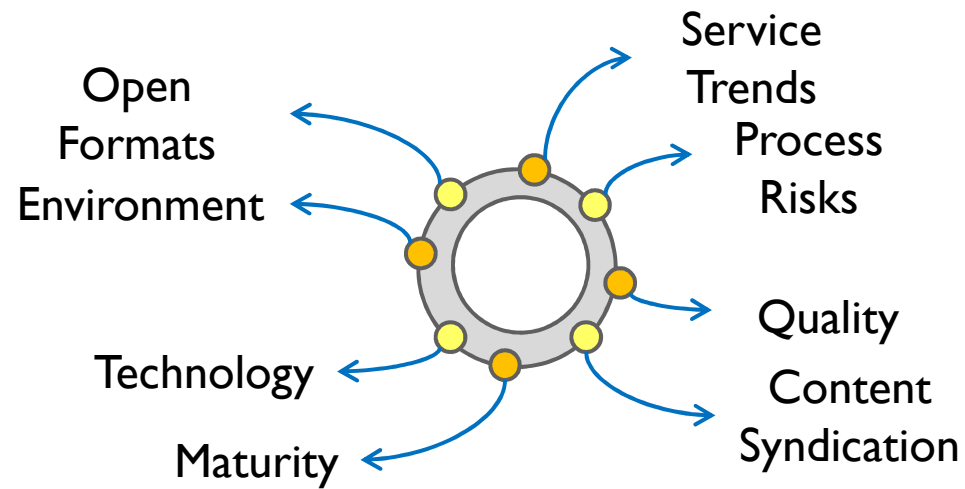
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- ▶ Regulations and policies are understood by both the customer and the service provider
- ▶ This is reflecting in contracts, SLA's
- ▶ The compliance with agreed procedure are followed.
- ▶ Audits are performed or quality systems provide data on how the overall activity performs
- ▶ Technology enforces and supports compliance and data security
- ▶ Heterogeneous environments are avoided or taken into account.



# Technologies, Trends and Caveats

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# Machine translation

## Function

- > Increase productivity
- > Automation of translation

## Added value

- > Support for understanding and decision making
- > Mainstream use high volume and standardized content
- > Add-on to standard translation tools (MT-TM)

## Caveats

- > Usage of Internet based MT with corporate content
- > Quality of output in non standardized environments

Google Übersetzer

Tools und Ressourcen

**Stellen Sie Ihre Website sofort in anderen Sprachen bereit**

Fügen Sie Ihren Webseiten den Website-Übersetzer von Google hinzu, um sofortigen Zugriff auf eine automatische Übersetzung der Seiten anzubieten. Die Einbindung des Website-Übersetzers ist ganz einfach:

1. Wählen Sie die Sprache Ihrer Website aus:
2. Wählen Sie optionale Einstellungen:  
Sprachen für die Übersetzung:  Alle Sprachen  Spezifische Sprachen
3. Kopieren Sie diesen Codeausschnitt und fügen Sie ihn auf Ihrer Webseite ein.

```
<div id="google_translate_element"></div><script>
function googleTranslateElementInit() {
  new google.translate.TranslateElement({
    pageLanguage: 'de'
  }, 'google_translate_element');
}
```

Anschauen und testen

**Ihre Lieblingswebsite**

Einführung

Sprache auswählen

Powered by Google Übersetzen

**Einführung**

Dies ist eine Beispiel-Webseite, auf der Sie den Website-Übersetzer anschauen und testen können. Ändern Sie die oben stehenden Einstellungen und klicken Sie auf "Anschauen und testen", um zu sehen, was passiert. Wenn Sie beispielsweise bestimmte Sprachen für die Übersetzung auswählen, ändert sich das Dropdown-Menü. Viel Spaß!

Weitere Informationen

# Syndicated content

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## Function

> Added as TM or Terminology to the project

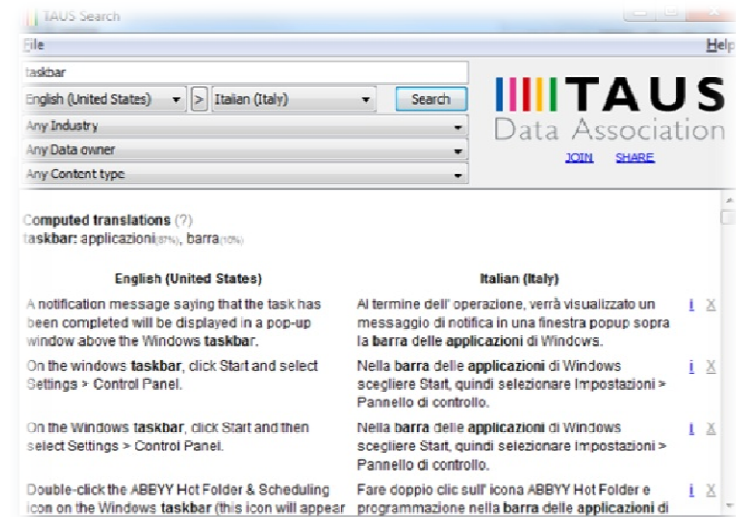
## Added Value

> Translation savings

> Terminology creation savings

## Caveats

- Legal topics
- TM Quality
- Applicability in the current context
- Impact on Corporate Language



# Cloud Computing

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## Function

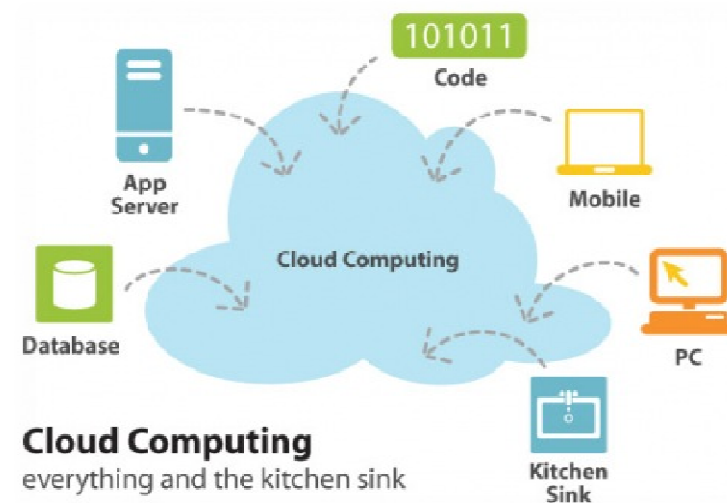
- > Virtualisation of computing power
- > Separation of the application layer
- > More bandwidth and flexible software configurations

## Added value

- > Huge scalability
- > Short „time-to-Use“
- > Distributed computing allows moving more applications to the web
- > Low TCO

## Caveats

- > „Refactoring“ needed for current applications
- > Little experience available
- > Data security / Legal aspects
- > Unclear consistency of offerings and provider landscape



# Crowd Sourcing / Community Sourcing

## Function

- > Increase the translator pools  
(„from Crowd“)
- > Recruit from „Social Network“  
(„Community“)
- > Involve resources over the internet

## Added Value

- > Fast scaling of resource levels
- > Translate what would be impossible otherwise
- > Short time to „realization“

## Caveats

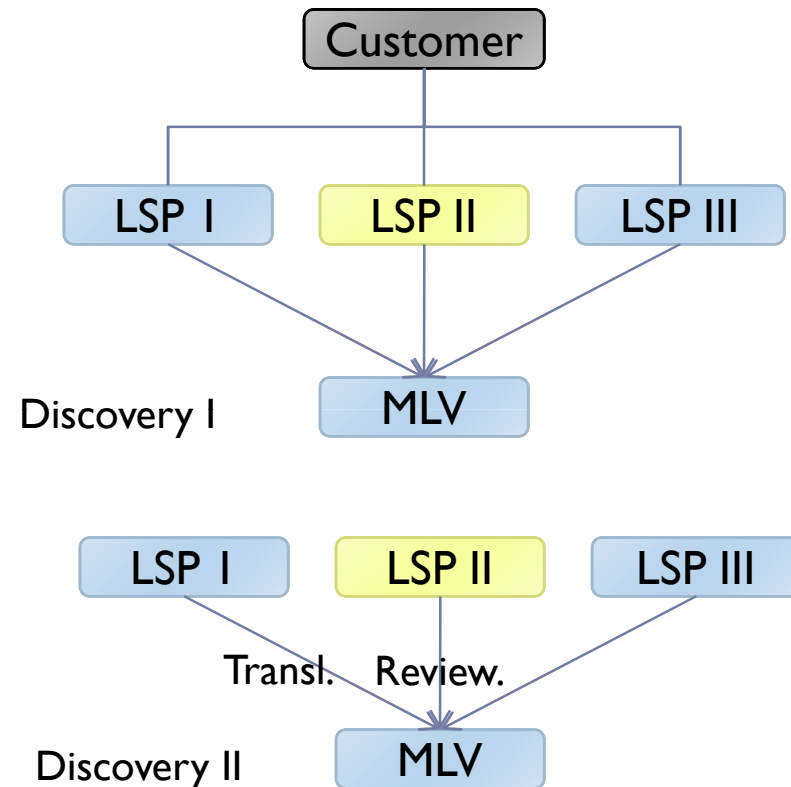
- > Clear concept needed, community
- > Adaptation of processes / contracts
- > Legal aspects / Quality
- > Branding



# Sourcing Example – Localization Black Box

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- ▶ Large company outsources translation work to LSPs
- ▶ The language pair belongs to the more rare languages
- ▶ The content is mission critical to the customer
- ▶ How does this work?



# Conclusions

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- ▶ Both customers and services companies may realize that they are in the same boat.
- ▶ Adoption of an end to end view on the supply chain is important to spot weaknesses regarding security, compliance and to address them.
- ▶ New technology trends should be validated and adapted to regulatory and security needs. Technology choices should take security and regulatory requirements into account.
- ▶ Current execution models and emerging service trends may require additional mechanisms to ensure they are compliant with company policies and regulations.

