



## Translation Management at SMA Solar Technology

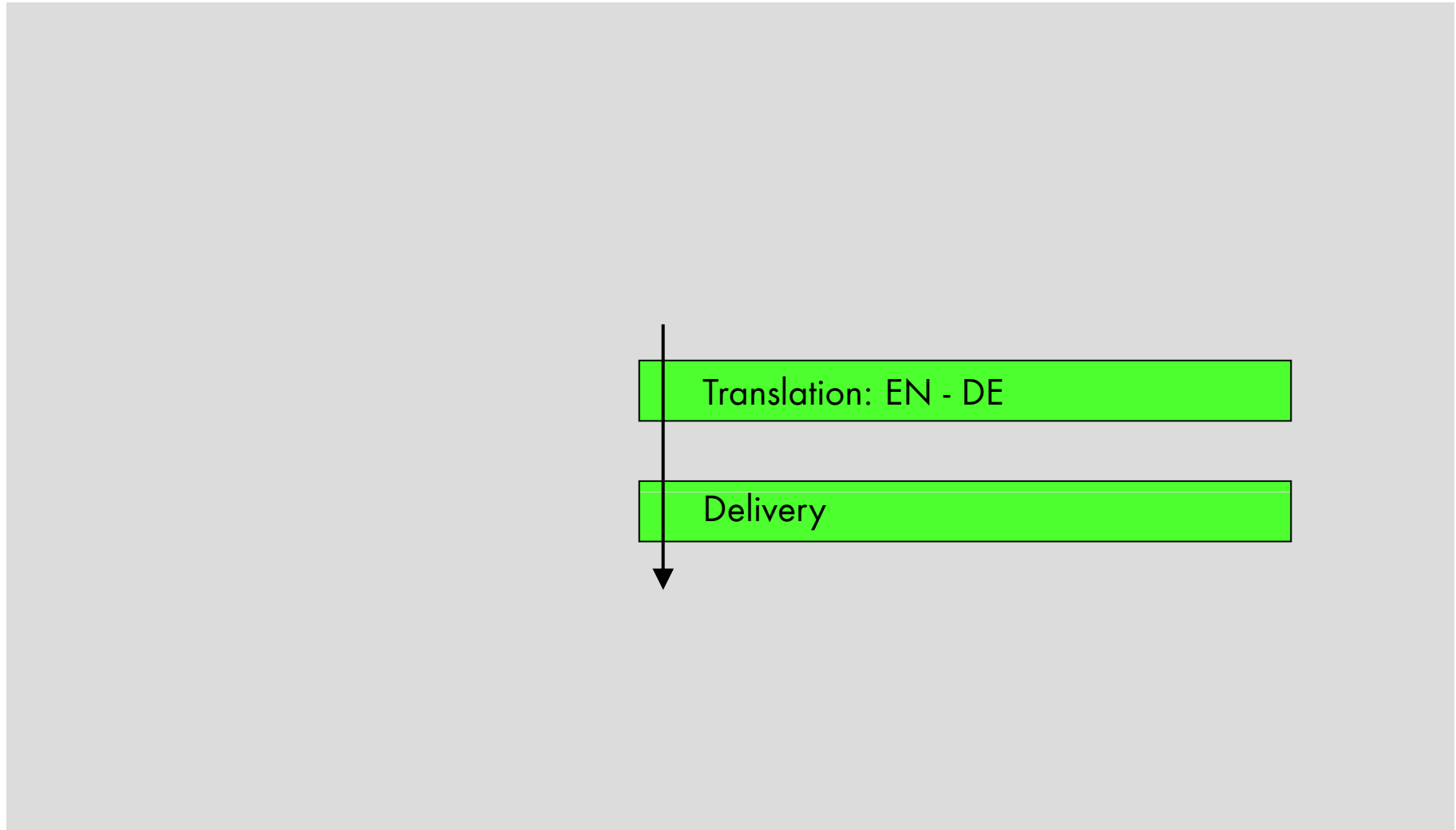
Gerald Salisbury

How to keep an eye on processes, quality and costs?



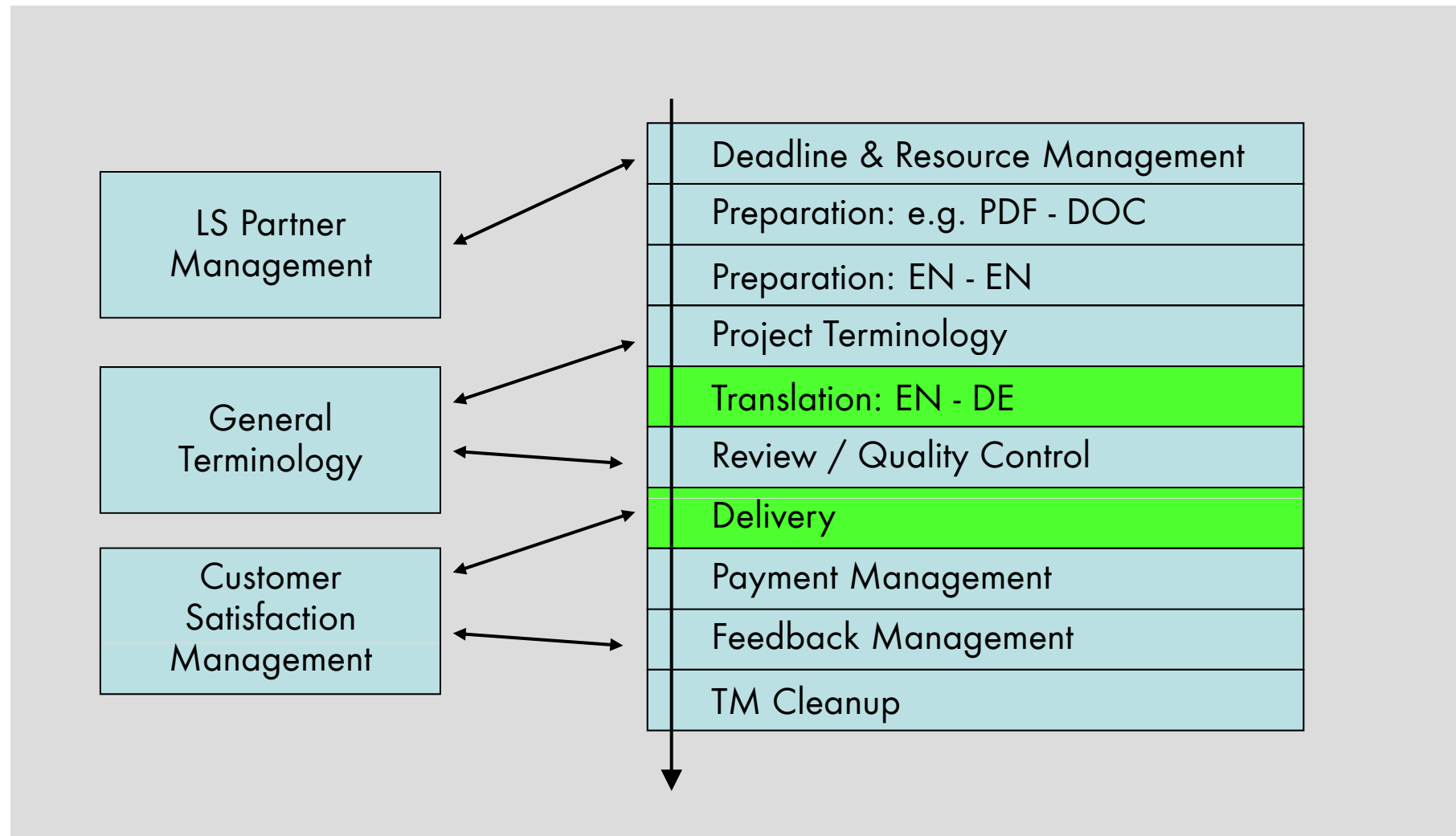


Translation is easy ...





Translation is not the only thing ...

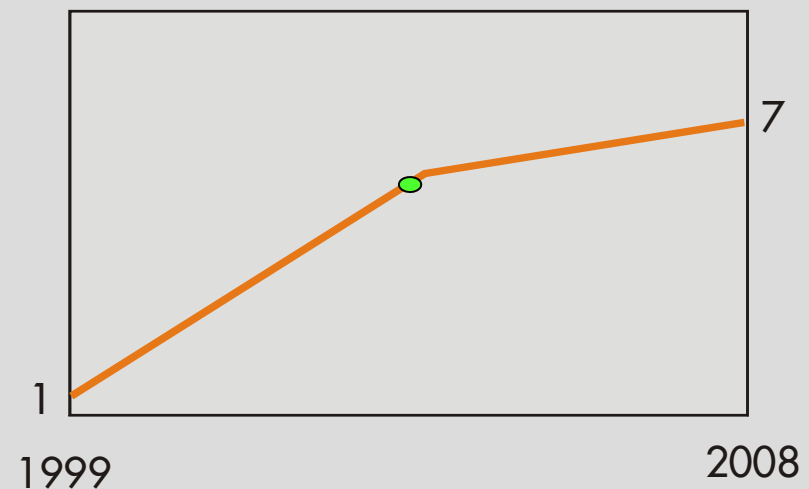




## Translation Management at SMA 2009

- > 4 Translators / Project managers
- > 1 Resource Manager
- > 1 Manager
- > 1 Terminologist
- > 2 Assistants
  
- > 4000 Projects / Year
- > 15 LSPs
- > 25 Freelancer (Reviewers/Translators)
  
- > Focus on:
  - Quality
  - Speed
  - Costs

SMA Translation Management Employees





## Problem

- > More translations
- > Less expenses per word
- > Constant quality

## Solution

- > Improved organization
- > Standardized processes
- > Professional help
- > TOOLS



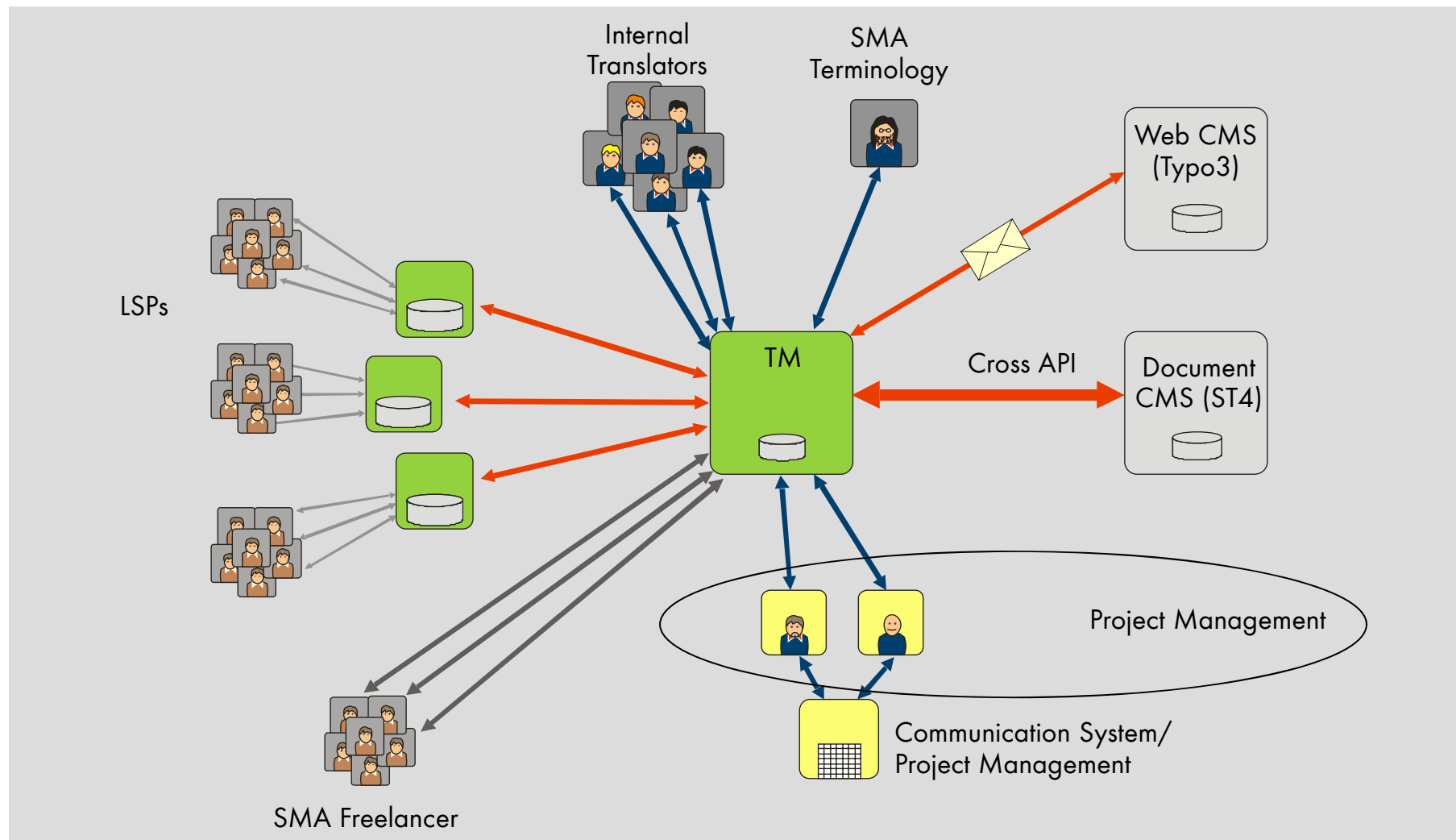


## Things to remember ...

- > You can make sushi from an aquarium, but not the other way around:  
Straighten out your source language.
- > No feedback = no improvement.  
Ask your customers AND your LSPs for feedback
- > High match value:  
give it to a freelancer and pay per hour.
- > Saving on Terminology does not pay off

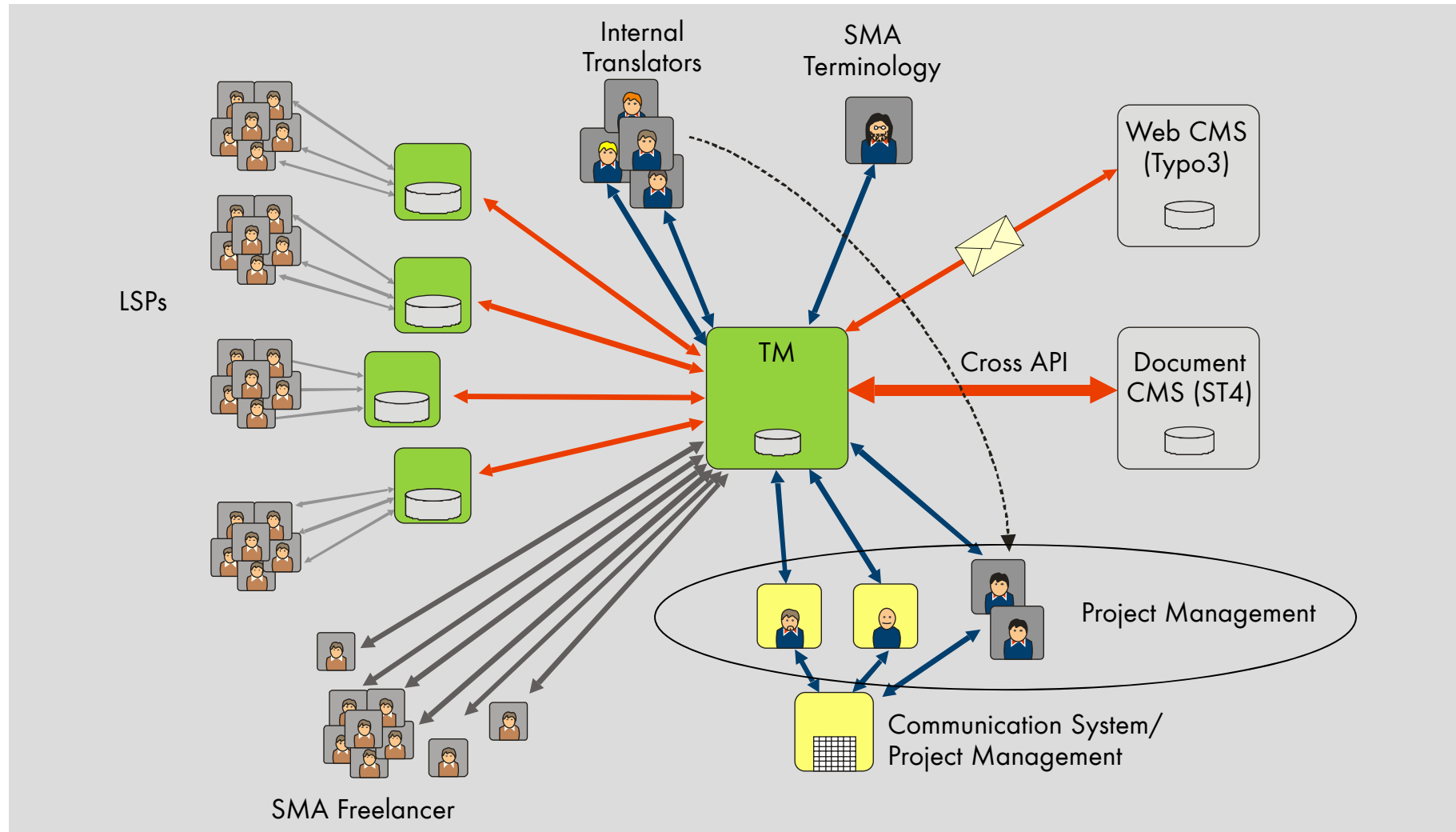


# Translation Management Organization



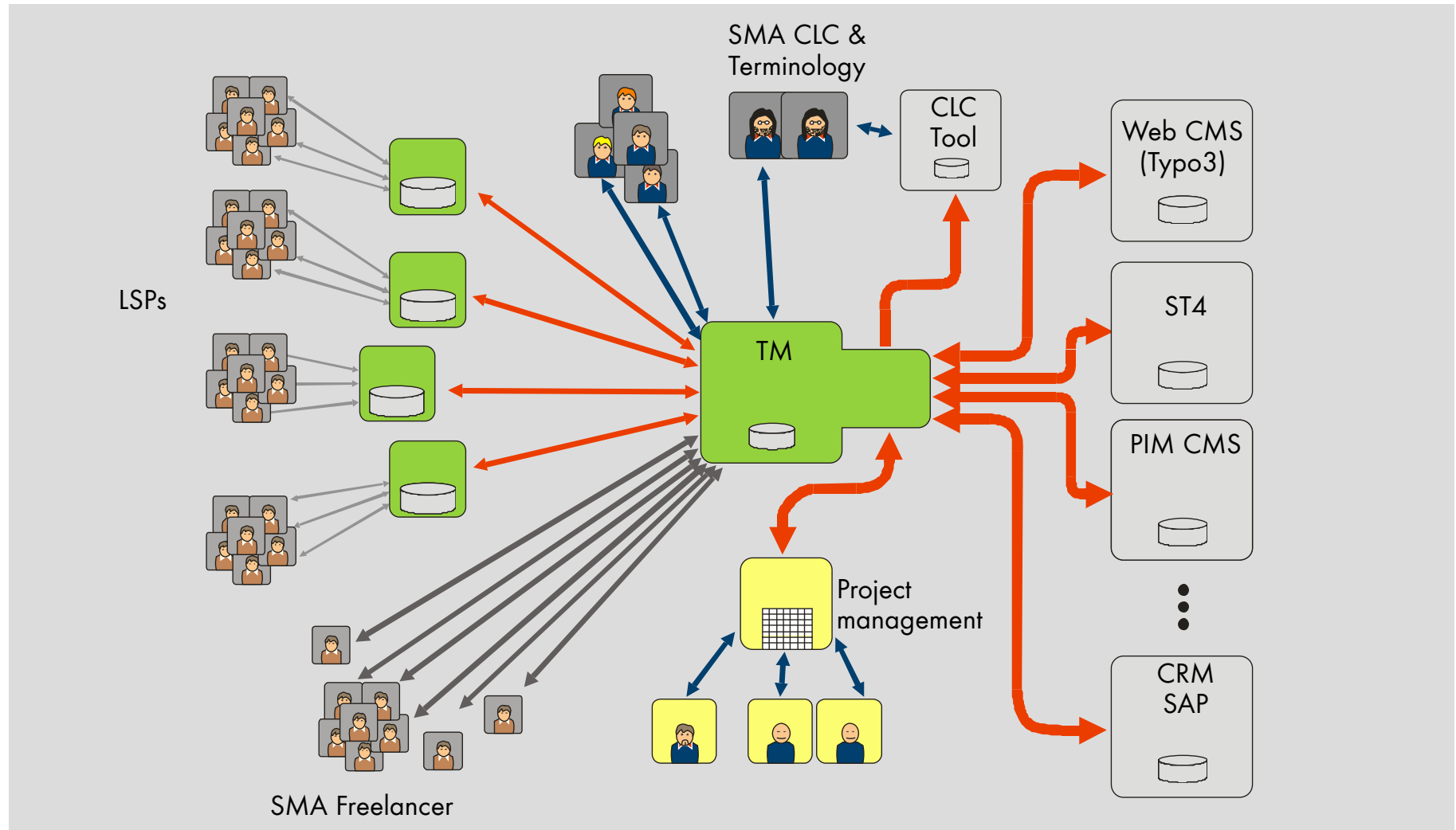


# „Role hopping“ for high output





# Planned Architecture for 2010





Questions?

