SIMPLIFYING TRANSLATION: Using the MadPak Suite
TODAY’S AGENDA

• Tools Overview - What is the MadPak Suite
• What hurdles exist when translating content
• Why do I care? (not caring costs $$)
• How does the MadPak help?
• Questions
WHAT IS THE MADPAK

MadPak

- Single Source Multi-Channel Content Authoring / Publishing
- Reviewers Tool / Contribution Tool
- Translation / Localization Workflow Management
- Scan, Analyze, Report, & Fix Project / Lower translation costs
- Software Simulation, Demos, and Tutorials
- Screen Capture / Single Source Image Quality
TRANSLATION OPPORTUNITIES
MAXIMIZE REUSE
USING CONDITIONAL TEXT
CONSIDERATIONS

- Snippets

- Conditional Text

  Far to often we see something like:

  “{variable} is forbidden for use outside of the United States.”
WHY IS PARTIAL SENTENCE CONDITIONALIZATION A PROBLEM?

- Reverse word order
- Gender and number
- Declensions (endings)
- Reduction of effectiveness of translation memory
GUIDELINES

- Be careful when abbreviating text to fit into small spaces.
- Sometimes very short source text, such as “FAQ” results in higher than expected expansion (“Preguntas frecuentes” in Spanish).
- Some languages like German, Finnish and Dutch use compound nouns that are much longer than typical English words.
- Try to design your document with as much flexibility as possible to allow for text re-flow.
- Avoid small, fixed-width headers, tabs, buttons and graphics.

This will keep your desktop publishing costs down, avoid awkward translations, simplify the QA process and ultimately reduce project turnaround.
TRANSLATION
MEMORY
BENEFITS
CONSIDERATIONS

- Saves money for clients on updates and revisions of documentation
- Increases consistency across projects
GUIDELINES

- Understand the role of translation memory technology in your update strategy
- Understand the impact of tweaking content!
100% MATCH

DOCUMENT A

DOCUMENT B
REPETITION

DOCUMENT A

DOCUMENT B
FUZZY MATCH

DOCUMENT A

DOCUMENT B
EXAMPLES IN TEXT AND NOT IN FRUIT

A fuzzy-match example would be:
NEW: Please select the print option to print out all selected reports.
OLD: Please choose the print option to print out all selected reports.

A 100% example would be:
NEW: Please select the print option to print out all selected reports.
OLD: Please select the print option to print out all selected reports.
WHY DO I CARE?  
(NOT CARING COSTS $$)
THE HIDDEN COST OF WORDSMITHING

Please step away from the keyboard!

14.3
Average number of words in a sentence

$3920
Approximate cost of Wordsmithing 100 sentences in ten languages in one project.

$0
Approximate value of Wordsmithing.
RECAP

- Understand the role of Translation Memory
- Maximize the power of TM by not Wordsmithing!
  Step away from the keyboard
- Use Conditional text, snippets and other reuse tools wisely
- Use analysis tools to discover opportunities for improvement
HOW DOES THE MADPAK HELP?
Single Source Documentation Authoring Environment

- Embedded Snippets
- Inline Variables
- Conditional tagging
- File tags
- Multi-Channel Publishing
- Snippet Suggestions Report
- Variable Suggestions Report
- Localized Web Skins
- Maintain a separate glossary/index per language
• Use Flare Variables in image/Multimedia call outs.
• Single Source High/Low quality Images (Vector & Raster)
• All object data in separate layer for Translation
• Localize HTML5, Flash, Silverlight Multimedia one time
Single Source Variables and Conditions from Flare
FileTags
Variable Suggestions
Snippet Suggestions
Similar Segments
Frequent Segments
Convert Frequent Segments to Snippets!
Project stats for Topics/Words/Segments/Etc.
View Analysis at the Project Level

Reports open in Left Pane by default
Manage the Translation Workflow of Flare Content

• Prepare files for translation in universal format
• File or Project level Segment/Word/Fuzzy stats
• Create/Import Translation Bundles

Lower your overall Translation Costs $$$$ 

• Create / Maintain / Export your Translation Memory (.tmx)
• Create / Export your Terminology Database (.tbx)
Translation Status, File/Segment Counts & File tags all visible when working

Send files for translation using the project packager
MadTranslations specializes in individual projects or complete end-to-end translation and localization solutions.

Our services include:

- Language Translation
- Software Localization
- Website Localization
- E-Learning Localization
- Project Management
- And more
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Questions?

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Thanks for watching!

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