

# Competing in a Global Business Environment

## Localizing Product Information and Documentation to Meet Your Regional Product Support Needs

The PTC product information delivery solution helps organizations to lower the cost and time required to produce localized product information. PTC's solution eliminates the manual effort required to lay out and format publications typically required by desktop publishing software, enables reuse of content in multiple publications, and provides content management capabilities to manage the different versions and configurations of localized documentation concurrently with product development.

### Business Drivers for Improving the Process of Localizing Product Information

Localized product content, such as the product user interface, user guides, online help, service and maintenance information, spare part catalogs, etc., is required for market acceptance in most countries and regions. Localization costs increase with every new publication type, new format or media (print, online, CD, embedded in product UI), in addition to the costs of supporting new languages. If a company sells multiple products, or sells products with multiple versions or configurations, the volume of product information and localization costs escalate exponentially. The high cost of translating content has forced many companies either to limit expansion of their operations internationally or to compromise the quality of supporting documentation, ultimately constraining their chances for success.

#### Business Drivers for Improving the Localization Process

Increase Revenue by 1%

Reduce Time-to-Market by 20-50%

Reduce Cost of Sales by 1-2%

Reduce Cost of Support by 1-2%

Increase Country Review Productivity by 40-60%

Reduce External Localization Costs by 30-60%

Reduce Authoring and Publishing Costs by 30-40%

#### Defining Translation and Localization

**Translation** - the act of converting information from one language to another, without loss or alteration of meaning.

**Localization** - the process of adapting a product or service to a particular language, culture, and desired local "look-and-feel."

For most companies, localization costs consume a significant portion of the technical publications expense, and typically amount to 2% to 5% of the overall R&D cost. And while it is necessary to produce localized content in order to compete globally, a significant portion of the cost and time required to translate product information can be eliminated. For many companies, this can mean savings of millions of dollars. Additionally, improving the localization process can speed time-to-market and improve market share and revenue. Better quality content, localized for each language and culture, makes it easier to sell, support and service the product.

### Typical Challenges Associated with Creating and Managing Localized Product Information

Some of the most common challenges faced by companies that produce localized content to support their products include:

- **Cost of manual effort associated with desktop publishing**

Desktop publishing – the most common method for producing product information and documentation today – accounts for as much as 30% of the overall localization costs. When a paragraph of text is translated into different languages, the length of the text varies based on the language. For example, translating an English document into German would, on average, make the text 20-30% longer, but the resulting text is not predictable for purposes of layout. Additionally, content structure and format vary by locale, which makes it difficult to automate the layout process using desktop publishing tools. As a result, companies using desktop publishing software have to adjust the layout and format the content manually for every language, separately, before publication. This effort can consume up to 30% of the overall localization cost.

- Translation costs for “fuzzy matches,” and transaction costs charged by language service providers

Some companies and most language service providers (LSPs) have invested in translation memory (TM) software and translation management systems (TMS) in order to reduce their translation costs. Translation memory reduces the costs of translation projects by identifying previously translated sentences or close matches to previously translated sentences. For example, the text of manuals, warning messages, or series of documents needs to be translated only once and can then be subsequently reused. Translation management systems centralize the management of multiple translation memories and provide workflow capabilities to manage interaction among stakeholders.

Although TM identifies previously translated content, if authors rewrite the same content for different documents, they often introduce changes that make it impossible to get an exact match with translated content. TM identifies “fuzzy matches” – i.e., content that is similar, but not identical, to previously translated content. While the rate for translating fuzzy matches is lower than the rate for new words, companies do have to pay for translation of these words. Even if the content is identical, and a previous translation has been identified, LSPs often charge “transaction costs” for processing this content. For example, if a 100-page document is sent to the LSP for translation, and only one page needs translation, the LSP still charges transaction costs for processing all 100 pages. The cost for translation of fuzzy matches varies widely depending on the source content, but the transaction costs for handling both new words and previously translated text can amount to 10% of the overall localization cost.

- Manual effort required to manage and process the different files

The challenges of managing the different localized versions of content escalate with each new publication type, language, product version, or product configuration. Some companies prefer to outsource most of this activity to integrated localization service providers who manage most of these activities (and charge a corresponding fee); other companies would rather employ staff who manage the process internally. Regardless of the strategy, companies incur significant costs resulting from the manual effort required to process and manage the different files that are translated. If a company wants to reduce translation or transaction costs by identifying and sending to LSPs only content that has changed, they would typically incur higher costs for managing and processing the different document components. The manual effort associated with processing and managing localized content is a significant contributor to delays in the localization process and can account for up to 10% to 15% of the overall localization cost.

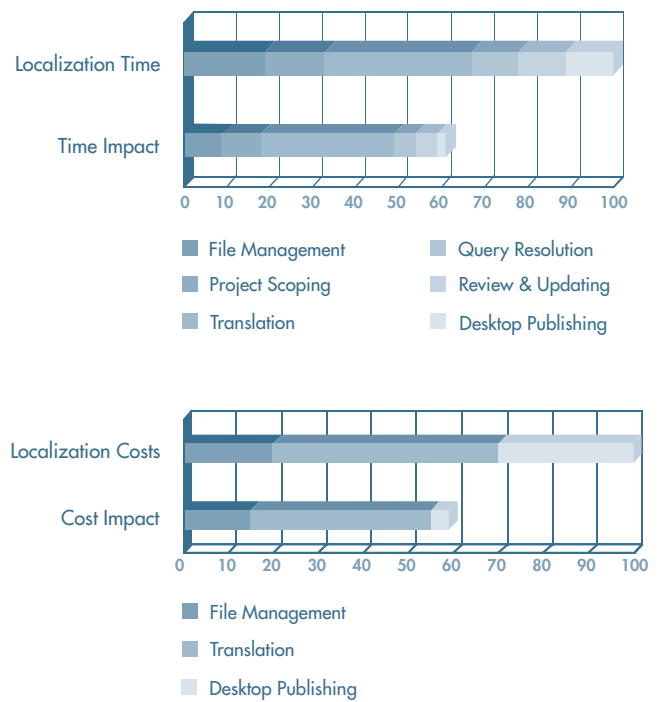
## Benefits of Using the PTC Product Information Delivery Solution

Arbortext®, PTC’s product information delivery software, helps companies achieve up to an additional 40% savings in localization time and costs, in addition to savings from TM and TMS. PTC’s solution is able to accommodate multiple different localization strategies adopted by vendors. There are three main areas where PTC adds value:

- Eliminates desktop publishing costs

Arbortext completely eliminates the manual desktop publishing effort by introducing “smart” publishing templates (stylesheets), which process content in real time. Arbortext automatically lays out and formats content in multiple languages, while accommodating changes in text length, hyphenation rules, and even fonts required for specific languages.

TYPICAL COST- AND TIME-SAVINGS FROM USING THE PTC SOLUTION



- Reduces translation costs and simplifies document updates by reusing content in multiple publications

Arbortext enables authors to create documents from a single source of reusable topics, thus eliminating the need to rewrite content (and reducing the number of words that need to be translated). Additionally, Arbortext automatically verifies the consistency and validity of documents, thus improving the quality of documents. These capabilities reduce both fuzzy match and transactions costs.

- Content management capabilities that can be tailored to meet the customer's specific localization strategy

PTC's solution can produce product version- or configuration-specific documents. When a product change requires documentation updates, PTC's solution automatically identifies all affected documents. The solution can initiate a workflow to update only the necessary components and to send these components for translation either directly to the LSP if companies outsource translation, or to the centralized translation management system if localization is managed internally. Translated content can similarly be imported and linked to the original source content. These capabilities can reduce manual effort and cost for processing and managing localized content.

With over 5000 customers and a 20-year proven track record, Arbortext has saved companies millions of dollars in translation and localization costs.



To learn more about how Arbortext can help your company create and delivery high-quality product information, please visit our website at: <http://www.single-sourcing.com/>