

# TILP Ask the Experts Session



## Advanced L10N Automation Techniques

*Tony O'Dowd, CEO Alchemy Software Development, Ireland*

*Robert O'Keefe, Senior Localisation Engineer, CITRIX R&D Group, UK*

*Robert Sexston, Principal Localisation Engineer, 3Di Information Solutions, UK*

*Mauricio Garza, CPSL Technologies, Spain*

*Sean Gains, Senior Localisation Engineer, Panda Software Technologies, Spain*

High-quality translation of software applications is crucial to the success of multi-national companies. Today's highly competitive markets require simultaneous availability of translated software. The ISV realise that getting translated applications to international markets quickly is a key factor in growing market share and improving revenue growth opportunities. The Localisation Service Providers (LSPs) realise that if they facilitate this for their clients, they will secure future business and develop long-term, hopefully profitable relationships with their clients.

Everybody requires solutions that lower overall costs, reducing time-to-market and improve quality. Clients are united in their mantra of "I want it faster, cheaper and with higher quality".

Meeting these requirements – while maintaining a thriving and profitable business – is a challenge universal to all Localisation Service Providers. Throw in annual price compression which ultimately leads to margin erosion, you wonder how successful LSPs have managed to achieve the near impossible for the clients while positively developing their business.

This session covers both sides of the localisation market. We have two of the world's largest Independent Software Vendors (ISVs) talk about their specific requirements for high velocity localisation fuelled by every increasing levels of automation, and two of the most successful LSPs that have managed to adopt and thrive in this new 'agile' localisation environment.

Chaired by Tony O'Dowd, this session will cover:

- Under the bonnet look at how some of the largest ISV's have used automation to streamline their localisation process and reach international markets faster;
- What LSP's can do to assist their client's automation processes and create win-win scenario for both their own business and that of their clients;
- Guidelines on when automation makes sense and when it doesn't;
- Ideas and techniques used to successfully automate large and diverse localisation projects and scenarios.

At the end of the workshop, participants will have gained a thorough understanding of:

- What to automate in a diverse and challenging localization project;
- How to win over their client base with added value of automation;

- Advanced automation techniques used successfully by some of the largest ISVs;
- Real-world examples of how automation has radically changed the dynamic of LSP and ISV L10N processes.

The session will be highly interactive and hands-on. In addition to material being presented, participants will be able to 'learn by doing'. The session will include recent case studies prepared by the presenters. In addition, participants are highly encouraged to contribute their own case studies and their own professional experience in consultation with the session presenter.

## Agenda

Start: 8:45

Finish: 12:00

8:45 *REGISTRATION*

9.00 **Welcome and Introduction to TILP** – Tony O’Dowd and TILP

9.10 **Push That Button** – Guidelines on selecting what to automate in the Localisation Workflow – Tony O’Dowd

9:40 **The Automation Continuum** – Robert O’Keefe – CITRIX R&D, UK

10:15 **Be Agile or Die!** – Robert Sexston – 3di Information Solutions, UK

10:50 **Automate or Evaporate!** – *Mauricio Garza* - CPSL Technologies, Spain

11:20 **Rethinking the L10N Process** - *Sean Gains* – *Panda Software, Spain*

## Who should attend

Ask the Expert Sessions are aimed at localisation managers, engineers and linguists directly involved in the production of localised products and services. The ability to actively participate in and contribute to the discussions is a pre-requisite.

## About Tony O’Dowd



Tony was Executive Vice President and General Manager of Corel Corporation Limited from October 1995 to November 2000. Previously, he worked with Symantec Corporation as its Technology Manager and with Lotus Development as Principal Software Development Engineer. In 2000, he co-founded Alchemy Software Development and is the company’s CEO and President. Alchemy Software Development is one of the founding sponsors of TILP. Tony O’Dowd is a Professional Member of The Institute of Localisation Professionals, TILP.

## About the Ask the Expert Sessions

The sessions are organised for The Institute of Localisation Professionals (TILP) by members for members. All presenters are professional members of the Institute and all participants are required to be TILP members. Membership is open to individuals and can be applied for online at [www.tilponline.org](http://www.tilponline.org).

## About TILP

TILP was formally registered as a non-profit organization “to develop professional practices in localisation globally” on July 30, 2002. TILP sponsors include Microsoft, Lionbridge, Oracle, Alchemy Software Development, Symantec and Novell. In short order, TILP has developed strong industry partnerships and offers a range of

membership services. For more information email [info@tilponline.org](mailto:info@tilponline.org) or visit [www.tilponline.org](http://www.tilponline.org).