Webinar: Integrating Content and Translation Management

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Our Mission

We help corporations drive global revenues and reduce costs by providing the software and services to deliver global content.
Publicly traded company with $250m annual revenues
- Over 2000 employees worldwide
- 500+ deployments of enterprise technologies

Award-winning and profitable with long term financial stability
- 80%+ of the global translation supply chain use SDL software
- 50 offices across 32 countries
Topics For Today

- Why manage content
- Content goes global
- Integration, workflow and moving parts
- What defines translation management
- A combined approach
- Conclusions
- Q&A
“If you deliver documentation in 10 languages, but only manages the source content in your content management system, then 90% of the material you publish is, by definition, uncontrolled.”
Why Manage Content?

- Content lifecycle management
- Security and auditability
- Reuse and republishing
Sounds Obvious, So...

- Different department
- Different budget
- Different language
What Is At Stake?

- Integration equals auditability
Content Goes Global

- Why manage content
- Content goes global
- Integration & workflow
- Managing translation
- A combined approach
- Conclusions
- Q&A
One size fits all?
Apples and oranges
Two halves of a whole
CMS Requirements

- DMS
- CMS
- ECM
- WCM
- CCM
Too Many Moving Parts

- File | Save As…
- File | Select
Zerlegen des Getriebes

Achtung: Getriebeöl ablassen.

Hinweis: In diesem Werkstatthandbuch ist das Getriebe in der vertikalen Einbauversion abgebildet. Die Arbeitsabläufe gelten jedoch für die horizontale Einbauversion gleichermaßen. Fernschaltung,

Ölablaß- und Öleinfüllschraube sind bei der horizontalen Ausführung anders angeordnet.

Should this be ‘vertical’

1. Adapterplatte anbringen.  
Hinweis: Flansch am Getriebe kann als 3- oder 4-Lochflansch ausgeführt sein.

4. Remove the reverse lamp switch.

***Requires Translation***
Don’t Lose Sight Of The Content

- Use the right tools for the job
- Protect the source
- Give them what they want!
Understanding Reuse

- Chapter?
- Topic?
- Segment?
Translation Requirements

- Extended supply chain
- Centralized resources
- Project management
An Integrated Approach

- Bridge the gap - securely
- Automate and coordinate
- Package and translate
Conclusions

- Find a way to manage *all* content in your CMS
- Include translation in your workflows
- Automate everything possible
- Protect your content, particularly XML
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  Speakers: Adobe, Continental, Philips Healthcare
  www.sdl.com/gim-boston

- DITA Europe: November 16-17, Munich Germany
  SDL & Sony Ericsson Mobile presenting

- SDL GIM Conference - Copenhagen: November 26, 2009
  Speakers: Case New Holland, Common Sense Advisory
  http://www.sdl.com/copenhagen

- Gilbane Boston: December 1-3, 2009, Boston, MA

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