

September 25, 2013

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





TOOLS OVERVIEW



WHAT IS THE MADPAK



MadPak



Translation / Localization Workflow Management



Scan, Analyze, Report, & Fix Project / Lower translation costs



Single Source Multi-Channel Content Authoring / Publishing



CONTRIBUTOR[®]

Reviewers Tool / Contribution Tool



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."



GUIDELINES

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





- 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

-0-Please step away from the keyboard! \$18,000 No. of words changed \$16,000 -500 \$14,000 -1000 \$12,000 -2000 \$10,000 -3000 \$8,000 4000 \$6,000 -5000 -6000 \$4,000 \$2,000 \$0 1 2 3 4 5 6 7 8 9 10 Number of languages

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.

Create infographics infogr.am





- 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

madcap FLARE[®]



- 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





Externally referenced Snippet file – Translated (once) separate from the topic

Inline embedded variable







CAPTURE



madcap MIMIC[®]

- 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

	n 🔶 📄 Web Brint Mabil	le fiprj - MadCap Analyzer \	/6						x
				_					
File	Home View Tools	Source Control Win	idow Help						
-	· 🚗 🖹 🚺	* 💉 📄	e e	 (📋 Reports	ID		🖉 Info Bar	
Analyzer	Links Suggestions Under	fined Used More	Browse Topics For		🖹 File List	Start	Messages Backups	🖉 Status Bar	
Summary	* * Iten		Links Selected	JUGUSUCS	🔋 File Issue	s Page	messages backups		
	Dynamic Repor	rts		Analysis			Common	Info	
📃 Simila	r Segments	▼ ₽ ×	📃 Web Print Mobi	le					▼ ₽ ×
🕕 Start	Search Cancel Search	Ŧ	Analyzer Summary 🌂	t 🗉 🏗	🔞 🚔 🛛	1 🖣			
	window displays a list of segr	ments in your project 🛛 🔺							
	are similar, but not identical, nents are simply phrases or se		Project: Web Print Mobile.flprj - C:\Users\jsermeno\Desktop\Web Print Mobile\						
	ctuation at the end. You may								
Pair Index	Segment1	Segment2 ^		Last Scan Date: 9/18/2013 4:07:39 PM					
16	Here is some general te	Status:	Status: Up-to-date						
16	Here is some general text	Here is some general							
17	Here is some general tex	Here is some general t	Summary:						
17	Here is some general text	Here is some general	Summary.	Тур			ssue (double-click to viev		Status
17	Here is some general text	Here is some general			rmative Link		cternal Links	6	
17	Here is some general text	Here is some general			rmative Link		opics not in Index	8	
17	Here is some general text	Here is some general			rmative Link		opics not linked by Map II		
17	Here is some general text	Here is some general			rmative Dupli		uplicate Styles	15	
17	Here is some general text	Here is some general			rmative Unus		nused File Tags	13	
17	Here is some general text	Here is some general			rmative Unus		nused Styles	20	
17	Here is some general text	Here is some general					ndefined Styles	1	
17	Here is some general text	Here is some general				-	dex Keyword Suggestion		
17	Here is some general text	Here is some general				-	ariable Suggestions	3	
17	Here is some general text	Here is some general				-	ew Style Suggestions	5	
18	Here is some general tex	Note: Here is some ge				-	riting Suggestions	3	
18	Note: Here is some gener	Here is some general				-	equent Segments	33	
10	Note: Here is some gener	Here is some general			rmative Used		sed Condition Tags	43	
18	Note: Here is some gener	Here is some general 😑			rmative Used		sed Variables	78	
19	Here is some general text	Here is some general t			rmative Used		sed Index Keywords	45	
19	Here is some general text	Here is some general t			rmative Used		sed Concepts	11	
19	Here is some general text	Here is some general t 🔻			rmative Used		sed Concept Links	9	
		•			rmative Sugg	-	ccessibility Suggestions	32	
🧏 Simil	lar Segments			Infor	rmative Sugg	gestion Ma	arkup Suggestions	23	
Snip	pet Suggestions								
Toda	x Keyword Suggestions								
[] Inde	x neyword suggestions	=							
🔄 🔯 Varia	able Suggestions	≡							
👔 Stati	stics								
				_		_			





madcap

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)



Send files for translation using the project packager

Translation Status, File/Segment Counts

& File tags all visible when working

	C	ompieted				
2	U		-			
		Open	Enter	R		
		Open with	•			
		epare Translation Bundle				
9	•	Create a bundle to	send to translate	ors		
		Upload Selected	Alt+U	Г		
	2	Properties	F4	(

🛜 🔚 🔐 🦛 → 🛛 Spanish V	Veb Crint N	lobile.liprj - Ma						_ 0	x		
File Edit Translate	View	Tools Mine	dow Help								
	nd Replace										
Copy		Q.									
Paste		Propertie	25								
Clipboard Edition Properties											
Clipboard Ed	diting	Propertie	25								
\Xi File List 🔹 🔻 🕂 🗙						tra Topic 4tm		• 1	4 ×		
📵 📄 🔝 🎁 📰 🚞 🤃 Filter: Translation Candic 👻						💿 Extra Topic 4.htm 🗙 🗬 Project 🗴 💽 Start Page 🗴 📮					
hotes: This pane displays all source files that need to be translated. You can limit the files						Translation Editor 👔 📄 Status: In Progress 🔹 🗟 📖 📼 🖼 🖉					
shown by using the file type filter.						Note 1: Background colors: White=Not Translated; Once_Translated/Accepted;					
Name	Туре	# Segments	Status	StatusNeeds 1 ^							
💽 closequote1.png	png	0	Untranslated			English (United States)	Spanish 🥕	Status	-		
💼 Concept.liconceptmap	liconce	-	Completed		1	Extra Topic 4 Heading	Extra Topic 4 Heading				
💿 Copyright.htm	htm	7	Untranslated	5 Needs to be	2	Here is some general text for a topic.	Este es un texto general de un	Accepted			
Nagonal_lines.png	png	0	Sent for Translation	E		J	tema. Replace this with your own	P			
Extra Topic 1.htm	htm	13	Completed	5 Needs to be	3	Replace this with your own content.	content.				
Extra Topic 2.htm	htm	51	In Progress	5 Needs to be		11	Este es un texto general de un	r			
Extra Topic 3.htm	htm	51	Reviewed	5 Needs to be	4	Here is some general text for a topic.	tema.	ExactMate	h		
Extra Topic 4.htm	htm	109	In Progress	5 Needs to be	5	Replace this with your own content.	Replace this with your own				
Refacebook.png	png	0	Untranslated			· · · · · · · · · · · · · · · · · · ·	content.		-		
RefereLogo.png	png	0	Completed		6	Here is some general text for a topic.	Este es un texto general de un tema.	ExactMate	h 🖵		
Glossary.flglo	flglo	52	Untranslated		Repl	ace this with your own content.	Replace this with your ow				
Glossary7X9.flpgl	flpgl	1	Untranslated		Кері	ace this with your own content.	content.	-	~		
Glossary8_5X11.flpgl	flpgl	1 0	Completed Completed				Southern.				
Reference ck.png	png	0	Completed Sent for Translation						1		
index.liindexmap	png liindex	49	Untranslated								
Index7X9.flpgl	flpgl	3	Completed						+		
Index8_5X11.flpgl	flpgl	3	Untranslated				11				
IndexLinks.flix	flixl	2	Untranslated		(no t	ranslation memory)					
MasterPageSmartPhone.fl	flmsp	3	Completed								
MasterPageWebsite.flmsp	flmsp	12	Untranslated								
📭 minus_btn.png	png	0	Untranslated								
Novie_play_black_backgro	png	0	Completed								
OnlineOutputs.fltoc	fltoc	11	Untranslated	-							
<				4							
					L						



MADINE RUL ANNEADVANCE. ATTEND. LEANNEADVANCE. HARD ROCK HOTEL I SAN DIEGO, CA

APRIL13-15,2014

www.MadWorldConference.com



wadtranslations

MadTranslations specializes in individual projects or complete end-to-end translation and localization solutions.

Our services include:

Language Translation

TM

- Software Localization
- Website Localization

- E-Learning Localization
- Project Management
- And more





Thanks for attending today's webinar!

As a webinar attendee, receive \$100 off any MadCap Training Course:

Discount Code PAK100*

For available training courses and to receive your discount, contact: sales@MadCapSoftware.com +1 858.320.0387 opt. 1

*Valid for any current or future training course reserved by September 30, 2013. Certain restrictions apply.



Questions?



Peter Argondizzo Translation Evangelist - MadTranslations PeterA@MadTranslations.com

Contact our Sales Dept. with questions or to schedule a demonstration

Sales@MadTranslations.com

Thanks for watching!



Jose Sermeno Product Evangelist - MadCap Software JSermeno@MadCapSoftware.com



