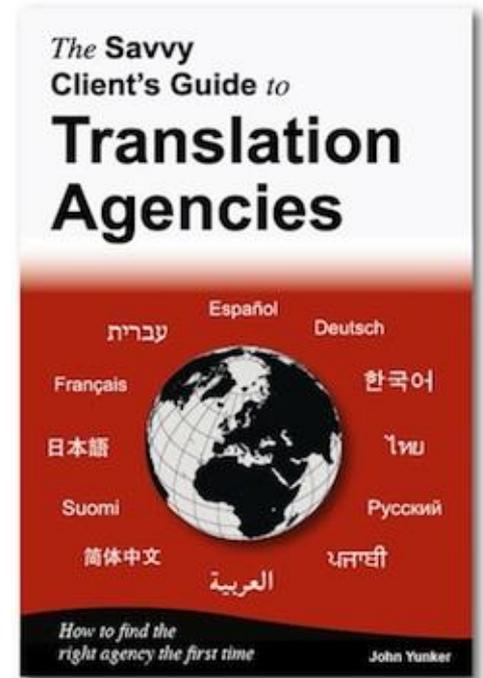# Zep Solar

Working With Translators

A Savvy Client's Guide

Book by
John Yunker

PRESENTATION

Translation Only A Small Part

- Language Service Provider (LSP)
  - Translation + Localization
- Localization
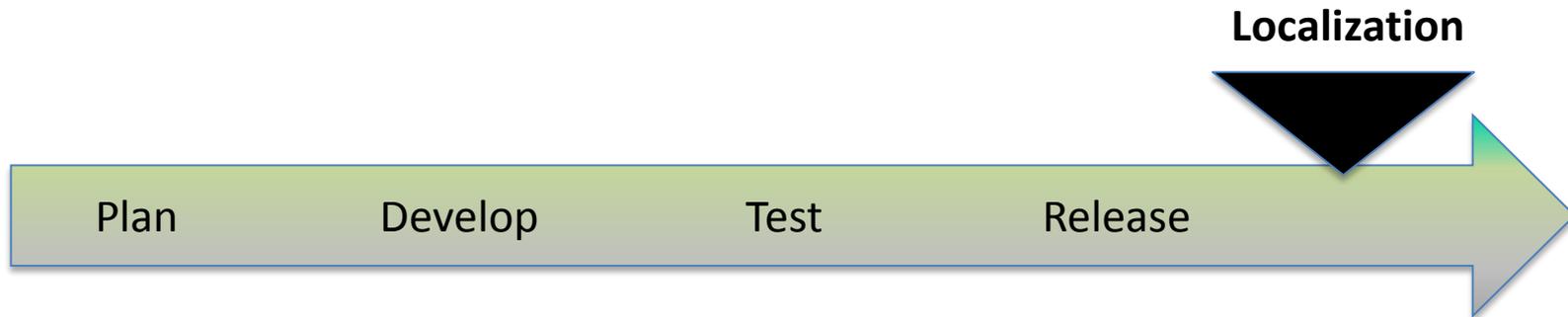 - Screen layouts, font sizes, currency, date/time
  - Photos with local models, body language, attire
  - Cultural relevance of things like colors, animals

Localization Shouldn't Be Last Thing

- Redesign, rewrites, re-engineering
- Wastes time and money

Localization

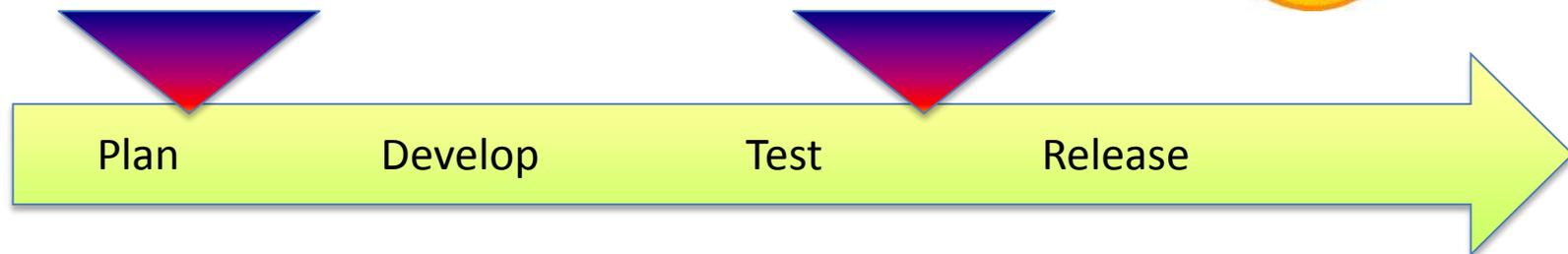Plan   Develop   Test   Release

Prepare for Challenges Upstream

- Product should be "world ready" well before any localizations
- Everything – not just project itself
  - All rollout elements
  - Framework & processes

Internationalization

Localization

Plan   Develop   Test   Release

Globalization

i18n

L10n

- Internationalization + Localization = Globalization
- "i18n" and "L10n" complement each other

Internationalization

- Global templates
- Flexible design
- World-ready text
- Global engineering

Localization

- Content
- Formats, measurements, currency, etc.
- Translation
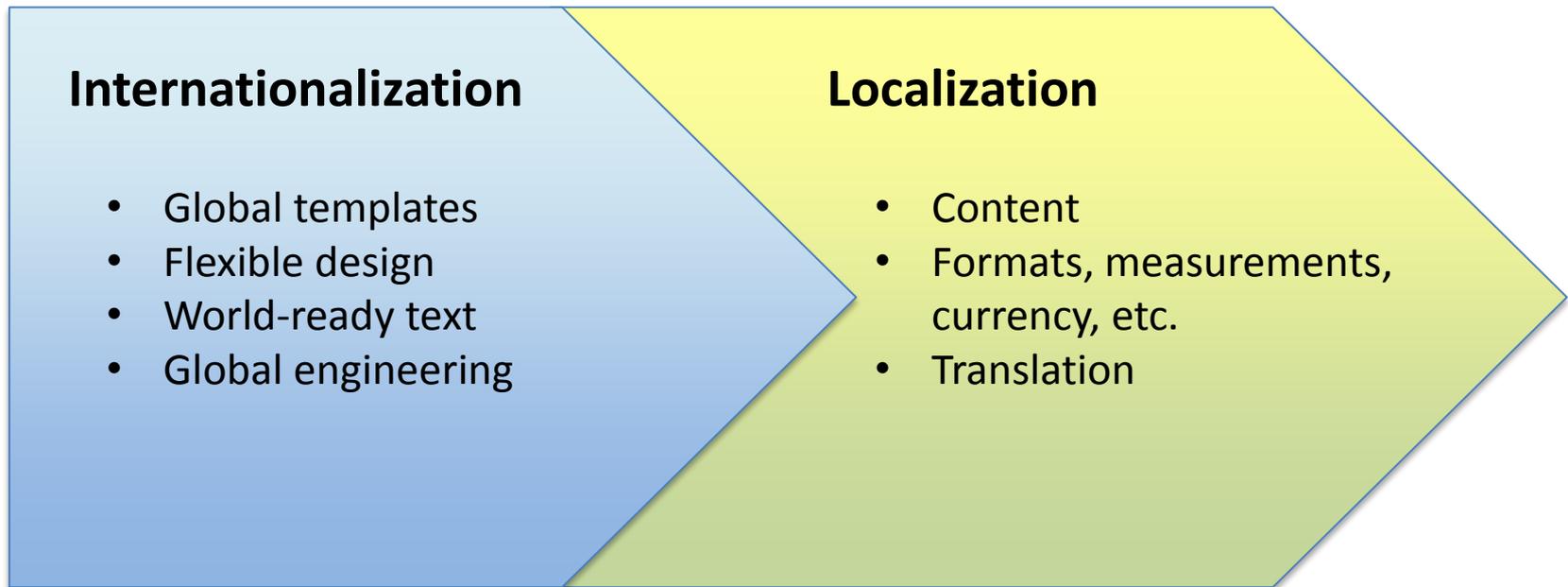
How Long, How Much

- Translation quotes based on word count + language pairs
  - German → English is <u>not</u> the same as English → German
- A good translator can do 2,500 words a day
  - Depends on consistency and clarity of source
  - Rush jobs are farmed out to multiple people
- Editors can do 4,000 words a day

Transcreation

- Simultaneous creation + translation
- Sometimes literal translations are not effective
  - Medical devices – be literal
  - Marketing copy – must be creative
  - Slogans are the hardest

Try translating these famous slogans…

Easy as Dell

Just Do It

Finger Lickin' Good

Get N or Get Out (Nintendo)

Do You… Yahoo!™?

Takes a Licking and Keeps On Ticking

Translation Memory

- A database of every phrase, sentence in context
- Increases in value the more you translate
  - If you translate more than 100,000 words
  - Useful when contains many thousands of text pairs
- This should belong to the CLIENT, not the agency!

Translation Memory

- Cuts translation costs
- Can include specialized terminology
  - "Drop-in direction"
  - "Leveling Foot/Interlock conflict"
- Increases consistency
  - Client can use multiple translation services
- Source text must be consistent
  - Terminology
  - Writing style

Machine Translation

- Good for high-volume content like knowledge bases
  - Actually works pretty well
  - Internal office communications and news feeds
  - AKA "real-time translation" (sounds more modern)
- Specialized tools can aid in translation
  - You still need a human to go over it later
  - Good for "first pass"
  - Saves translators time
  - Has a valuable role
- Complex translation management systems

Google Translate

- Google Translate
  - NOT a translation management system
  - Integrates with Gmail and Chrome browser
  - Handles more content in one day than all human translators in a year
- Statistical Machine Translation (SMT)
  - Relies on algorithms and brute force
  - "Learns" as it translates more text over time

Google Translate Example

English to Japanese, and back to English

ZS Comp is an integrated solution for the installation of solar power array in the synthetic shingle roof from Zeppelin Solar Corporation. ZS Comp offers the following advantages: reducing the number of components, low system weight, long, alignment clip hardware and cumbersome mounting rails, the accuracy, enhanced, rapid installation, the reduced roof penetration part and landscape options, design tools that are easy to use in the calculation of the BOM of the array level aesthetics that is, resistance to theft, redundant automatic bonding hardware, and elimination of the portrait.

This isn't quite gibberish… but it's pretty strange in some parts
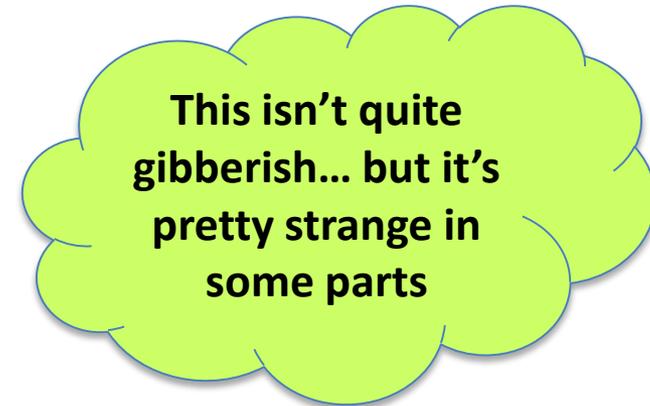
Ten Things About Translation Agencies

- Most translation work is outsourced
  - They can't hire experts in every language pair
  - Clients should know who will be working on their projects
- Agencies want volume and predictability
- An agency that does only 10 languages can be just as qualified as one that claims to do 100
- The fewer translators, the better
  - Applies to rush jobs especially
- Linguists specialize in language, not business
  - Business practices, service, and professionalism

Ten Things About Translation Agencies, Continued

- Everyone will guarantee a "high-quality" translation
  - Writing is subjective
  - Start with good quality source content
- Agencies don't love machine translation
  - They're not software developers
  - It's kind of a threat
  - Clients want "free" tools they can apply to everything
- Certification doesn't mean higher quality
- Two agencies might use the same translators
- Agencies are underutilized
  - Take advantage of their market and cultural expertise
  - Some agencies charge for this, some don't

Questions to Ask a Translation Agency

- How many employees, how long?
- What is your industry specialty?
- What is your project specialty?
  - Web, mobile apps, software localization, textbooks, etc.
- How do you measure and ensure quality?
- What software do you support?
  - If you need specialized software, ask
  - Also ask about their tools: translation memory, cloud-based translation, machine translation

Questions to Ask a Translation Agency, Continued

- May I speak with your references?
  - 3-5, at least one in your industry
- What percentage of your work is outsourced?
  - Some of the best independents work this way
  - See if you can get the same freelancers on all your projects for consistency
- Can we try a sample project?
  - A real pilot is better than a "sample"
- Who will be my dedicated contact?
- How can I save money on this project?
  - Get this advice BEFORE starting your project

Translation Costs

- Varies by language
  - Full-service vendors charge more
  - But otherwise you have to manage it yourself
- $.05 - $.30 / word
- Quantity, technical complexity, timing
  - Technical complexity is not just the words
  - It's the project itself: software integration and such

Included in the Cost Should Be…

- Use of **one or more** native, educated, experienced translators
- A **second** translator to edit and proofread
- An **industry specialist** as content manager and proofreader
- General formatting in Word (or other desktop)
- Project management
- File management
- Account management

Measuring Translation Quality (Lionsgate)

- Translators have subject-matter expertise
- QA steps (editing, proofreading) by second qualified linguist
- Automated grammar checks
- Third-party linguistic review
- **Usability testing for technical documentation**

Other Items

- Translating blogs in real-time
  - Move it to a CMS that handles multiple languages
  - Add locally created content
  - Monitor comments locally
- Translation for mobile devices and apps
  - It's its own beast
  - Know your SDK

Thanks!