

# Localization Musts and the Key to a Trusted Vendor Relationship

PRESENTED BY

Mallary Silva-Grondin  
TraceLink





# AGENDA

1. My Story
2. Quick TraceLink Stats
3. Preparation Essentials
4. Vendor Selection
5. Q&A



My Story

Everyone has a “Tech Writer  
Origin” Story

# My Story

## Transition from Academic to Tech Nerd

*Originally an academic with a love for learning through the process of writing, EBSCO ushered in my technical curiosity.*

## 9 YEARS IN SOFTWARE (2+ HARDWARE)

### EBSCO INFORMATION SERVICES

- Library Science Services
- Technical Support Representative (Gateway)
- Implementation Project Manager



### KIVA SYSTEMS / AMAZON ROBOTICS

- Automated Warehouse Management Systems (WMS) and Supply Chain
- Contract Technical Writer
- Technical Writer II



### TRACELINK

- SaaS for Life Sciences Industry
- Leading Track and Trace Network
- Senior Technical Writer (APIs)
- Manager, Technical Communications
- **Director, Experience & Technical Communications**

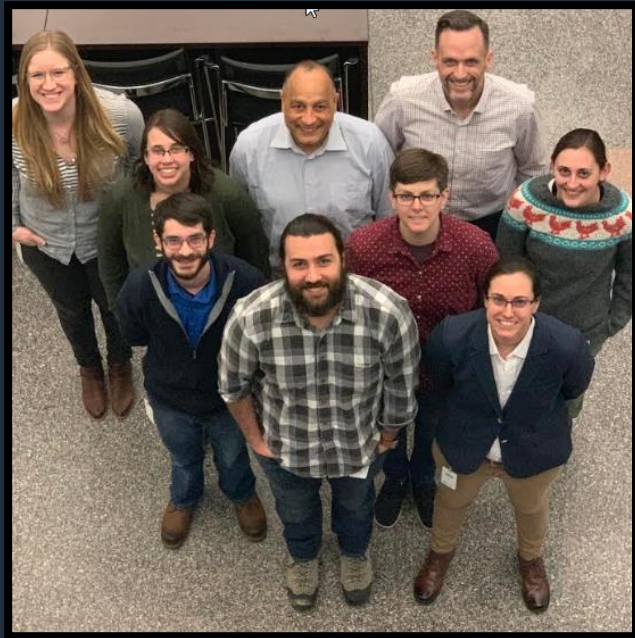




Quick TraceLink Stats

Who We Are and What we Do

# Quick TraceLink Stats



## Technical Communications (est. 2015)

- Application Integration Docs – 3 Writers
- System Docs – 2 Writers
- User Interface Docs – 4 Writers

## Documentation Types (60+ sets)

- Online Help / Help Centers
- Quick Reference Guides
- Installation Qualification Guides
- Asynchronous API Guides
- SOAP API Guides
- REST API Guides
- TraceLink Glossaries
- Internal Engineering Knowledge Base
- Release Previews/Release Summaries

## Tooling

- MadCap Flare
- Jira/Confluence
- GIT

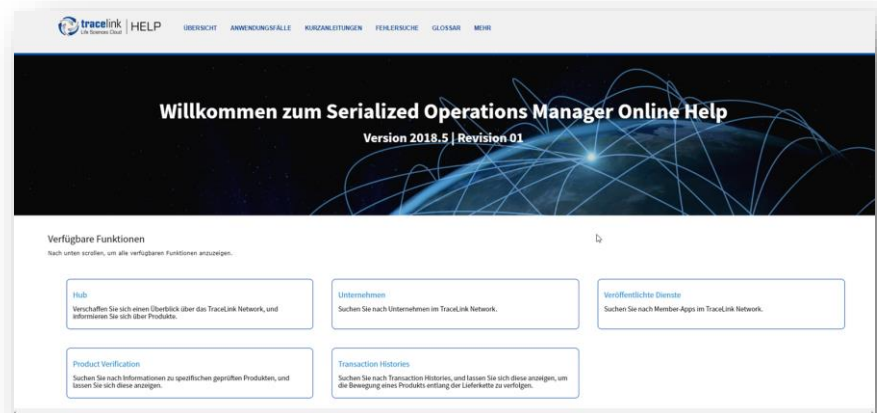
# TraceLink's Global Demand

## TraceLink's Network

- 1,100+ Customers
- 274,000+ On the Network
- 281,890 B2B Connections

5 Solution Areas / 26+ Applications

Content Across 58 Countries





## Preparation Essentials

“By failing to prepare, you are preparing to fail.”

— Benjamin Franklin



# STEP 1: ESTABLISH GLOBAL SCOPE

- Determine immediate company international goals
- Determine long-term company international goals
- Understand regional sensitivities in scope



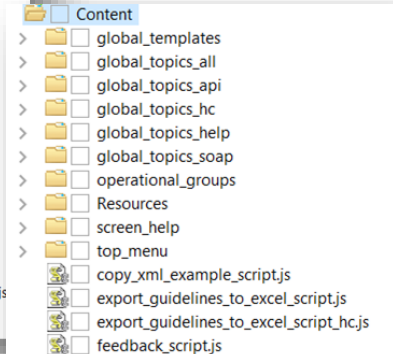
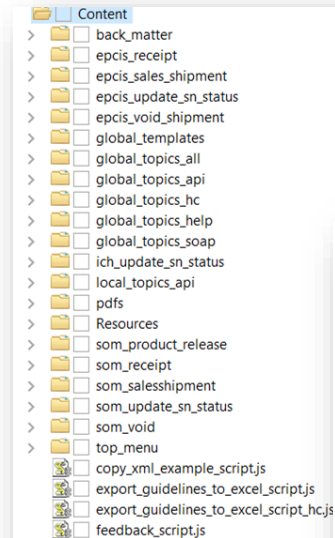
# STEP 2: STREAMLINE COMPANY TERMINOLOGY

- Define all acronyms
- Eliminate internal jargon
- Consolidate multiple words that define one thing



# STEP 3: ESTABLISH WRITING STYLE/STANDARD

- Active voice
- Accessible language - unambiguous
- Consistent voice, organization, design, and project structure
- Concise – use simple sentences
- Direct/imperative writing style





## STEP 4: ESTABLISH REUSE STRATEGY

Use responsibly...

- Conditions/internal comments
- Globally linked content
- Snippets (not in-line)
- Variables (not as snippet replacement)
- Layered images w/keys



## Vendor Selection

"Great things in business are never done by one person; they're done by a team of people."

– Steve Jobs

# STEP 5: PREPARE SUPPORTING DOCUMENTATION

- Glossaries
  - Master
  - Do not translate (if applicable)
  - Industry terms (if applicable)
  - **QTerm**
- Product information
  - List of apps
  - Mock ups, screen shots, or product videos
- Writing Style & Standards

The screenshot shows the 'Technical Publications Style Guide' page for 'Revision 18'. The page is part of the TraceLink HELP system, which includes navigation for Writing, Design, Information Architecture, Content Management, and Revision History. The main content area is divided into 'Purpose' and 'Audience' sections. Below this is a search interface for 'QTerm' with a search bar, filters for term base, language, and search type, and a table of 'Recently modified term bases'.

Operations	Name	Languages	# of entries	Last modified
	TraceLink Glossary	English (United States), French (France), German (Germany), Italian (Italy), Spanish (Spain)	394	12/21/2018 6:03 AM



## STEP 1A: TYPICAL QUESTIONS

- What are my word counts/budgets?
- Which vendors use our tooling?
- Does the vendor use human or machine translation?
- Does the vendor use translation memory?
- How quick is their turnaround?
- What are their quality control practices?

## STEP 1B: LESS OBVIOUS QUESTIONS

- How technical is our content?
- Do we need a vendor that is ISO certified?
- Will the vendor translate in our source?
- What are the communication/project management practices of the vendor?
- Will this company be a trusted partner?







## STEP 2: VERIFY

- Check customer references
- Read reviews
- Run a test project
- Conduct native speaker review

*“This is one of the highest quality translations I’ve read.”*

*“With the previous translation I would have to read a sentence 2 or 3 times in a row to understand what it meant (specifically with descriptions) but with the new translation I understand it right away.”*



## **STEP 3: ESTABLISH EXPECTATIONS**

- Determine single point of contact
- Establish tracking system
- Proactively provide schedules/expectations



## Special Thanks

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Andrea Gutwein



Q&A