

## The economics of information

What technical communicators can learn from the times of Gutenberg

## Write less - say more. The added value of minimalism

How to get your message across in times of information overload

# What's the buzz about content strategy?

Can content be created to suit any media from printed manual to iPhone app?

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magazine for international information management



**From the editor**

You may be surprised to receive this printed issue of the tcworld magazine. We are happy to announce that as of today, tekomp will be producing and publishing four printed issues of tcworld a year.

Over the past couple of years, tekomp has expanded its sphere of action across international borders, foreign languages and neighboring topics. It has established long-term relations with partner associations, businesses and individuals from various countries and professional backgrounds. The tcworld magazine and e-magazine have always acted as a communication platform for tekomp's international audience. By bringing the printed edition back into life, tekomp would like to show appreciation towards its worldwide network of partners. Covering a wide range of topics, tcworld aims to present the broader picture of information management processes. This edi-

tion focuses on the current hype regarding content strategies. The ever-increasing number of media devices including smartphones and tablets has many companies wondering how their technical documentation needs to be adjusted in order to meet the demands of the users of such devices. Is it possible to create content that is suitable for any media output from printed user manual to iPhone app? Scott Abel, who runs the popular business blog TheContentWrangler.com, provides answers in an insightful interview with tcworld (page 8). Rahel Anne Bailie explains the theoretical model behind content strategies (page 10).

Sarah O'Keefe takes us on a journey through time, which begins in the 15th century when the invention of the printing press turned the world upside down. The rise of the internet might well mean a similar major change for mankind today. The author guides us through the lessons that can be learned from history (page 13).

The sensory overload that we are facing in our information society makes it extremely difficult for content creators to catch the attention of their audience. Communication specialist Jang Graat describes the principle of minimalism (page 22).

Uwe Muegge explains the importance of validating translated terminology (page 16) while Emmanuel Margetic shows how terminology management helps to ensure consistent branding (page 20).

Mikhail Ostrogorskij illustrates business opportunities on the Russian information management market (page 25).

There has been much speculation regarding the future of translation and localization standards following the liquidation of the Localization Industry Standards Association (LISA). tcworld spoke with its former long-term director of open standards Dr. Arle Lommel (page 30). Last but not least, we would like to draw your attention to the upcoming tcworld conference in October 2011. Check out the highlights in our conference news (page 6). We hope you enjoy this issue of our magazine and look forward to providing you with many more valuable editions!

Corinna Melville



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## What's the buzz about content strategy?

New media devices challenge the work of technical writers. How does content need to be prepared for mobile devices? Is it possible to create "universal" content which is suitable for any media output from printed user manual to iPhone app?

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## The economics of information

The rise of the internet has turned around the world of content creators. What are the lessons we can learn from history and the times when the printing press was first invented?

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## Write less - say more. The added value of minimalism

In times of constant information overload writers struggle to reach their audience. How less words help to get the message across.

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# tcworld conference 2011 – modern topics in a historic city

The historical town of Wiesbaden in Germany will once again become the show-ground of the world's largest gathering of technical writers, localization experts, translators and information managers. More than 3000 professionals are expected for this year's tcworld conference and tekomp-Trade Fair that will be held in the Rhein-Main-Hallen from October 18th to 20th.

With participants from Asia, Australia, North America and Europe, the event promises to be a truly international one. It provides excellent opportuni-

ties to exchange knowledge, learn about new technologies and get in touch with experts and developers. Since the first tcworld conference

back in 2005, tekomp has strengthened its international position and today maintains superb relations with top-class speakers from around

the world. Conference participants will be able to choose from an inspiring program of nearly 200 presentations, tutorials and workshops. Six tracks cover the entire chain of information development – from the process of creating technical documents to preparing product-specific information for multiple markets and languages.

## From technical authoring to strategic content development

The **Localization Track**, which is organized in cooperation with the Globalization and Localization Association (GALA), will feature topics regarding translation as well as the process of adapting information and products to the demands of a specific culture or region.

Using consistent terminology is very important for the efficient creation of technical information. In the

**Terminology Track**, renowned experts show how a company-wide terminology base can be created and managed, what software can be used and which organizational measures should be implemented.

The **International Management Track** explores new markets, offers insight into cross-border management and takes a critical look at outsourcing and off-shoring opportunities.

The **Technical Authoring Track** offers advice for daily business in technical communication. Among the topics are DITA, interactive PDF forms, creating online tests and usability techniques.

The creation of online training material, Help systems and ePubs are among the topics discussed at the **User Assistance Forum**.

Much attention is drawn to the new **Content Strategies Track** which will run on Wednesday, October 19th. The current popularity of social media has many companies wonder-



Thinking of exhibiting at the tekomp Trade Fair? There is still exhibiting space available. For more information, please visit [www.tekom.de/conference](http://www.tekom.de/conference) or contact [messe@tekom.de](mailto:messe@tekom.de).



ing if they need to reassess their information development to cater for mobile versions and social media. This track looks into the specific requirements of these new media. The ever-increasing numbers of visitors to the conference and Trade Fair highlight the significance of the event: In 2010 tekomp counted 2.225 conference participants and an additional 1.126 visitors to the Fair. "After the overwhelming numbers of participants at the tekomp Spring Conference this year, we are expecting to exceed the visitor record of 2008 at our conference in October", says Dr. Michael Fritz, tekomp's Executive Director. "I believe that the hype is owed to the dynamic of the conference topics, especially this year's focus on content strategies. Social media have become very popular and every company wants to develop mobile versions of their output. Organizations raise the question for which purposes and media they want to prepare information and ultimately if they need to develop new formats of information. This reassessment of their content strategies also raises technical questions. At the tcworld conference, participants will be able to find answers to these questions."

Unlike in previous years, this year's conference will run from Tuesday to Thursday.

**Hands-on learning at the Trade Fair**

The tcworld conference will once again be accompanied by the tekomp-Trade Fair, the biggest industry exhibition within the field of technical communication and information development around the world. All the important technology suppliers and service providers are present at this international fair. More than 160 companies present software and services that help their clients cope with the production and management of documentation and information. In recent years, the tekomp-Trade Fair has attracted an increasing number of exhibitors and visitors from non-German speaking countries. In 2010, from a total of 178 exhibitors, 67 came from abroad (compared to 56 in 2009). Last year's Trade Fair focused mainly on XML-based editorial and content management systems, translation memory and terminology management systems, localization and DTP applications, as well as tools for checking language quality, quality control and process management. In addition, an increas-

ing number of exhibiting companies offer consulting services for the improvement of editorial processes or the implementation of an editorial system.

Visitors to the Trade Fair will also enjoy a large range of tool presentations, technology podiums and partner presentations without any extra charge.

**Meet tekomp's partners from around the globe**

Due to its strong dedication, tekomp has managed to establish an international network of partner associations and other institutions or professional

groups. The AssociationsWorld, which is now an established feature of the tekomp-Trade Fair, offers visitors the opportunity to meet with tekomp's partners from various countries and similar professional fields. In 2010, one major attraction at the AssociationsWorld was the Asian Pavilion: Visitors not only got the chance to establish first contacts with potential business partners from Japan, South Korea, China and India, but they were also invited to witness a Korean tea ceremony, join an Indian yoga session and listen to a Japanese drum concert. The Asian Pavilion will also be a highlight at this year's conference and visitors can look forward to new inspiring activities there.

**Attendance Fees 2011:**

*Early bird rates until September 17, 2011*

	Member		Non-Member	
	Regular*	Reduced**	Regular	Reduced***
1 day	360 EUR	90 EUR	540 EUR	100 EUR
2 days	470 EUR	120 EUR	700 EUR	130 EUR
3 days	580 EUR	150 EUR	860 EUR	160 EUR

*Registration rates from September 18, 2011*

	Member		Non-Member	
	Regular*	Reduced**	Regular	Reduced***
1 day	430 EUR	100 EUR	590 EUR	110 EUR
2 days	540 EUR	130 EUR	750 EUR	140 EUR
3 days	650 EUR	160 EUR	910 EUR	170 EUR

*Please add 19% VAT to all fees.*

*Fees include workshop attendance and visit to the Trade Fair.*

**Discounts**

- \* These fees apply to members of the following organizations: ADÜ, APCOMTEC, Aticom, BDÜ, COM & TEC, CRT, CSVTK, DGI, DTT, ELIA, FTI, GALA, ISTE, INTECOM, JTCA, KTCA, PSBT, STIC, STVY, TECOM Schweiz, tekomp, TermNet and TWIN.
- \*\* This reduced attendance fee is valid for apprentices, interns, retirees, and unemployed persons who are tekomp members. These fees are also valid for full-time students who are tekomp members. They also apply to students who are currently participating in a tekomp-accredited course of education. The discount also includes tekomp-members of EU member states who joined the EU after 2004.
- \*\*\* These fees apply to participants of EU member states who joined the EU after 2004

## “The words we choose matter”

Scott Abel is an internationally-recognized content management strategist and social networking choreographer whose strengths lie in helping global organizations improve the way they author, maintain, and deliver information. This year, he will be leading the Content Strategy Day at the tcworld conference. tcworld spoke with him about how modern devices like smartphones and tablets might just turn around the world of technical communication.

Interview by Corinna Melville

### How do you define “Content Strategy”?

That’s a really good question. There are many definitions of the term “content strategy” and far too many of them miss the mark. In order to define content strategy it’s important to first understand what we mean by “content”.

Enterprise content strategist Ann Rockley (one of the presenters at Content Strategy Day at the tcworld conference 2011) calls content “the lifeblood of an organization”. I agree. Content is all the stuff needed to run an organization. Proposals, press releases, documentation, online help, sales literature, marketing collateral, catalogs, scripts, web pages, computer code, training materials, policies, procedures, job openings, and documents are all types of content. Admittedly, it’s a very broad term that can encompass myriad information types. Content is not limited to text-based communication. Videos, podcasts, 3D graphics, illustrations, photographs are also content.

The definition also encompasses translated and localized versions of all content types as well as those created for the hearing and visually impaired. And, it includes various output types. For instance, an ebook version of a user manual might



Photo: James Steidl

be created for multichannel output – one for print, another for the web, still another as a PDF, and a wide variety of renditions for every conceivable handheld and mobile device, tablets, smartphones, and e-reader devices. Think of “content strategy” as the plan – or blueprint – for how an organization will use its resources (human, capital, and business) to create the content it needs, manage its production processes efficiently and effectively, and deliver the content required to those who need it – at the right time, in the right place, in the right format and language, and on the device of their choice.

### Why has it become such a hot topic recently?

Content strategy has been a hot topic for some time now. It's not really all that new. I've called myself a strategist for over a decade. But, there does seem to be some momentum behind the adoption of content strategy as a discipline, which is good for everyone involved in the creation, management and delivery of content. And that's because for far too long (and quite ironically) we've floundered around as a profession in search of a plan of attack. We've treated content creation as some mysterious art form that could not be managed efficiently and effectively, which, as we are realizing today, is nonsense. In the past, we thought of ourselves as artists – creative folk – word-smiths entrusted with the important job of communicating difficult concepts through our brilliant use of language. We certainly never viewed ourselves as part of the content manufacturing process, which is what we are at our most basic. Let me explain.

We would never try to make an artist follow a procedure when painting a portrait. That would stifle the crea-

tive process and be counter to the popular notion of creativity. In our own industry, we've allowed writers the “creativity” to use whatever vocabulary words they like – for the most part – when writing documentation. The same holds true for marketing professionals, etc. But, the words we choose matter. They matter not only to those who use them in a quest for understanding, but they also matter today to those who search for them, and the search engines that index them and make them findable. They matter to machine translation systems and those who rely on them to understand our content. And, they matter increasingly for search engine optimization. Content strategists who understand the entire content lifecycle see the importance of the entire process of content creation, management and delivery. And, because so many organizations manufacture content so poorly (inefficiently and ineffectively), there is a lot of excitement in the content industry about content strategy. That's because there's an awful lot of money to be made making organizations do more with less, better and faster than the competition.

### How do companies have to adjust their content to cater for mobile media?

Creating content for mobile platforms requires some new thinking, but it can be achieved without reinventing the wheel by leveraging the single-source, multi-channel delivery methods invented in the technical communication world. Mobile is just another delivery channel, not a new type of content. Sure, it requires some special considerations, but so did the web when we first moved from a paper to a digital paradigm. In a mobile world, brevity becomes key. Minimalist writing and topic-

based content replaces narrative storytelling. In some instances, text will not be needed. Instead, other media types will be necessary. Mobile delivery platforms often scream for better information delivery methods. For instance, we may be asked to replace text with graphics, simulations, or video. There are also issues of screen size, bandwidth availability, proprietary and open standards, and location-awareness to consider. It's really important that content professionals of all varieties understand that humans use mobile devices in locations where they may not have used traditional information products. That means we'll need to think outside the box and design content that leverages the features and functionality provided by mobile devices. Location-awareness is a great example of a useful feature that will change the type of information we provide in the content we create. In the mobile world, context is critical to success. And, it's also important to acknowledge that the widespread adoption of mobile devices, especially touch screen devices like the iPad, the iPhone, and the iPod Touch have forever changed user expectations. Consumers of technical communication content are increasingly being exposed to engaging mobile content that is highly interactive – like enhanced ebooks – a blending of e-learning and traditional content publishing. It's no longer acceptable to think we're doing an amazing job creating content because we follow our style guide and have grammatically correct content. Today, content must resonate with mobile consumers. Anything else is a failure.

### How important are mobile media for tc?

The world of technical communication is being turned upside down right now. Not everyone sees it

clearly yet. But I do. One only needs to look to Apple and experience the “documentation” they provide with their iOS applications (apps) that run on the iPad. The experience is better than any before it. Users who purchase and download a new app are presented with an introductory document that explains how the software works by actually having the user perform the functions they are learning about. It's an interactive hybrid of documentation and training. And, it's superior to any other instructional content I've ever encountered. It's about the experience. The ease of use. All the things Apple is really good at. And, as one would expect, whether you are an Apple fan or not, soon everyone will be mimicking Apple's success.

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**Scott Abel** runs the popular business blog *TheContentWrangler.com*, an

online resource for content professionals with an interest in content management, content standards and content technologies. Scott is also author of the upcoming book, *Facebook Stories: How Individuals, Companies, and Non-Profit Organizations Use The World's Largest Social Network* (2011 Rockley Press).

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# What's the buzz about content strategy?

A story that drives home the place of content strategy in the field of user experience is about my mother: When she was diagnosed with cancer, I, as the eldest child, went into research mode. I scoured the web for any information I could find about uterine cancer so that I could be informed and offer some support, if not help, around her treatment. I would do a Google search, then head for the information about symptoms, treatments and survival rates. There is a lot of information out there, and a lot of conflicting information, so I went to a lot of websites.

By **Rahel Anne Bailie**

Sometimes, I found the information I was looking for, and other times I didn't. When I found what I was looking for, I was relieved. But when I couldn't find the information, I didn't stop to marvel about the taxonomy or navigation, the color palette or the affordance on the buttons. I felt that I had just wasted time looking on a site that was missing the information I had hoped to find. It's not that I didn't appreciate the navigation and colors and affordance and all the other good things that make up a smooth user experience (UX). It's that the beauty of the hunt is negated if the treasure is lacking or missing.

This is an all-too-common occurrence, the good-scent, bad-content user experience. Many theories have arisen about why this has become a recurring theme in the web world. The most plausible one is a variation on Alan Cooper's *The Inmates Are Running the Asylum*. The developers of software and, later, web applications drove the projects and had the power to determine the user experience. The focus was on technological possibilities, and the interface was an engineer's view into their world. They wanted to code, not plan, and transmuted their mental model, whatever it might be, by developing code.

Cooper championed the value of investing in the user experience, and we saw the shift to emphasizing user-centered design, whether that morphed into user experience, experience design, service design or one of the other variations on the UX

theme. The commonality is that before any code is written, we need to understand the consumers – from how they will typically use the product to the cognitive processes that help users process the information to the human factors involved in its use. In the world of user-centered design, there was room for user analysis, information architecture, transaction design, visual design and usability testing. While this was an important step toward the maturity of the field, there was still a conspicuous gap in who got a place at the table. Content was considered outside of the scope of the user experience and often left to the client to figure out.

The problem with the model as it stands now is that content is still considered “the stuff that goes into the design.” Content is populated into the design; it is migrated from its previous location to the new design. The problem with this development model lies in the placement of content as an adjunct to the primary process, instead of its placement at the center of the process. One system designer, Dorian Taylor, captured the essence of this conundrum when he asserted that the web doesn't have content, it *is* content.

Giving content a peripheral role creates spin-off problems that are not easily rectified through a tweak to the design or even through a change order.

Putting content at center stage means changing some of the fundamental ways we think about content in the content of development projects:

- **Form follows function.** The principle of form follows function states that the form of an object must be based on its intended purpose. If the purpose of the site is to inform, sell, share or entertain, then the consumption of content is the function. When the primary function for a site (or application or software) is to provide information to content consumers, then the design should be created to support the content. If the content is not created before the design begins, then form is not following function. Instead, the function is being crammed into the form.
- **Clients are subject matter experts, not content experts.** Content development has become too complex to be left in the hands of the client. We don't expect clients to be experts at information architecture, though they know how to create folder structures on shared drives. Similarly, we shouldn't expect clients to be experts at content strategy, just because they know how to use a word processor. Writers cannot be expected to know enough about content standards and content modeling, re-use models, content for metatags, microformats, writing for syndication and componentization for content management systems to make informed decisions about how to pull all of the pieces together.
- **Content has become a major pain point.** When project managers say that the content aspect of a project is the major pain point, they recognize only that the launch is being held up

by lack of content. The absence of content can often be attributed to a few key failures:

- Content migration didn't go as planned, because the content on the old site was unsuitable, inconsistently structured or unmappable to the new site. The content could also be trapped in attachments, such as PDF files, which can't be migrated without several passes requiring manual intervention.
- The content, whether written or migrated, is unusable in the new site or app. It may describe outdated functionality, not be chunked in ways that are suitable for integration with the new design.
- The new software/app/site design doesn't accommodate the content. There is no way to provide the necessary information or instructions within the design that has just been, no doubt, approved in a lengthy and painful sign-off process.

- There is simply no content for certain areas – often the new, key areas – because there was no understanding of how long it takes to create suitable content, or there is a lack of understanding about why accurate, readable content is important.
- There is no budget. Content is a major budget item, so the redesign proposal omitted content, in order to lower the project cost. Now, the organization is told they are responsible for content development, and they realize they have a combination of no time, budget and/or expertise to start churning out content.

### Enter content strategy

The creation and delivery of content is often examined during some period of change, perhaps during a website refresh project or a knowledge

base upgrade. In those cases, developers own the code side of a project; the UX professionals own the design process; but when it comes to content, there is a vacuum. And as the saying goes, nature abhors a vacuum. As a result, content strategy has begun to fill the vacuum in what is generally an unclaimed and misunderstood space.

Content strategy is a repeatable system that governs the management of content throughout the entire lifecycle. This is a brief statement, and looking at it more closely gives us some insights into the nature of content strategy:

- It's strategic. It governs what happens to content during the implementation phases. This is the stage where the planning and analysis happen. It's not only where the "how" is addressed but also the "why." It's about processes within.
- It's repeatable. A content strategy is not a one-off activity. It's a way to handle content within a corporate context and moving up the publishing maturity model to a place where a commit-



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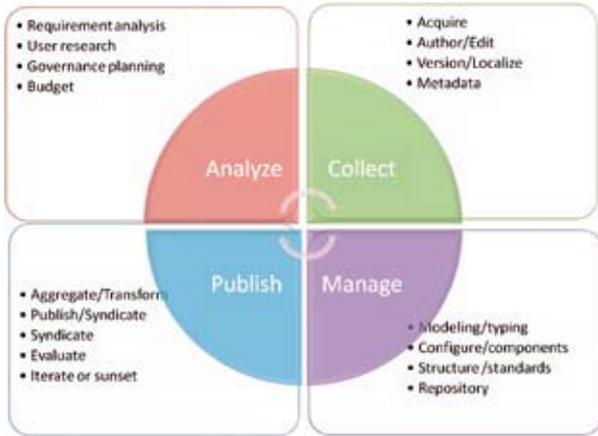


Figure 1: Content lifecycle

ment has been made to manage and sustain the content lifecycle. (See the information process maturity model for an explanation of the levels.)

- It's about process. The processes within a content lifecycle are system-agnostic, though any organization with a large corpus likely uses some sort of system to assist with process management. The processes are established as part of the strategy phase and implemented during the content lifecycle.
- It's governing. Content strategy is being the guardian of content and the content strategy. It's making all the important decisions about how content is created/collected, managed, published and curated.
- It's a system. It's not a technology, though it can be technology-assisted. It describes an organic system that covers content from cradle to grave and all the iterations along the way.

## Benefits of a content strategy

Having a content strategy acknowledges that content is an asset and needs as much asset management as the other corporate assets – physical, financial and information. It is also an acknowledgement that managing content is different from managing data or information. Content is more complex and nuanced, and as a result, needs to be governed by its own strategy.

The bottom line for any effort undertaken by an organization is return on investment (ROI), and content strategy is no exception. The expectation is that developing and adopting a content

strategy will create a benefit, either through increased revenue or operational savings. This rationale is fundamental for any asset management through an organization. The Institute of Asset Management defines asset management on its website as “the art and science of making the right decisions and optimizing these processes” to determine “the operational performance and profitability of industries that operate assets as part of their core business.” From this point of view, having a content strategy puts into place a framework that allows organizations to measure

investment and results.

These measurements are highly situational and are generally tied to an organization's marketing or operational goals. A content strategy allows an organization to look at effort throughout the content lifecycle. If the content is tied to entering a new market, with a resulting increase in sales, the ROI becomes readily apparent once the numbers have crunched. If the goal is operational efficiencies, the payback is in terms of internal rate of return. The investment in a content strategy can be measured by shortening the turn cycle, savings in translation costs or a number of other possible operational goals.

Likely the best benefit of a content strategy is the peace of mind that comes with knowing that your content assets are present and accounted for and that you can use them to their fullest potential without the machinations and tribulations associated with ad-hoc or rudimentary systems.

## The content lifecycle

Simply acknowledging that content has a lifecycle is a large step for many organizations that traditionally think of publishing content as a linear activity.

A content lifecycle is present whether the content is controlled within a content management system or not, whether it gets translated or not, whether it gets deleted at the end of its life or revised and re-used. The content lifecycle covers four general areas (Figure 1): the strategic analysis, the content collection, management of the content and publication, which includes post-publication maintenance and a loop back to analysis for the next cycle.

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# The economics of information

In Europe before the 1450s, books were precious, rare objects and were usually copied by hand over a period of months or years. Johannes Gutenberg and his printing press changed the economics of information distribution. The result of this change were less expensive books, greater literacy, and a challenge to those who benefited from restricting information. Today, the rise of the Internet has eliminated distribution costs as a barrier to entering the publishing market. With minimal equipment, anyone can publish an opinion in a blog or book, record and distribute a podcast, or deliver video content. What do these changes mean for technical communication? And what lesson can we learn from the changes that took place 560 years ago?



Photo: audaxl

By Sarah O'Keefe

In the last 20 years, the economics of information have shifted toward the author and away from the publishers (or gatekeepers):

- It's possible to record high-quality audio and video with inexpensive equipment.
- The Internet provides numerous publishing platforms (Blogger, WordPress, YouTube, Lulu, Amazon, iTunes, and so on)

For technical communicators, the possibilities are endless: we can develop books, ebooks, PDFs, web content, screencasts, podcasts, digital videos, wikis, and more. But which of these platforms will succeed?

## The text cycle

To understand the economics of information, it's helpful to break down the process of information development. I am using Terje Hillsund's text cycle, which has the following phases:

- Writing (authoring)
- Production
- Storing
- Representation
- Distribution
- Reading (consumption)

Traditional storytelling combines all of these phases into a single event: one person at the campfire telling a story while the audience listens.

The written language separates distribution and consumption. Instead of needing an author to deliver the story in person, written content can be moved from one location to another.

The printing press introduces further separation of the phases by disconnecting production (formerly hand-copying) from distribution. It becomes possible to produce a page once and create many, many copies of that page.

Digital content allows further separation. Physical distribution is no longer required, and the representation (formatting) of the text is separated from the production (markup) and potentially from the storing (content management system).

## Quality versus cost

It's important to recognize that the printing press, which made inexpensive books possible, did require a compromise in quality. Hand-crafted, hand-copied books, with their carpet pages, intricate capital letters, and unique illustrations (often customized for the person who commissioned the book) were works of art. The first printed books were actually hand-illuminated after the printing process, but this added effort gave way quickly to mass-produced books. The economic logic was that the ability to produce books faster and cheaper was more compelling than the increased quality resulting from extra manual work. Before the printing press, the act of copying the book also created the formatting. With the printing press, the formatting was done in a separate typesetting step, and it was then possible to create a large number of copies from a single formatting effort.

Today, the publishing world sits at a very similar inflection point. The rise of electronic publishing along with the ability to separate authoring from formatting is analogous to the rise of printing and the ability to separate formatting from distribution.

## What are the implications for technical communicators?

The rules of publishing, which were relatively static for 500 years, are now changing by the day. Consider that iPad tablet publishing did not even exist two years ago. The Kindle reader is only four years old, but it drives a brand new e-book business. We can expect to see increases in publishing velocity, volume, and versioning requirements (see below). And based on the way that printing evolved, I think we can expect that economic considerations will determine which innovations succeed and which ones won't. With this in mind, I expect the developments described in the sections that follow:

## Streamlined publishing workflows

Given the proliferation of output formats, the publishing workflow must be automated. I expect that labor-intensive final production work will disappear. Like hand-illumination, these tasks add quality, but they obstruct efficiency. In technical communication, efficiency is going to outweigh perfect kerning, copy-fitting, and other design niceties.

## Data-driven, user-customizable graphics

Well-designed conceptual graphics, such as architectural overviews, will remain the domain of the professional author for now. To reduce the cost of maintaining (and especially localizing) these graphics, authors must use layers and carefully separate the core graphic elements from the components that require localization.

There is room, however, for growth in graphics that users can manipulate or create. If we make the data available to our end users, they can choose how to display the information (bar graphic or pie chart?), filter the information displayed on the chart, and control the colors and the fonts used in the chart. Google Analytics and many web-based application dashboards provide users with ways to manipulate data. Technical communication needs to make better use of these types of technologies and provide flexible ways to render information. Instead of focusing on controlling the presentation (look and feel) of graphical information, we can build information applications that the end user can control.

## Limited use of audio and video

If we apply Hillsund's text cycle to audio and video, we can see why audio and video are not (yet) going to take over from text. The components of the audio and video development cycles are not yet separated as clearly as the text development components. In particular, when audio or video is recorded, the content storage and representation are tied together. These two facets need to be separated to provide for really inexpensive (and therefore widespread) usage. A basic example where storage and representation are separated is text-to-speech functionality, which has the ability to render audio in a voice chosen by the end user, rather than in the audio track laid down by the author. But the vast majority of audio files use sound recordings, where the content is inextricably tied together with the delivery.

There are similar issues with video. One exception are screencasts and digital animation, where the source files have layers and timelines, which content creators can manipulate as needed. But today, we do not have the same degree of separation of content and formatting as we do in text and graphics. We can't slice apart audio and video the same way that we manipulate text.

## Velocity, volume, and versioning

Velocity, volume, and versioning are the three Vs that drive the economics of information:

- Velocity: the speed at which new information is created and delivered
- Volume: the amount of content that needs to be created and delivered
- Versioning: the content variations that need to be supported for end users

The requirements for the three Vs are pushing organizations to fully automate their workflows. They need to eliminate all possible sources of delays in delivering information to the customers. Velocity and volume are also implicated in the rise of topic-based authoring. When authors work at the topic level, it's easier to move authors from project to project and therefore put additional people to work on high-priority projects. This is much more difficult in narrative or book-based content.

Like velocity and volume, versioning requirements are increasing. Instead of creating a few manageable versions of content, technical communicators are being asked to support products that have dozens or hundreds of variations. The only reasonable solution with the higher number of versions is to deliver all of the content, and then filter it based on a user's profile. This requires an excellent understanding of the product and (again) complete automation of the rendering process.

High-end versioning probably means that the content objects need traceability – they need to be connected to the corresponding product functions, so that the system can include the appropriate information for each user.

It's worth noting (again), that the 3 Vs are supported mainly for text and somewhat for graphics. I'm sure that smart people will address these issues for audio and video, but we do not have those tools and technologies yet. We need to understand audio and video as objects with layers rather than as static blogs. Consider the difference between vector graphics and bitmaps. Most of our audio and video are more like a bitmap.

## Search and navigation

To make information valuable, users need the ability to access the information that they need. Search and navigation are critical features of

information products, and we are simply not ready with answers in this area. For example, consider an interactive, multimedia-rich e-book. In that context, what is the equivalent of a page number? How do you provide an addressing scheme that is easy to understand and use? Looking back into the past again, page numbers did not become standard in books until well after Gutenberg.

How will users find the information that they need? Search provides a partial answer, but even the most carefully crafted search string may result in an overwhelming list of results. To address this, we are seeing the rise of search with filters (faceted search) and social search (results are influenced by the searcher's social network).

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## contact



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# Ten good reasons why you should validate your translated terminology

Recent survey results suggest that more and more practitioners in the field of technical communication understand the benefits of maintaining client- or project-specific termbases. However, based on anecdotal evidence, it seems as if very few organizations currently have processes for validating translated terminology, i.e., employing subject-matter experts to check the suitability of those translated terms on the client side. This article outlines some of the major benefits of terminology validation, the most noteworthy of which is shorter time-to-market as a result of a more streamlined translation process.



Photo: Albert Lozano

By Uwe Muegge

## Understanding that translated terms are as important as source-language terms

The names for the products/services an organization offers and the features/functions of those offerings typically make up the bulk of an organization's termbase. While these items are certainly linguistic assets, they are primarily thought of as core intellectual property, which is why the creation of these terms typically involves a team of experts from multiple domains such as product management, engineering, technical communication, marketing communication, legal, etc.

However, once a term is available in the source language and the need for translation arises, more often than not, the only expert involved in the translation of terminology is the translator. In today's business environment, most translators are freelancers, who typically work for multiple clients/agencies and by necessity have only a limited understanding of a specific product, its competitive situation, etc. This is especially true for new products.

After investing a lot of time and effort in developing terminology in the source language, when organizations completely outsource the terminology translation process, they are essentially leaving the development of target-language terminology to a (typically anonymous) translator, i.e. someone whose credentials and level of subject-matter expertise may not have been thoroughly assessed by the translation buyer.

This practice amounts to letting the key words that in many cases have a major influence on the marketability - and usability - of a product or service be determined by a person who is typically neither close to the client company, let alone the product.

Having translated terms validated by a subject-matter expert, e.g., an in-country technical or marketing manager (either internal or with a distributor), helps close this gap and ensure that translated terms are in fact suitable and appropriate for the target market.

## Enabling translators to translate with confidence

Many translators are perfectionists: For them, good enough is simply not good enough! This type of translator will question the validity of glossary terms - regardless of whether or not those terms were provided by an agency or a fellow translator. Speaking from personal experience as a longtime professional translator, I can say that the terms I was most suspicious of, were the ones I researched/created myself, being fully aware of my limitations. The result: Inconsistent use of glossary terms due to the fact that the translator discovered 'better' terms in the process of translation, or an endless number of comments and annotations that explain why a glossary term is not the best choice in given context.

A glossary that bears the seal of approval by the client or a designated representative, on the other hand, should convince even the most discerning translator that there is no need for discussion or exploration and that the terms in such a validated glossary can be used safely.

## Shortening or even eliminating in-country review

In-country review of translated documents is currently considered a best practice. The purpose of this quality assurance step is to make sure that a given translation meets the requirements of its target market. In a scenario where the translation service provider has implemented a comprehensive QA program (using ASTM F2575, SAE J2450, or another translation quality standard), incorrect or inconsistent use of terminology is one of the most common error types typically found by in-country reviewers. And it's not a particularly surprising occurrence, considering that the terminology used in the preparation of a translation has not been validated, and thus authorized, by the client. If an in-country subject-matter expert validates terminology before translation, reviewers no longer need to check terminology (terminology verification can actually be performed by automated tools), which should dramatically reduce the time required for in-country review. Some organiza-

tions with mature translation (and terminology validation) processes find that for many document types in-country review is no longer necessary: The combination of long-term relationships between translation buyer and service provider, detailed instructions for translators, availability of language-specific style guides, and, of course, validated terminology, reliably produces translated documents that do not benefit from an additional QA step.

## Avoiding expensive and time-consuming changes late in the process

It is common for in-country reviewers to insist on reviewing the translated text - and the terminology included in it - after all other work such as translation, editing, and DTP is complete, i.e., right before publication. The reason for wanting to view a translated document in its final form is, of course, that in-country reviewers wish to check completeness, text placement, formatting, in addition to the correct and consistent use of terminology.

In-country review is typically the stage where many, if not most terminology issues arise. However, requesting terminology changes (or any other text change for that matter) just prior to publication means that not only the translated text, but also the document in its native publishing format (e.g., InDesign, FrameMaker, Flash, etc.) will have to be adjusted. The fact that this type of change requires the involvement of DTP specialists has two serious consequences: 1) Terminology changes late in the process are typically much more expensive than textual changes that can typically be performed by translators. 2) Making changes late in the process requires more time because DTP specialists often are not familiar with the target language, and the changes they implement typically need to be re-reviewed by a translator.

## Shortening time-to-market

Many commercial translation projects are tied to the launch of a product or service on the global marketplace. In fact, translation is in the critical

## Definitions

### Language Service Provider (LSP)

type of business that offers linguistic services such as translation, localization, interpretation

### glossary

collection of words that have special meaning in a project

### term

word that has a special meaning in a given subject field

### termbase

database that contains a collection of words that have special meaning in a given subject field

### terminology

collection of words that have special meaning in a given subject field

### terminology management

effort to control the usage of words that have special meaning in a given subject field

### terminology management system

type of translation software that enables users to efficiently collect, process, and present terminology

### validation

process of checking that an entry (or a part thereof) complies with certain established requirements

### wiki

type of collaborative software program that typically allows web pages to be created and collaboratively edited

path of most of these launches, which means that a given product or service can only be introduced internationally once translation is complete. By the same token, any efficiencies gained by streamlining translation (for example, by reducing the time for in-country review) enable the organization to introduce the product or service more quickly. The fact that a given product can generate revenue potentially weeks earlier just because a termbase had been validated before translation began should be a powerful motivator for implementing this additional step in the localization workflow.

## Minimizing overall translation cost

Yes, adding validation to the terminology development process does cost money: You will have to identify and train an internal or external subject-matter expert (ideally the same person who reviews translations in a given market), develop and document standard operating procedures (SOPs), modify your terminology management technology infrastructure, and, of course, compensate the validators for their efforts.

A number of studies has shown that terminology work typically pays for itself within the first two years (see, for example, Böcker, Gust), and this fact holds particularly true if validation is part of the terminology development cycle. Making client-validated terminology available to the translation service provider before translation begins enables the LSP to reduce or eliminate in-country review and possibly other expensive QA steps, which would otherwise be necessary to ensure that the final translation product reflects the client's preferred terminology.

## Reducing friction between LSP and translation buyer

Any time a reviewer on the client side identifies terminology errors in a translation, the translation service provider's qualification, processes, and due diligence are called into question. This is particularly true if the LSP is employing a quality metric like SAE J2450 that rates terminology errors as the worst type of error a translator can make. In my experience, many so-called terminology errors identified by the client are simply instances of that client not communicating terminological

preferences to the service provider at the beginning of a project. Is it an error to call a 'Flash drive' a 'USB stick'? It is certainly a problem if the client's reviewer expects to see 'Flash drive' and the translation provider delivers 'USB stick'.

In these situations, heated e-mails and phone calls between the two parties are as predictable as they are unnecessary. Taking the extra step of not only managing terminology on the service provider's side but of having those terms validated by the client before translation is a highly effective strategy for avoiding those endless and fruitless discussions about perceived terminology errors.

## Automating the validation process

One of the major issues with terminology validation – as with any kind of client review – is the fact that it's an external process (from the service provider's point of view), and as such is typically difficult to manage. Even if the LSP is using a translation management system, more often than not, routing glossaries for validation require manual intervention by the project manager.

However, a dedicated, server-based terminology management system may offer features for automatic notification of assigned terminology validators, progress tracking, and automatic creation of an audit trail.

One of the software tools that enables enterprises to automate large parts of the terminology validation process is TermWiki, a web-based tool for collaborative terminology management developed by CSOFT.

## Giving structure to a process that occurs anyway

If (in-country) client review is part of your translation workflow, you already have a terminology validation process in place. But correcting terminology problems late in the translation cycle is inefficient and expensive. Besides, chances are that at the final review stage, when many people operate in panic mode (OMG, we are already late and over budget!), chances are that the terminology changes the reviewer requires are implemented in the document under review but not updated in the glossary. The smart way of validating terminology is moving that part from

the end to the beginning of the translation cycle and making sure that all terminology changes are captured and reflected in the corporate termbase. Giving translators a client-approved, up-to-date, project-specific termbase ensures that translators use the right term the first time.

## Ensuring client satisfaction

My definition of terminology, which differs markedly from relevant ISO standards such as ISO 704 and ISO 1087, is this: terminology is the set of terms that the client cares about a lot. Following that definition, using the 'wrong' terms in a translation is a major quality issue. To make sure that the client sees their preferred terms in a translation, it is not enough to just manage terminology on the LSP side. Without terminology validation early in the translation cycle, translators (and editors!) on the client side may be using the 'wrong' terms consistently all the way until in-country review, at which point terminology changes come with a hefty price tag. Instead of correcting quality into a translated document late in the translation/product launch process, translation buyers and vendors should agree on proactively validating terminology before translation if at all possible.

With validated glossaries in place, translators will use the 'right' terms (the ones preferred by the client) the first time, ensuring client satisfaction without the need for an emotionally charged, time-consuming, and expensive correction process.

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## contact



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ID	source	target	assigned to	modified by	date	type	status
1	EN:smartphone	DE:smartphone	Rvalidator	Rtranslator	2011-01-17 21:14:04	Validation	New
2	EN:tablet PC	DE:tablet PC	Rvalidator	Rtranslator	2011-01-13 19:59:01	Validation	Done
3	EN:USB flash dr	DE:USB flash drive	Rvalidator	Rtranslator	2011-01-13 17:05:18	Validation	Done
4	EN:html help fun	DE:html help functionality	Rvalidator	Rtranslator	2011-01-11 01:36:52	Validation	Done
5	EN:hyperlinking	DE:hyperlinking capability	Rvalidator	Rtranslator	2011-01-11 01:56:23	Validation	Done
6	EN:handfree	DE:handfree	Rvalidator	Rtranslator	2011-01-11 01:55:29	Validation	Done
7	EN:handfree	DE:handfree	Rvalidator	Rtranslator	2011-01-11 01:54:29	Notification	Pending
8	EN:scripting lang	DE:scripting language	Rvalidator	Rtranslator	2011-01-11 00:50:59	Validation	Done
9	EN:software ap	DE:software application	Rvalidator	Rtranslator	2011-01-11 00:08:41	Validation	Done

*TermWiki Professional, an example of a terminology management system that automatically generates notifications for terminology validators.*

# Ensuring brand integrity with terminology management



Photo: Rapid Eye

By Emmanuel Margetic

Successful businesses provide useful products or services – but useful products or services alone do not guarantee a successful business. Building a brand that consistently engages customers through appealing language and logos will get potential customers to try – and eventually – to trust a company's product or service. When brand language is inconsistent, however, the brand becomes diluted or misunderstood. This results in the loss of potentially loyal customers. Managing a company's brand language is important for any company, but it becomes vital when a company expands its markets across borders and translates its messages into other languages. Terminology management is an essential tool for both domestic and international businesses in helping them maintain clear and consistent messages.

## A case in point

The Melting Pot, a North American fondue restaurant franchise, is a good example of a company that found out just how essential terminology management can be.

In 2010, The Melting Pot's successful franchise was ready to expand into Mexico. Its kitchen training material had been translated into Spanish previously – specifically for The Melting Pot's Spanish-speaking American employees who originally came from various Latin American countries – by the translation service provider MultiLing. Executives from The Melting Pot thought the Spanish they were currently using would be sufficient for the menu and other materials to be used in Mexico. When the Mexican franchise owners visited The Melting Pot's headquarters in the United States, it became clear that one dialect of Spanish is not always the same as another.

The Melting Pot easily resolved this by having MultiLing create a terminology database that

provided a glossary of new terms appropriate for the Mexican locations. In the end, The Melting Pot was using the same basic language, but with country specific terms.

## Getting started

Building and implementing a terminology management system is basically the same notwithstanding if it's a large international company or a small to medium domestic one. The only difference will be in the scale and complexity of the system. The foundation for a good terminology management system is a database with preferred terms, synonyms, trademarked terms, and conventions for acronyms or unique trade language.

The first step in building a database is deciding on how to organize and assimilate it once it is built. Adequate thought must be given to making it easy for users to find and identify the best terms or language for a particular situation. The more planning is incorporated into a terminology management system the more potential problems will be eliminated. With a well thought-out system, unproductive searches and disputes over correct terminology will be minimized. Once a business has worked out the organization for its system, it needs to research and review all of the company's communications (instructional, educational, marketing, etc.) to find common terms relevant to its industry and its particular company. This research and review stage is a continuing process for most companies. If the review is only done once, over time some of the terminology will become stagnant and irrelevant. When terminology research and review is approached as an ongoing practice, it keeps the company vibrant and its brand strong.

In the case of reviewing terminology in multiple languages, in-country experts should always be consulted to ensure that the terminology has been accurately understood and translated.

## Domestic companies' need for terminology management

Even though domestic companies do not have to translate their messages into a foreign language, most have their own vocabulary of industry jargon. Companies need to designate specific definitions for the specialized jargon unique to their industries and companies so that its meaning can be communicated clearly and consistently. Companies are often so accustomed to the language of their industry or organization that they may not recognize when terms or phrases require a definition in order to communi-

cate effectively with current or potential customers. An industry outsider could be a useful resource in determining what is commonly understood and what is not. Once defined, the correct use of this terminology should be carefully maintained. Inconsistent use of jargon leads to confusion and frustration and can cause lasting brand damage.

Synonyms can be another problem area for many companies. Large enterprises frequently encounter the necessity of defining which synonyms should be used in the context of their companies. Smaller businesses, however, often tend to neglect this issue, which proves to be detrimental. Companies need to consider clarity of meaning rather than just the appeal of variety when synonyms are used. The time a company spends, even a small domestic company, in protecting the integrity of its brand through terminology management, is like an investment in brand injury insurance.

## International companies' need for terminology management

Terminology management is even more critical for companies doing business in international markets. The quality of translation services can vary dramatically. Translators who are not native speakers usually do not understand the subtle nuances words can have in a particular culture. Careful attention must be paid to how a company's message will be perceived in order not to cause offense or confusion.

As in the case of The Melting Pot, even though the language was the same, it became clear that different countries have their own dialect with words and phrases unique to that culture. When the wrong word or phrase is used this can often lead to misinterpretation and to a company highlighting itself as a "foreigner" in that particular market.

As helpful as synonyms may be in giving a company more options when describing its product or services, without careful scrutiny they can easily lead to misunderstanding. When The Melting Pot expanded into Mexico and began translating material into a second dialect, it realized that it had to make some changes in the original English version's use of synonyms so that the correct meaning would still be retained after multiple translations. Synonyms, acronyms, and jargon can be clever but may be difficult to translate. Keeping a consistent, global terminology database will allow international companies to create material quicker and more efficiently. The automation process will save time and money, and help to keep brand marketing consistent throughout all languages.

## Create a "do not translate" list

Once a terminology database is intact, creating a "do not translate" list in order to keep some specific trademarked terms unchanged may be an important step. Translating a trademarked term will weaken its power with the consumer and severely damage the defensibility of the trademark.

By keeping specific terms consistent across all languages, companies can improve their credibility. At the same time, a "do not translate" list should only be reserved for trademarks or terms that are important to the identity of a company or its products. Businesses should choose carefully which terms should stay unchanged across languages and which ones should be translated. A strong brand successfully balances the need to maintain the credibility of its trademarks with the need to accurately communicate the value of its product or services to the consumer.

## Conclusion

A company's success is built by loyal customers who have been convinced through appealing brand language to try its products or services. Keeping its brand message consistent, especially when a company expands internationally, is critical because if a company's brand language falters, the confidence and loyalty of its customers may waver. Terminology management is a great way for a company, domestic or international, to ensure that its brand remains strong and consistent – just ask The Melting Pot.

## contact



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# Write less – say more. The added value of minimalism

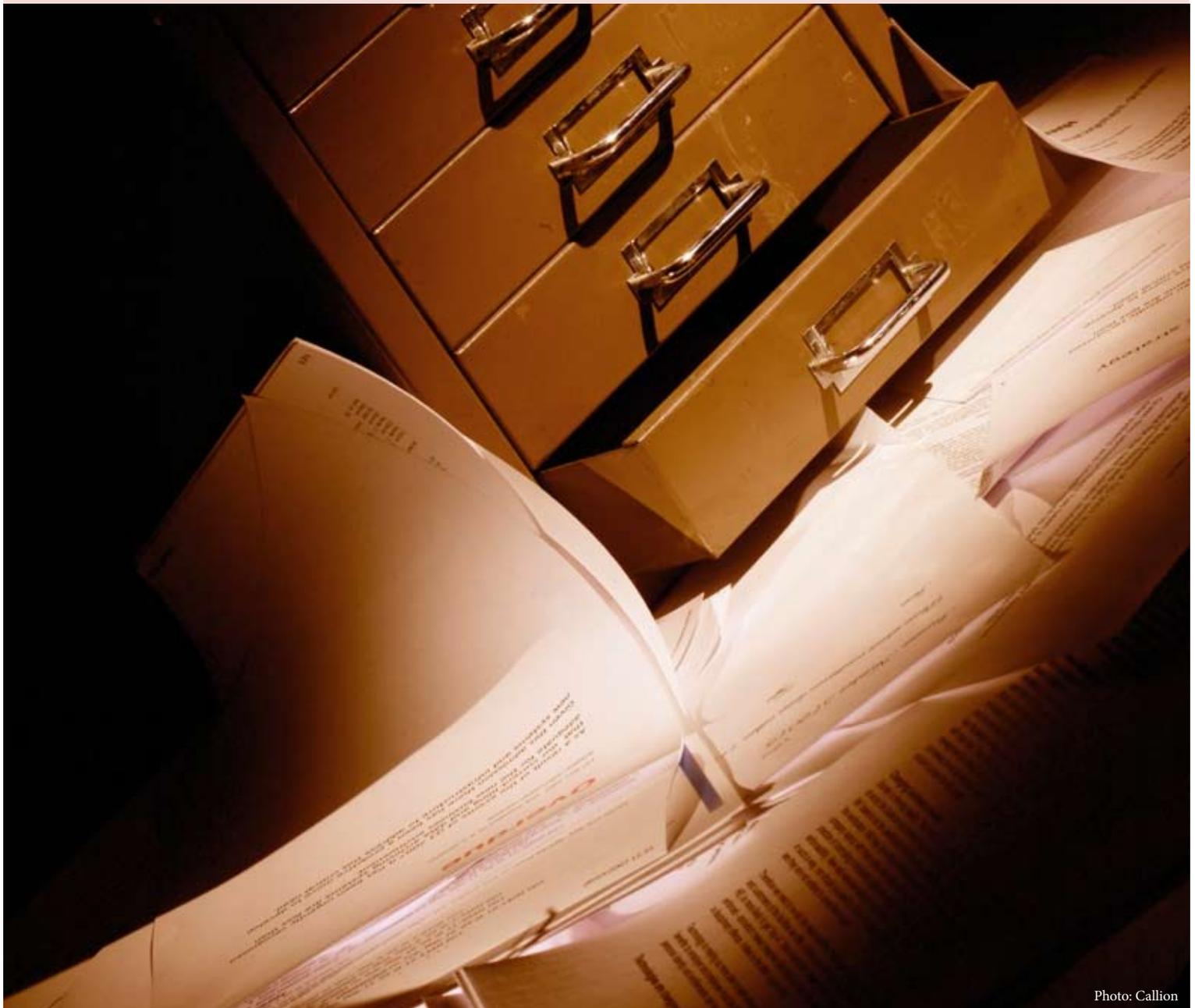


Photo: Callion

By Jang F.M. Graat

## The goal of minimalism

Imagine this: you work in an office that has downsized in recent years due to the recession, causing the work pressure on the remaining employees to increase dramatically. At the same time, your company was taken over by a global enterprise and your word processing software is replaced to match that of the new parent company. This was done over the weekend by the IT department in the USA, who have also updated your computer to a new operating system version and removed the old software. As you walk into the office, your manager hands you a 300 page printed manual for the new software and mentions he needs the quarterly status report by the end of the afternoon.

As you frantically page through the manual to find out how to open the draft status report you prepared in the old software last week, you find congratulations on buying this wonderful product, instructions on how to install it on 6 different operating systems, explanations of the overall design of the software, instructions on starting a new document, information on the wonderful track changes feature and tons of stuff on layout options. The one thing you do not find in the manual is how to import a document that was created in another word processor. And as the deadline is approaching you begin to picture yourself walking into the office of your manager empty-handed and walking out of his office unemployed.

This might be exaggerated, but I am sure it illustrates the actual situation many users often find themselves in. They do not get the time to prepare for a new job and to learn about new tools, as their time belongs to the office and deadlines get tighter all the time. Efficiency is king and every second that is not spent on getting the job done is wasted. In such situations, reading a user manual that lists all the options and discusses the software's basic model or installation procedure at length can drive users crazy. They have very concrete questions and need very concrete and concise answers.

This is what minimalism in documentation is about. Minimalism is not about reducing cost

by minimizing the number of printed pages; it is not about removing all the words from a text that do not add any meaning; it is not about minimizing the number of words that must be translated; it is not about reusing available text rather than writing it more than once. All of these aspects are related to minimalism and are often declared to be the essence of minimalism, but in reality they are effects rather than goals. The goal of minimalism is minimizing the effort that is required on the user side of documentation. All benefits on the production side are - or should be - secondary to that one goal.

## Information overload

We live in an information era. Before book printing was invented, when copies were made manually, a single human being could gain all available knowledge by reading all the manuscripts in the library. It could take him most of his adult life, but in most libraries (often located in a monastery, where the locals had nothing else to do but pray, read and manually copy books), this was a feasible task. But those days are gone forever. Today, a single human being cannot even take in all the information that is available in his everyday life, let alone in a library. And even if you could read all the books in your local library, there is always a terminal that connects you to the world wide web, which grows faster than anyone can read. In just over 2 decades, the world wide web has grown to 155 million websites. Just to illustrate the impossibility of keeping track: 35 hours of video footage is added to YouTube every minute.

To a lesser extent, this development towards an information overload has also occurred in user manuals, especially where users in safety-conscious jobs are concerned. The amount of information that is supposed to make our lives safer has reached a point where it backfires. Who reads all the text on the leaflet that is delivered with prescription medicine? Who takes in all the information that is shown to you as you drive across a city in rush hour?

Pilots in a commercial airline have to drag an entire suitcase full of documentation into the cockpit with them. When an emergency occurs, they should go through the manual to find the correct procedure to use, losing valuable time in a critical situation. Needless

to say that they will often fall back on the old procedures that they learned by heart - and sometimes do exactly the wrong thing, as the airplane control system has been modified in unexpected ways.

With the amount of information becoming available second by second, the hardest task we are facing today is not processing, but finding the information. This is the main reason why Google has become one of the internet's most powerful companies in a matter of years. By doing a better job than other search engines, Google has virtually wiped out all competition. Because doing a better job in finding stuff has become vital to our survival in the information tidal wave that is swamping us every day. If we need information, we need it super fast, because we often find ourselves in a situation similar to the one depicted at the beginning of this article. To survive an upcoming deadline, we need concise, immediately useable information, and we need it right now.

## Focus on the user

Minimalism is born from this insight: the user only wants to know what he or she needs to know, when he or she needs to know it. The average user is really not interested in the product itself, just like you couldn't care less how a hammer is made or what material it is made of or which aerodynamics studies went into the design of the hammer head or how ergonomics studies made your grip on the handle better. All of that information might be useful for someone (e.g. an ergonomist or an industrial designer) but least of all for the user. The user just wants to drive a nail into a wall and only needs to know which side of the hammer to hold to do so. This might sound like an extreme simplification but it is indeed a helpful metaphor to use when designing minimalist documentation.

Look at your beloved product from a disinterested and unaffectionate perspective: it is just a hammer enabling the user to drive a nail into a wall. The product is never a goal in itself and if the user finds another tool that makes the job easier, he will use it.

Long ago, when the first desktop publishing systems were introduced, the term WYSIWYG was invented: what you see is what you get. In minimalist documentation, I propose to use a new acronym along these lines: WYGIWYN -

what you get is what you need. Nothing more, nothing less. Users will love you for giving them only what they need, where they need it and only when they need it. It makes them much more effective in getting their job done. After all, users are not interested in your product itself: they are just trying to get their job done and your product happens to be the tool they work with.

## Minimalism in practice

Of course, true minimalism starts with product design. It is hard to write minimalist documentation for a maximalist product. If the products in your company tend to be maximalist (i.e. do all kinds of stuff that hardly any user needs, or do simple stuff in a very complicated manner), you probably need to either get involved in the product design team or find another company to work for. But even if neither option is feasible for you, you can still create minimalist documentation for such products. In fact, users of that product might really need your documentation, whereas minimalist products should not need manuals at all.

Minimalism starts with defining clear and singular topics. Each topic in minimalist documentation answers one single question. How do I do this? What went wrong? What are my options here? Whenever a section answers more than one single question, it should be divided into more than one section. Designing the documentation in this way helps the user find concise information quickly. It also enables you to reuse the same information in different media (such as context-sensitive online help), without making any changes to the content.

Another aspect in minimalist documentation is the use of diagrams to reduce the number of words. If an image is better than a thousand words, then do not make the mistake of also including those thousand words. If you do not trust the user's interpretation of your image, then the image is probably not good enough, so either improve the clarity of the image or do not use it if you cannot clearly illustrate what you want to say.

A minimalist principle that is often neglected is using controlled language. Always use the same term for the same thing. Always use the same phrase for the same action. Write as boring as you can. If you want to show that you are a true writer and can find 10 different ways to

say the same thing, you should probably write a novel, not a user manual. Each different way used to describe the same action requires more processing time of the user's brain and runs counter to the minimalist principle of not wasting any of the user's time. Controlled language not only standardizes terminology, it also reduces the complexity in sentences. Instructive sentences ("do ...") are better than descriptive ("this can be done by ..."). In general, fewer words take less time to read and make the sentence easier to understand. When two actions do not have to be performed simultaneously, they should not appear in the same sentence. If you are not already familiar with controlled or simplified language, taking a course will improve your writing, even without using a simplified language checking tool.

And finally, there is the aspect of disclosing information: enabling the users to find exactly what they need and when they need it. This is a science in itself and cannot be covered extensively in a short article on minimalism. But again the minimalist principle is easy to understand and should guide any design decisions made: put the users at the center and minimize the effort and time they need to find the information they require. Tools for disclosure of information are a clear document structure (overall structure for PDFs and printed books; internal topic structure for all media), a good table of contents, a well-designed index, a user-centered help wizard (not at the level of Microsoft's infamous Clippy) and, last but not least, an effective user community platform.

## Added value

In the end everything leads to the same thing: added value. As the title of my article suggests: writing more does not usually add value to a documentation product. This may run counter to our initial idea of adding value: more is better. More options in a product, more information in the manual. But the reverse is true if the documentation is viewed as a means to an end, instead of being the goal itself. From that minimalist perspective, adding value is achieved by reducing the burden of documentation. What you get is what you need. And what you need is fewer words.

On the production side of documentation, the added value of fewer words is clear from the start: fewer words mean less work maintaining

the documentation. Note that I do not state that it takes less work writing it in the first place, as creating minimalist documentation does require more thinking and a much higher investment, especially if tech writers are beginners in minimalism. But once the minimalist documentation is created, the cost of maintenance will drop dramatically: one change in a product option generally only leads to a change in one single topic, as the changed piece of information only appears in that one singular topic. The same is true of typos or mistakes in the documentation.

Fewer words also mean more concise manuals, which reduces the cost of printing (if this is still done) but in any case reduces file sizes (when producing PDFs and online help) and makes web-based documentation faster to access via the internet. Fewer words also mean lower translation costs, especially when those fewer words appear in simpler sentences.

But even though the cost of producing good documentation is an important factor on the balance sheet of your company, it should be less important than one significant, but less tangible factor: user satisfaction. Often neglected, user satisfaction is what drives sales, reduces help desk costs and generally boosts the company's market value. Minimalist documentation puts the user at the center and aims to maximize user satisfaction.

## contact



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# Business opportunities on the Russian information management market

While industries such as automobile, microelectronic, software, chemical along with many other industries have a strong presence in the Russian market, there is still huge potential in the segment of technical communication and information management. European companies in particular could hit upon great business opportunities when introducing their products and services on the Russian market.



Photo: AtomicSparkle

By Mikhail Ostrogorskij

## The Russian situation at a glance

In general, every industrial or software company as well as every IT provider generates zillions of technical documents and thus experiences a need for information management tools and practices. Particularly, information management and technical communication

are not buzzwords in Russia yet. You might be well-advised to use the terms “engineering docflow automation” or “development of technical documentation” to make your proposal clear. Nonetheless, the information management market does exist in Russia and you will find corporate customers willing to purchase products and services of this type (see Table 1). Figure 1 visualizes the relations between the various types of participants of the market. The best opportunities for European information management companies in Russia are shown in blue ellipses.

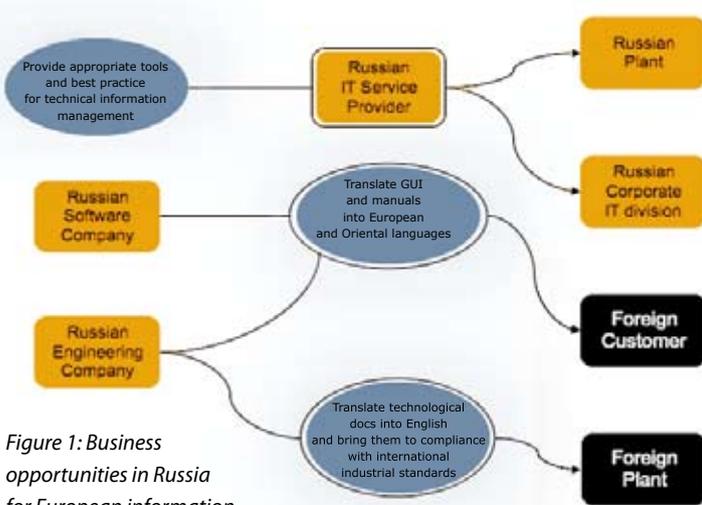


Figure 1: Business opportunities in Russia for European information management companies

### Table 1: Your potential direct and indirect customers in Russia

Note 1: Typical engineering companies have a software division, e.g. a company produces sensor elements and also provides a statistical library for analysis of data coming from sensors. Note 2: Russian engineering companies (as well as European ones) tend to relocate manufacturing operations to other countries.

Type of company	Scale	Primary types of technical documentation
Industrial corporations, plants	Large	Spare part databases, drawings, specifications, technological data sheets, operation manuals, maintenance manuals
Engineering companies manufacturing custom-made equipment for industrial corporations	Medium	Drawings, specifications, technological data sheets, operation manuals
Software companies, IT service providers	small to medium	Software requirements, user manuals, help files, tutorials, API references
Corporate IT divisions (in banks, insurance companies, big B2B companies, etc)	medium to large	Configuration management databases, business process descriptions, operating instructions for employees, in-house developed software user manuals, system deployment diagrams

## Expectations for localization quality

### Engineering practice in Russia

Historically, Russia’s technical practices are based on German and Dutch engineering, manufacturing and shipbuilding practices. They were adopted in 17th century Russia with the modernization and westernization project of Peter the Great. They were thoroughly renewed during the second decade of the 20th century when the communist government faced the necessity to provide industrial infrastructure appropriate for the civil and military efforts of the Soviet Union. In addition, a local school of engineering was formed to implement and modify foreign technologies. But Russians have not only adopted foreign ideas and solutions, they have also disseminated inventions to Europe and the USA. For example, Russian inventors thought up concepts such as three-phase electrical systems, the helicopter, and television. Soviet nuclear and space programs became known worldwide. Examples of the Russian inventive spirit today include the software company Digital Zone based in Moscow, which is developing an original operating system called Phantom, as well as the company called Ascon which develops CAD software for

mechanical plants which successfully rivals AutoDesk and SolidWorks. To resume: Russian engineers expect flexible platforms or toolsets and don’t buy anything at ease.

### Local standards

Russia has its own standards known as GOSTs (Government Standards), most of which are inherited from the Soviet Union. There are at least four wide series of standards concerning technical documentation (see Table 2). These standards provide detailed requirements for technical documentation including possible types of documents, document structure and document layout. Engineers and technical writers tend to follow the GOST standards. In projects for the government the application of the GOST standards is common practice.

Thus, if you are going to sell your authoring tool or CMS product in Russia, it’s a good idea to include a set of templates compatible with GOST. Support of GOST is an important competitive advantage in the Russian market.

### Russian language

People in Russia strongly prefer Russian User Interfaces and manuals written in their mother tongue. The second requirement for information management systems sold on the Russian market is support of Cyrillic fonts and correct treatment of text written in Russian. The most essential features are:

### Table 2: GOST Standards for Technical Documentation

Series of Standards	Scope	Content
Unified system for design documentation	Industry	Product life cycle, types of design documents, layout of drawing sheets, types of user documents, layout of text documents, storing and updating procedures for technical documentation
Unified system for technological documentation	Industry	Requirements for technical documentation describing manufacturing assembling procedures
Unified system for program documentation	Software Engineering	Software lifecycle, types of software documents
Set of standards for automated systems	Information System Engineering	System lifecycle, types of system documents. Local substitution for the ISO/IEC 15288 and ISO/IEC 15289 standards

- Proper rendering of Cyrillic fonts when producing deliverables such as PDF, HTML, CHM, etc.
- Spellchecker program and dictionary for Russian spelling (with awareness for Russian concepts, e.g. one may type e instead of è, but not vice-versa)
- Hyphenations
- Correct string sorting algorithms (such as the e/è case)
- Full-text indexing and search engines shouldn't be sensitive to word forms (word forms are just as numerous as irregular in Russian)
- MS-DOS, Microsoft Windows, Unix and Apple platforms require different Cyrillic character encodings (saying nothing about UTF8 and Unicode). We need authoring tools and CMS systems that can read and write any of them correctly.

The good news is that Russian programmers have already solved all of these problems. You may buy a license and integrate appropriate linguistic modules into your software as Microsoft and some others have done. To resume, full-fledged support of Russian fonts, character sets, spelling and morphology is a very important competitive advantage in Russia (even more than the support of GOST).

## Expectations for customer service

### Making contact

Be sure to address a certain person explicitly rather than writing a proposal starting with "Dear Sir or Madam". Such letters might be considered as spam. To find an appropriate contact person in Russia you might want to check some available platforms (see Table 3). Making contact with Russians is relatively uncomplicated: You may feel free to contact any person you are interested in directly via email, social network or mail. Also, you don't have to perform any complex culture-specific "ritual dance" to establish relations. Yet, it is a good idea to focus

your proposal on a specific project, service, or useful result rather than being too general.

### Check your contact

To assure a company really exists there is a single Russian database of companies (legal entities). It is available at [www.russianpartner.biz](http://www.russianpartner.biz). This site provides essential information about companies: registration date, location, branch, current CEO, list of owners. It might also help to search social networks like LinkedIn, Facebook or the ones listed in Table 3.

### Be quick

Let your customer know the price of a product and/or total cost of a project as soon as possible. Fixed price bidding is much more suitable for most companies than time and material bidding. If you can't calculate a price immediately, communicate a range. In addition, you should be ready to perform a job haphazardly but very urgently. Later a customer may want you to improve the primary result or even re-do it altogether.

### Russians prefer to speak Russian

Most of important business information concerning Russia-based companies is written in Russian. It is not translated into English or any other language. Few Russian companies have an English version of their websites. Many Russian managers and engineers use LinkedIn and Facebook as well as the before mentioned Russian network sites. To penetrate the Russian market basic product or service

information needs to be available in Russian.

### Some culture-related tips

Don't feel forced to build a personal relation with your Russian business partner. If he invites you to a bar or a party, feel free to say "yes" or "no". There is no problem with saying "no, I'm busy today" or something similar. Russians don't usually misinterpret "today" as "never". If you say "yes", it is not an implicit permission for a close relation. You may find that people differ depending on their business or industry.

When arriving in Russia feel free to ask for assistance in booking a hotel, getting a taxi, walking on a street at night, etc. Your business partner will help you with great pleasure.

Think very well before you complain about someone to his or her boss. This might destroy your relations with this person irreversibly, and further interactions will be hard and unpleasant.

## Conclusion

Two groups of Russian companies might be specifically interesting to European information management businesses:

- 1) IT service providers. These types of companies can make good money in Russia. Treat these companies as your potential resellers or VAR partners. They may successfully implement information management projects for large industrial corporations and the government.
- 2) Software and engineering companies that consider European, Oriental

and American markets more profitable than the Russian one. You might make money helping them to localize their products for different target markets. Also consider engineering companies that plan to manufacture their products (e.g. equipment) in foreign plants. They need to translate their technological documentation and adapt it to international industrial standards. Understanding another country is a brain breaking process similar to debugging someone's program code. This article is too short to be a complete "user reference". Please, feel free to contact me if you have any questions.

## Links:

- Federal Agency of Technical Regulation and Metrology: [www.gost.ru/wps/portal/pages.en>Main](http://www.gost.ru/wps/portal/pages.en>Main)
- Embedded linguistic modules for Russian: [www.informatic.ru/index\\_en.shtml](http://www.informatic.ru/index_en.shtml)
- A directory of software companies and IT service providers in Russia: [www.file.ru](http://www.file.ru).
- A list of companies specialized in docflow: [www.docflow.ru/market/company](http://www.docflow.ru/market/company)
- The database of legal entities registered in Russia: [www.russianpartner.biz](http://www.russianpartner.biz).

## contact



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[www.philosoft.biz](http://www.philosoft.biz)

Site	What is it	Interesting facts
Moikrug.ru	The Russian clone of LinkedIn	The biggest professional social network. It belongs to Yandex (the "Russian Google"), an IT company on NASDAQ
Professional.ru	Social network for professionals	Branch-related user communities are allowed on this site. E.g. you may join a community for people who are employed in oil companies and there look for companies that produce equipment for oil extraction
Softwarepeople.ru	Social network for IT professionals	

Table 3: Social network sites that will help you find contacts

# Meet tekomp's international partners



Over the past couple of years tekomp has invested intense efforts into establishing an international network of partner associations and other institutions or professional groups. These will be presented at the tekomp-Trade Fair under the roof of the AssociationsWorld. The AssociationsWorld has become an established feature of the tekomp Trade Fair as it offers visitors the opportunity to meet with tekomp's partners from various countries and similar professional fields. This year's AssociationsWorld will feature organizations from Japan, India, the United States, Germany, Poland and Switzerland among others.



- Berlin, Germany  
The Federal Association of Interpreters and Translators (BDÜ) is Germany's largest association representing more

than 7,000 professionally qualified interpreters and translators for 555 special subjects and over 80 languages. Its Membership Databank can be consulted free of charge at [www.bdue.de](http://www.bdue.de). By using the appropriate search criteria, clients will swiftly find linguistic experts in the required language or for the special subject they need.

[www.bdue.de](http://www.bdue.de)



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ed in 1984, has a network of 16 offices in 9 countries. We deliver documentation services to high Japanese quality standards in over 45 languages in any possible format or medium as well as a wide range of printing and fulfillment services. With our customized solutions, we facilitate the exchange of information between Japan and the rest of the world. Our global network looks forward to helping you solve your documentation needs.

[www.crestec.nl](http://www.crestec.nl)



- Heidelberg, Germany  
The German Terminology Society (DTT

e.V.) provides a forum for all who are involved in any aspect of terminology. Services: advises on any aspect of terminology processing and terminology management, organizes workshops and biannual symposia. Publications: Proceedings, German terminology handbook on "Best Practices of Terminology Work". eDITION – a news magazine on terminology subjects of current interest.

[www.dttev.org](http://www.dttev.org)



Language Industry Web Platform

- Bruxelles, Belgium  
The Language Industry Web Platform is the new interactive knowledge base coordinated by the

Directorate General for Translation (DGT) of the European Commission. It contains facts and figures (surveys, news, documents, ...) about language-related products and services and the language industry in general. It aims to: bring language professionals together; improve the exchange of know-how; and raise awareness of the business.

[www.ec.europa.eu/language-industry](http://www.ec.europa.eu/language-industry)



- Andover, Massachusetts, USA  
GALA is an international non-profit association

that promotes translation services, language technology and language management solutions. The member companies worldwide include translation companies, localization service providers, globalization consultants, internationalization specialists and technology developers. Stop by the GALA booth to learn about resources for companies and professionals in the localization industry.

[www.gala-global.org](http://www.gala-global.org)

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一般財団法人テクニカルコミュニケーター協会  
Japan Technical Communicators Association

- Tokyo, Japan

JTCA is the largest professional association for technical communication in Japan. It was established in 1992. Members of JTCA not only include companies from the fields of manufacturing, the service industry, information development and printing, but also scholars and researchers. JTCA holds Technical Communication Symposiums and the Japan Manual Awards. It also organizes the TC certificate examination and various seminars. JTCA plays an important role in developing technical communication and the quality of instruction for use in Japan. In recent years, JTCA has actively contacted neighboring countries such as China and Korea. JTCA is consolidating its position in Asia as the source of information transmission in technical communication.

[www.jtca.org](http://www.jtca.org)



• Warsaw, Poland  
Polskie Stowarzyszenie  
Biur Tłumaczen was

established in 2001 in Poland to represent professional translation and localization service providers. The PSBT's aims include representing Polish professional TSPs & LSPs at home and abroad, promoting high quality services, industry good practice and standards, networking, exchange of know-how, development and prestige of the translation and localization industry.

The PSBT is a member of: EUATC, OASIS, EAMT & tekcom.



• Seoul, South  
Korea  
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of manuals into multilingual, software localization and globalization of web content, planning & writing of technical manuals, electronic editing, development of electronic manuals and solutions consulting.

[www.saltlux.com](http://www.saltlux.com)



• Bangalore, India  
Since it was first conceived about ten years ago, Technical Writers of India has grown quickly. One of the essential factors that played a role in this evolution is the nearly sudden explosion of awareness about Technical Communication in India. The TWIN website reflects this evolution as it was one of the pioneers of the profession and continues to remain the first stop for all aspiring Indian technical writers. It has become an interactive community portal where people can create their own blogs, share quick tips and insights, participate in polls, join the discussion forum, see upcoming events and seminars and join the mailing list.

<http://twin-india.org>



• Zofingen, Switzerland  
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[www.tecom.ch](http://www.tecom.ch)



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## “A critical need for information about standards”

There has been plenty of debate and speculation following the liquidation of the Localization Industry Standards Association (LISA). Dr. Arle Lommel is the former director of open standards at LISA. He is currently Standards Coordinator for the Globalization and Localization Association (GALA)'s standards initiative, where he is focusing on establishing a broad program to promote the use of standards.



Interview: Corinna Melville

### Who do the former LISA standards really belong to legally?

LISA's statutes required that the standards be donated to a successor organization. After considerable consultation with LISA members and the broader community, the decision was made to donate them to ETSI for maintenance. Even though ETSI will own the current versions of LISA standards, other groups can develop individual standards by coordinating with ETSI (to avoid “forking” the standards).

### What are GALA's plans for the standards?

GALA does not want to become a standards body and will not develop them directly. However, we will be active in ETSI or whichever organization takes over their development, and we will promote best practices for their use. What GALA will do is promotional and educational work around the standards. There are now over 100 standards relevant to localization, but few are known or used. Many of them are ignored because they are complex and there are no tools to support them. As a result there is a critical need for relevant information about these standards.

Beyond that, we also need active coordination between standards bodies and committees. There are more than 20 groups active in this space in some form and ad hoc informal communication between them will result in duplicated effort and inconsistent results. If GALA interfaces with them to provide centralized coordination, it will increase efficiency and help eliminate duplication and inconsistency.

### Which stakeholders does GALA have in mind?

We want to be as inclusive as possible and have made a point of reaching out to language service providers, their clients, industry organizations, standards bodies, tools developers, translators, and others. We have found that these constituencies understand the need for coordination and shared effort. We are currently in the process of setting up liaison relationships with many bodies and organizations and are collaborating with them.

We are often asked specifically about TAUS, which has announced that it intends to be the “interoperability watchdog.” We are working with TAUS to ensure that our efforts will be complementary and coordinated, and GALA envisions a high-level structure like the following:

- GALA focus: coordination between bodies, information sharing, training, education, research on business needs. (see [www.gala-global.org/standards](http://www.gala-global.org/standards))
- TAUS focus: promotion of technical interoperability, certification of tools and processes for interoperability standards compliance, reference implementations of standards. (see [www.translationautomation.com/](http://www.translationautomation.com/))
- Individual standards bodies: development of individual specifications

In this arrangement each group will benefit from greater transparency and coordination.

### Which standards are we talking about?

In the localization industry, “standards” usually refers to one thing: data interoperability standards. There I see XLIFF, TMX, TBX, and SRX as particularly critical at

this time. These standards provide a backbone for real work. They have all fallen short of their potential, however, in large part because different vendors have implemented them in different ways (or not implemented them at all). So we need to not only develop them further to address modern needs, but we need to provide guidance on how to use them.

The GALA initiative is also working on two new projects for submission to standards bodies: the “Container Project” (a “package” format for sending and receiving translation jobs and project details developed in partnership with the Brigham Young University Translation Research Group), and a new modular framework for representing domain-specific language/translation quality assessment information. Both of these are in their early stages and more information will be available soon. Beyond these technical standards, we also need standard service profiles to define many basic localization tasks. To take one common example, if you are told that English → German “localization” will cost you €0.12/word, what does that mean? Does it include engineering, review (and if so, what sort of review?), DTP, or terminology research? If you don't know, the price you get is essentially meaningless and the results may not meet your expectations.

For more information about GALA's standards initiative:

[standards@gala-global.org](mailto:standards@gala-global.org)  
[www.gala-global.org/standards/](http://www.gala-global.org/standards/)

ISO TC 37 is looking forward to establishing a close working relationship with ETSI, which has recently formalized its stewardship of the former LISA standards. We anticipate that the existing MoU between ISO and LISA will be mirrored in a new agreement between ISO and ETSI, thus allowing both organizations to co-publish standards related to the localization industry. We welcome the growing interest of GALA in acting as a trade association to support standards in the language industry, and particularly their allocation of resources for implementation, public relations, and training. We encourage ETSI and GALA to work together to expedite this transition of LISA standards in order to ensure that individuals implementing the standards (TBX, TMX, SRX) will be able to access support materials from a persistent web address.

TC 37 Chair Kara Warburton, Sub Committee Chairs 1 & 3, Gerhard Budin and Sue Ellen Wright

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Jindřichův Hradec, Czech Republic  
ACP Traductera is a translation agency based in the Czech Republic. Our local experience in Central Europe and strong focus on appropriate language use make us a reliable partner for providing high-quality translations into Central and Eastern European languages. We offer document translation services; sworn translations; www and SW localization; DTP etc. ACP Traductera has been awarded the ISO 9001:2008 certificate and DIN EN 15038 standard.  
www.traductera.com



**acrolinx GmbH**  
Berlin, Germany  
Acrolinx provides enterprise solutions to connect content and communication for organizations of all sizes. Built on a strong linguistic foundation, the Acrolinx technology enables you to analyze, measure, and improve your content, resulting in consistent and effective customer communication in every market. Successful companies including Adobe, Cisco, IBM, Philips and Siemens rely on Acrolinx.  
www.acrolinx.com



**Across Systems GmbH**  
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Across is a central platform for language resources and translation processes. It includes, among other things, a translation memory, a terminology system, and workflow control tools. Customers, LSPs and translators collaborate in a seamless process. Open interfaces enable the direct integration of CMS, catalog, or ERP solutions. Across customers include Volkswagen, Hypo Vereinsbank, SMA Solar Technology and hundreds of other leading companies. Shared booth with: Congree Language Technologies GmbH.  
www.across.net



**Adobe Systems GmbH**  
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Adobe is changing the world through digital experiences. We help our customers create, deliver, and optimize compelling content and applications — improving the impact of their communications, enhancing their brands and productivity, and ultimately bringing them greater business success. Together, we're turning ordinary interactions into more valuable digital experiences every day, across media and devices, anywhere, anytime. In the area of technical documentation Adobe offers the Technical Communication Suite 3 as a complete single-source authoring toolkit with multichannel, multidevice publishing capabilities.  
www.adobe.com/de



**Agencja MAart sp. z o.o.**  
Warsaw, Poland  
Sponsor of the Polish Evening / Get Together, Shared booth with: KMK

Biuro Tłumaczen, Logostrada sp. z o.o., Biuro Tłumaczen DAMAR, Centrum Lokalizacji C&M sp. z o.o., Studio Gambit sp. z o.o., Magit sp. z o.o., PSBT Polskie Stowarzyszenie Biur Tłumaczen  
www.maart.com



**Andrä AG**  
Berlin, Germany  
Andrä AG is demonstrating its Online Translation Management framework ONTRAM to show how a web-based approach makes translation and coordination processes from nearly any media or formats more transparent and economical. The latest version of ONTRAM combines ten years of experience with the flexibility of a modern architecture to create a corporate translation platform featuring deep integration and open interfaces.  
www.andrae-ag.de



**Antenna House, Inc**  
Greenville, Delaware, USA  
Antenna House Formatter is used by thousands of companies worldwide, many of those in Germany, to format user, technical, training and business documents for PDF and print. Also, Formatter is used by more content and document management companies exhibiting at Tekom than any other formatting software. Come see for yourself the power of Antenna House Formatter with support for your complex formatting requirements, over 50 languages and PDF/A.  
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s.r.o., Brno, Czech Republic  
Aspena, s.r.o. Language Service Provider with focus on CEE languages.

Aspena is one of the largest Czech and Slovak providers of language services. We focus mainly on translations, interpreting, localization, and other related language services. This includes editing, proofreading, DTP, software engineering, and multimedia localization. We are particular in providing our clients with comprehensive language services.  
www.aspena.com



**Atril**

Paris, France  
ATRIL, precursor on the CAT tool market with the Déjà Vu product range, has been providing a tightly-integrated solution to all stakeholders of the translation industry since 1993. Meet us at the TEKOM trade fair from 18 to 20 October 2011. Visit our booth 306 and discover our all-new Déjà Vu X2, featuring revolutionary new technology and packed with industry firsts. Make an appointment with our colleagues  
contact@atril.com or visit  
www.atril.com



**Author-it Software Corporation Ltd.**

Auckland, New Zealand  
Author-it Software Corporation (ASC) is a world leader in enterprise software for authoring, content management, publishing, and localization. Its flagship product, Author-it Enterprise Authoring Platform (EAP), is a user-friendly software solution providing everything you need to author, manage, publish and deliver documentation. ASC has offices in San Jose and Newport Beach, California, Dubai, UAE, Sydney, Australia and Auckland, New Zealand. Shared booth with: Comet Computer GmbH, Comet Communication GmbH.  
www.author-it.com



**beo**  
Gesellschaft für Sprachen und Technologie mbH, Stuttgart

Sprachen und Technologie

beo supplies technical translations using process-oriented, industrialized production methods. Our tailored processes are not only subject to ISO 9001:2008 but also compliant with ISO:13485 and SAE J2450. For us, the term "industrialised production" means standardizing and automating processes and procedures. We achieve this thanks to our beoSphere portal and by actively implementing quality management. Shared booth with: Acolada GmbH.  
www.beo-doc.de



**Biuro Tlumaczen DAMAR**

Sosnowiec, Poland  
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Shared booth with: Agencja MAart sp. z o.o., Magit sp. z o.o., Logostrada sp. z o.o., Centrum Lokalizacji C&M sp. z o.o., Studio Gambit sp. z o.o., KMK Biuro Tlumaczen, PSBT Polskie Stowarzyszenie Biur Tlumaczen  
www.damar.net.pl



**CARSTENS + PARTNER GmbH & Co.KG**

Munich, Germany  
We provide comprehensive services for communicating technical matters. Our key strength is to provide users with professional information on machines, plants and software products. We advise our customers and support them from investigation and editorial work up to the final documentation, including translations into all required languages. We focus on ensuring that the reader finds and understands the relevant information quickly.  
www.carstens-techdok.de



**Centrum Lokalizacji C&M sp. z o.o.**

Wroclaw, Poland  
*Sponsor of the Polish Evening / Get Together*  
Shared booth with: Agencja MAart sp. z o.o., Magit sp. z o.o., Logostrada sp. z o.o., Biuro Tlumaczen DAMAR, Studio Gambit sp. z o.o., KMK Biuro Tlumaczen, PSBT Polskie Stowarzyszenie Biur Tlumaczen  
www.cmlocalization.eu



**cognitas Gesellschaft für Technik-Dokumentation mbH,**

Ottobrunn, Fellbach, Paderborn  
cognitas is your partner for technical documentation. It's product range includes the development of user guides, instruction manuals, online-help systems, catalogs and utility films for different industries. Our service spectrum reaches from research, terminology and translation management to the outsourcing of the whole documentation process as well as trainings and a supplier independent system consultancy.  
www.cognitas.de



**Comet Computer GmbH, Comet Communication GmbH,**

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Comet Computer GmbH, Comet Communication GmbH, Munich, Berlin, Karlsruhe — Full-Service Providers for Technical Documentation  
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www.comet.de



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Karlsbad, Germany  
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Gießen, Germany  
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www.corena.com



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3DVIA Composer by Dassault Systemes-Add a new dimension to your product communications Improve the way you create, update, and distribute product information: 3DVIA Composer allows you to repurpose existing 3D design data to more rapidly create and update high quality product deliverables including documentation, technical illustrations, animations, and interactive 3D experiences.

www.3ds.com



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Colon, Germany

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www.datacopy.de



**DELTA International CITS GmbH**

Bonn, Germany

DELTA International CITS GmbH is an EN-15308 certified company specialising in translation, localisation and quality assurance, and in machine translation post-editing. Continuous investment in qualified employees and the latest technologies enables our highly professional team to at all times provide our customers with individual and requirements-oriented services covering a wide range of texts and language combinations. Shared booth with: Lucy Software and Services GmbH; EULE Lokalisierung GmbH.

www.dicits.com



**DOCUFY GmbH**

Bamberg, Germany

DOCUFY specializes in professional software for simple creation of good technical documentation, located in Bamberg (40 employees). DOCUFY develops and distributes standardized, multilingually designed software for industry-specific (CO-

SIMA go!) as well as for industry-independent solutions (COSIMA enterprise). The new web application DOCUFY Machine Safety allows modular risk assessments according to the Machinery Directive.

Docufy and Dokuwerk are sponsors of the bistro, hall 4

Shared booth with: Kothes! Technische Kommunikation GmbH & Co. KG.

www.docufy.de



**DOCware**

**Docware GmbH**

Fürth, Germany

Docware presents the parts catalogue

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www.docware.de



**Dokuwerk KG**

Friedrichshafen, Germany

Friedrichshafen-based Dokuwerk KG is a service provider and consultancy firm for everything to do with product communication.

As a full-service provider, Dokuwerk designs and produces targeted product information, like operating manuals or product catalogues.

These are systematically produced using the Funktionsdesign® method and, where appropriate, an editing system. As an independently-operating consultant, Dokuwerk can also provide support in the selection, introduction and integration of editing or catalogue systems. Professional translation management services complete the range

of services on offer. Dokuwerk and Docufy are sponsors of the bistro in hall 4

www.dokuwerk.de



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Schwerin, Germany

EB.Now! is the youngest member of the EasyBrowse software family. EB.Now! allows you to generate top-quality electronic publications in just a few clicks of the mouse. With EB.Now! you can circulate your data on CD or USB stick or via the internet. Gemeinschaftsstand mit: Ovidius GmbH, Berlin; Zindel AG, Hamburgwww.easybrowse.de



**Eisenrieth Dokumentations GmbH**

Munich, Germany

Your competent partner of high professionalism in all matters of technical communication. For the cooperation with our customers and translators, we have developed a next-generation terminology database now on display to the public for the first time: flashterm. flashterm is intuitive, fast, well-organized and it provides unique features for a modern terminology management. Shared booth with: RS\_Globalization Services GmbH & Co.KG.

www.edok.de



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Schweinfurt, Germany

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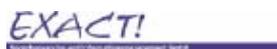
branch office in Chandigarh, India) all contribute to an outstanding position on the market. Shared booth with: ServoTech GmbH.  
www.enssner.de



**Eule Lokalisierung GmbH**  
Kiel, Germany  
Eule Lokalisierung GmbH is an EN 15038 certified translation/localization company located in Kiel, Germany. As an SAP Language Service Partner, Eule focusses on delivering translation services to SAP and SAP customers. Due to a partnership with Lucy Software and Services GmbH and with across, Eule is able to offer high-tech solutions combining machine translation and translation memory. Shared booth with: Lucy Software and Services GmbH; DELTA International CITS GmbH.  
www.eule2005.de



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Berlin, Germany  
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www.euroscript.de



**EXACT! Sprachenservice und Informationsmanagement GmbH**  
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Of course, in a traditional sense, we are still a translation agency, but

we take a new approach. For us, sustainability, reliability, fairness and trust are key to quality and efficiency. We recognise that every customer is unique and has individual translation requirements. We would be happy to talk to you about how we put this philosophy into practise. Come and visit us at our stand and enjoy a Fairtrade coffee. We look forward to meeting you!  
www.exact-gmbh.com



**Fischer Computertechnik GmbH**  
Radolfzell, Germany  
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www.fct.de



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www.gds.eu



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Schenkenzell, Germany  
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· the XML based autoring tool "GFT RedaktionsSystem XML",  
· the terminology management system "GFT DataTerm" and  
· the risk assessment software "GFT SafetyManager".  
Shared booth with: Intelliact AG  
www.gft-online.de



**Glossa Group**  
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 www.itl.eu



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 For about 15 years Janus has been a reliable multilingual localization partner for many leading companies.  
 www.januswwi.com



**Kaleidoscope GmbH**  
 Maria Enzersdorf, Austria  
 Translation, terminology and authoring: These areas are the domain of Kaleidoscope offering products of SDL and other technology partners as well as fully integrated in-house solutions, like our terminology workflow system quickTerm, the review solution globalReview or our query management system. The expertTools complement the functionality of SDL Trados and MultiTerm and permit processes

and solutions that are otherwise difficult and time consuming.  
 Shared booth with: Loctimize GmbH; mytag GmbH.  
 www.kaleidoscope.at



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**KMK Biuro Tlumaczen**  
 Warsaw, Poland  
 KMK Translation Company, established in 1997, located in Warsaw, Poland.  
 Our experienced team is focused on providing best quality customer service. We deal with highly professional texts (automation, construction, machinery and engineering, technology, IT, etc). We have certificate of PN-EN15038:2006 standard for translation services. We are a member of the Polish Association of Translation Companies.  
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 www.tlumaczenia-kmk.pl



Krakow, Poland  
 LIDO-LANG Technical Translations has been providing translation services for many years now. Our clients include large companies and translation agencies from all over the world. We specialise in technical and specialist translations from areas including technology, industry, IT, telecoms, medicine, pharmaceuticals, science, economics, finance, law and marketing. LIDO-LANG translates to and from all European and major non-European languages.  
 Shared booth with: XTRF Management Systems Ltd.  
 www.lidolang.com



**Loctimize GmbH**  
 Saarbrücken, Germany  
 Loctimize GmbH is a modern technology service provider in the translation and localisation business specialising in the usage of language technologies. Our services comprise consulting, training, support and development in the field of translation and localisation technologies as well as auditing in accordance with the EN 15038 standard. Shared booth with: Kaleidoscope GesmbH; mytag GmbH.  
 www.loctimize.com



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Tlumaczen, PSBT Polskie Stowarzyszenie Biur Tlumaczen  
 www.logostrada.pl



Thames, Great Britain  
 LTC is a leader in providing high value translation technology, translation services and product localization services to the global enterprise. LTC's unique development approach, Collaborative Innovation (CI), ensures our customers' success. At the booth LTC is also proud to present LTC Worx, it's business-management solution that handles project management tasks and other business-related functions for an integrated, end-to-end solution.  
 www.ltcinnovates.com



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 Lucy Software – Expertise and Technology for multilingual communication. Shared booth with: EULE Lokalisierung GmbH; DELTA International CITS GmbH.  
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 Wroclaw, Poland  
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www.magit.pl



**MemSource Technologies**  
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MemSource is a technology company developing translation and authoring software. Our flagship products are the MemSource Translation Server and UTMA Authoring Server. The Translation Server offers a complete translation environment for the enterprise. It includes a translation editor, translation memory and term base in a robust, yet easy-to-use server architecture. The UTMA Server is our authoring suite, aimed primarily at software developers.  
www.memsource.com



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Gatineau, Canada  
MultiCorpora is exclusively dedicated to development of MultiTrans Prism, a fully-featured, highly scalable, complete TMS featuring integrated project management, workflow, ALTM, TM, and TermBase terminology management.  
Numerous international governments and agencies, Fortune 500 companies, and LSPs currently benefit from MultiCorpora's language technology expertise, optimizing return on investment and quality in their translation projects.  
www.multicorpora.com



**MultiLing Germany GmbH**  
Starnberg, Germany  
MultiLing is headquartered in the USA with subsidiaries throughout Asia, South America, and Europe, and is one of the first companies to implement translation memory (TM) technology. Our core areas of specialization include patents, IT, medical technology, automotive, manufacturing and general technical/mechanical translations. During our 22-year history, we have developed our TM Software Fortis® and our terminology management Semantis®.  
www.multiling.com



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Ovidius will show you:

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- how we can help you to easily get all translation processes under control
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Shared booth with: EasyBrowse GmbH; Zindel AG.  
www.ovidius.com



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Würzburg, Germany  
With offices in Würzburg, Berlin and New York, Plunet GmbH develops and markets the business and workflow management software "Plunet BusinessManager", one of the leading management solutions for the translation and localization industry. Basic functions include quote, order and invoice management, comprehensive financial reports, flexible job

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www.plunet.de



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www.translationservices.lt



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Munich, Germany  
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www.riedel-doku.de



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We are a 100% owned subsidiary of Robert Bosch GmbH, offering end-to-end Engineering, IT and Business solutions. With over 7000 associates,

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**RS\_Globalization Services GmbH & Co. KG**  
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RS\_Globalization Services provides multilingual translation solutions through an international network of qualified and experienced translators, localization experts and DTP specialists. We use the intuitive flashterm tool for convenient terminology management. This is a terminology management tool with unique functions that really do add value in practice. We would be happy to show you how flashterm works when you visit us at our stand. Shared booth with: Eisenrieth Dokumentations GmbH.  
www.RS-Globalization.com



**SCHEMA GmbH**  
Nuremberg, Germany  
SCHEMA GmbH - Complex Documents made easy.  
SCHEMA ST4 is the XML-based editing and content management system from SCHEMA GmbH, offering efficient features for all aspects of creating, managing, and publishing complex and large amounts of documentation. SCHEMA ST4's scalability makes it suitable for small editing teams as well as for company-wide solutions for information logistics.  
www.schema.de


**Schmeling + Consultants GmbH**

Heidelberg, Germany

Schmeling + Consultants is a consulting company dedicated to technical documentation and information. We help you to optimize information quality with regard to all relevant aspects like reuse, compliance, business processes, strategy and language. Make use of our experience with functional design\* to get your content and your team aligned with your and your customers' demands! Shared booth with: TermSolutions. [www.schmeling-consultants.de](http://www.schmeling-consultants.de)


**SDL Language Technologies**

Stuttgart, Germany

SDL is presenting at tekum its Global Information Management portfolio which enables companies to engage with their customers throughout the customer journey – from brand awareness, to sales and after-sales support – and across languages, cultures and channels.

Web Content Management, eCommerce, Structured Content and Language Technologies, combined with its Language Services drive down the cost of content creation, management, translation and publishing. SDL solutions increase conversion ratios and customer satisfaction through targeted information across all customer touch points. [www.sdl.com](http://www.sdl.com)


**ServoTech GmbH**

Langenburg, Germany

ServoTech, located in Langenburg, is a service provider for the pharmaceutical industry, and medicine technology and machine construction firms. We have provided innovative services and products for nearly 20 years with our

specialists in the areas of pharmaceutical technology, mechanical engineering, electrical engineering and computer science. Some examples are: operator manuals, CE certification, training/instruction, course materials, qualification and validation of pharmaceutical systems, as well as CMpro (a calibration and maintenance software) and e-MIS (a service portal with electronic spare part catalogs). Shared booth with: Enssner Zeitgeist GmbH. [www.servotech.de](http://www.servotech.de)


**Siemens PLM Software**

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with 6.7 million licensed seats and more than 69,500 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies to deliver open solutions that help them turn more ideas into successful products. [www.siemens.com/plm](http://www.siemens.com/plm)


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The logo for tecteam, featuring the word "tecteam" in a bold, lowercase, sans-serif font. The "t" is blue, and the "e" is red. The rest of the letters are blue. There is a red underline under the "e".

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