

Knowledge Management in the Localization Industry

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Sturz Gruppe GmbH

- *transline* Group (LSP) with headquarters in Reutlingen, Germany
- doculine - Publishing Company in Reutlingen
- Institute for Management and Communication (Knowledge Management, Consulting, Training)

Localization – quo vadis?

- Number of languages is increasing
- Text volume is increasing
- Release frequency is increasing
- Legal requirements are increasing
- Number of file types is increasing
- File handling complexity is increasing
- Time-to-market is shrinking

Localization – quo vadis?

- New skills in project management required
 - IT skills
 - DTP skills
 - Language skills
 - Project management skills
 - Cross-cultural communication skills

Localization – quo vadis?

- What makes things worse
 - The speed of change in required skills for project management is increasing dramatically!

Localization – quo vadis?

- The answers?
 - Knowledge management
 - Process management

Localization and Knowledge Management

- Knowledge management
 - Knowledge databases
 - CRM databases
 - Groupware
 - Resource management
 - File management
 - HR management

Localization and Knowledge Management

- Knowledge management in the *transline* group
 - *transhow*
 - *transhelp*
 - *transtipp*
 - *transname*
 - *transform*
 - *transstat*

Localization and Process Management

- Process management
 - Order processing
 - Project timelines
 - Order management
 - Accounting
 - File handling
 - File check-out and check-in procedures
 - File conversions

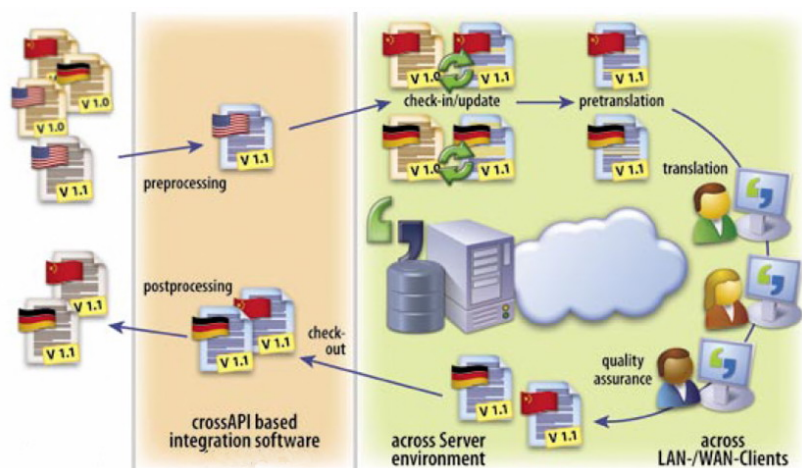
Localization and Process Management

- Process management in the *transline* Group
 - *transware*
 - *transtime*
 - *transcom*
 - *transact*

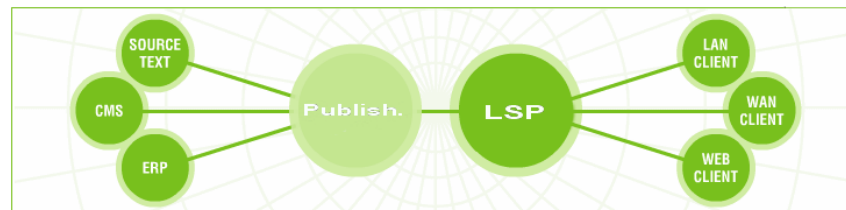
Localization and Process Management

- Process management in the *transline* group
 - *transware*
 - *transtime*
 - *transcom*
 - *transact*
 - *transfile*

Localization Workflows



Localization Workflows



Localization and Process Management

- Process management
 - Quality control
 - Proofreading procedures
 - Proofreading in context
 - Proofreading levels
 - Production management
 - DTP
 - Print approval procedures

Localization and Process Management

- Process management
 - Supply chain management
 - Interface management
 - Interface development (API)

Localization – quo vadis?

- General issues in process management
 - Process ownership
 - Data ownership
 - Large volume – translation projects consisting of bits and pieces
 - Change in pricing models

Localization – quo vadis?

- And what to expect....?
 - Integration of authoring, translation, quality control and production in a single supply chain
 - Increasing quality expectations
 - Increasing price pressure

Localization – quo vadis?

- And what to expect....?
 - Publisher-vendor relationships will fade away because they no longer can be based on translation memory ownership
 - Publisher-vendor relationships will be strengthened because the supply chain processes will become much more interwoven

Localization – quo vadis?

- And what to expect....?
 - A wind of change?
 - A thunderstorm?
 - A hurricane?

Questions?

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