

TAUS Annual Plan 2008

SHARED VISION, COMMON GOALS, CONCRETE RESULTS



MISSION STATEMENT

The translation industry traditionally is a fragmented market place. The culture of creativity and craftsmanship hindered the translation industry from adopting technology at the same pace as other industries. The rapidly changing landscape requires new thinking. In its current state the language and translation industry is incapable of meeting the requirements for local language support in an open, global society. The translation industry could quadruple in size if we can speed up translation time, process more volume and handle more languages.

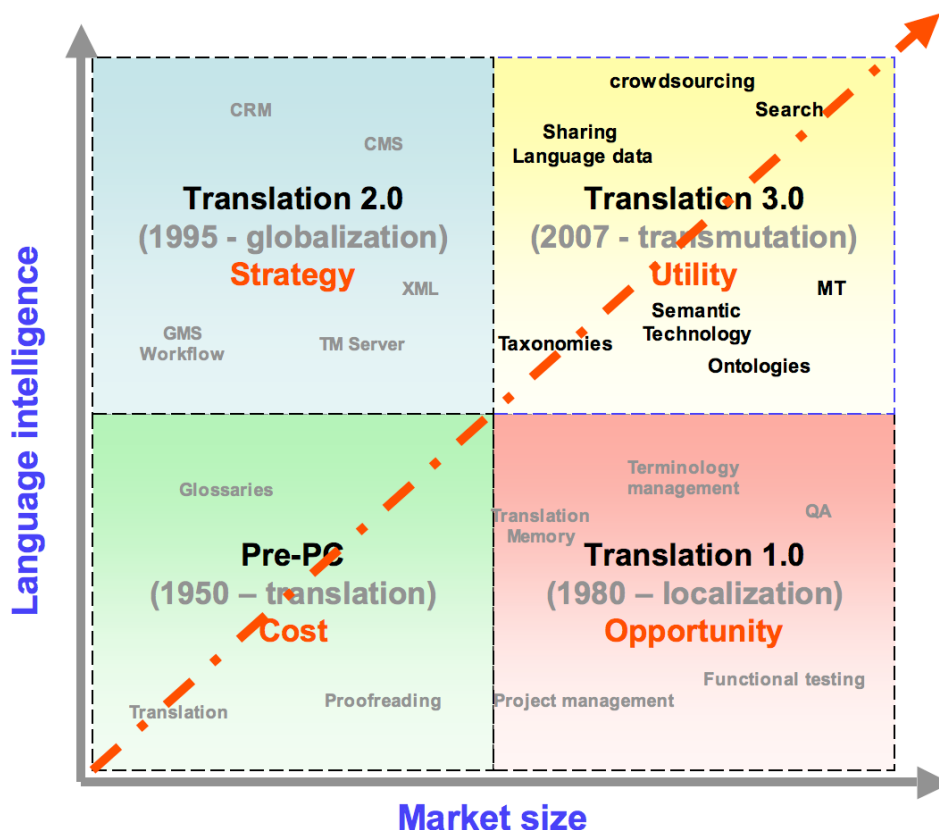
The Translation Automation User Society (TAUS) is a networking community of users, practitioners and developers of language, translation and authoring services and technologies. By working together the TAUS community explores new skill sets, new platforms, new working methods and new roles for the players in the global translation market. TAUS is driving forward the agenda of change for its community members, stimulating innovation, automation and collaboration. Our mission is to increase the size and the significance of the translation industry, helping the world to communicate better.



Jaap van der Meer, Director TAUS

CHANGE LEADERS FOR THE TRANSLATION INDUSTRY

The graphic below illustrates four distinctive phases in the evolution of the translation industry. The transition to the localization phase (from ‘cost’ to ‘opportunity’) happened in the eighties, stirring rapid growth in volume and activities. The transition to the globalization phase in the late nineties turned translation into a more strategic issue for many organizations, causing friction and insurmountable challenges in terms of content volume, languages and applications.



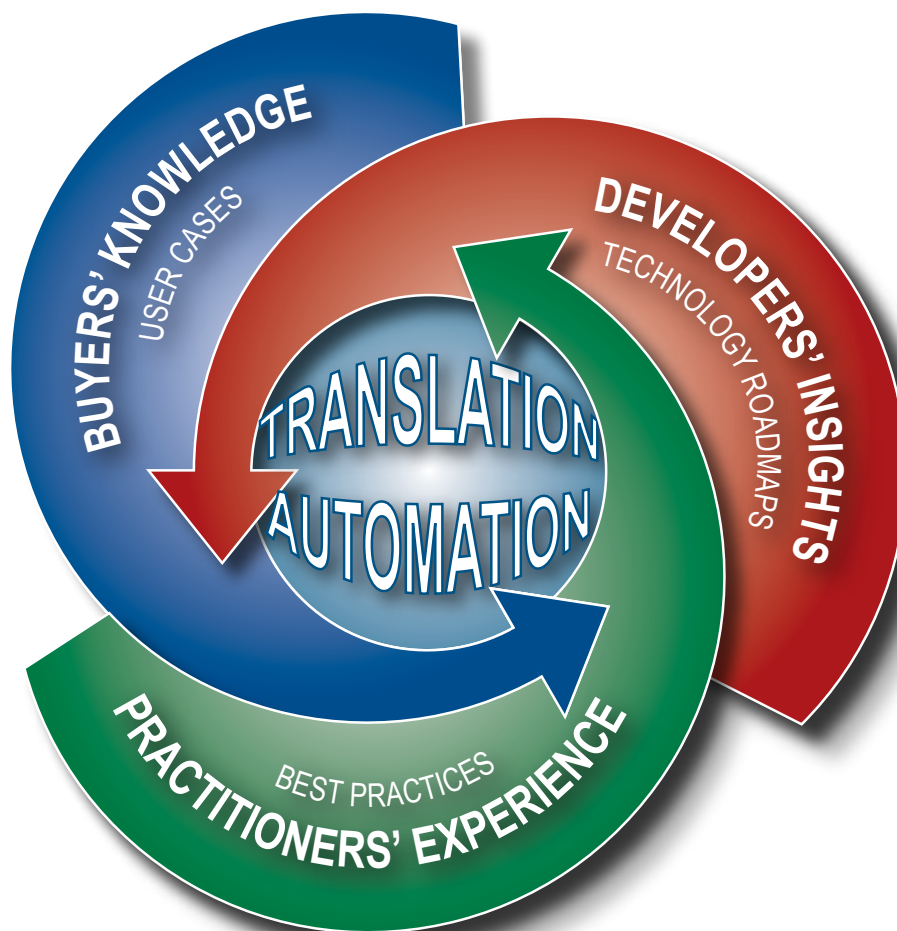
TAUS has labeled the next phase of the evolution of the translation industry: ‘transmutation’. The change scenarios that we work on in the TAUS community will contribute to a resolution of the friction that the industry suffers from at the moment. Through automation and innovation we will be able to transition from ‘strategy’ to ‘utility’: *translation embedded in every application*.

THEMES 2008

In our report 'Turmoil in Translation' (October 2006) we identified three scenarios for change in a market environment where it will no longer be the publisher but the consumer of information who takes center stage:

- 1) *Embrace* translation automation
- 2) *Innovate* business models
- 3) *Invest* in language intelligence

In our Roundtable meeting and Executive Forums in 2006 and 2007 we have focused on user cases, good practices and technology roadmaps in machine translation (translation automation). We believe that this has contributed to adoption of machine translation technology among the TAUS community members.



During the Executive Forum meetings the question has been raised regularly whether language data could be shared. TAUS has responded proactively: the TAUS Summits in Taos and Belfast have demonstrated that the industry community is open to collaboration and to sharing of language data. The initiative to establish an industry platform for sharing language data is now well underway.

The introduction of machine translation and industry-shared language data repositories will underscore that the business models in the translation industry are outdated. They lack incentives for innovation and automation. Who takes ownership over a successful implementation of machine translation technology, the customer or the language service provider? Unlike other professional service industries, the localization industry works on the basis of volume pricing. The scope of every individual project is measured by the number of words, broken down in 'new words' and different levels of fuzzy matches from translation memory data bases. The emphasis on projects and price per word drives the interests of buyers and providers of translation services further apart. This leads to greater inefficiencies and a replication of overhead costs in administration, project scoping, tracking, IT costs and maintenance of linguistic assets. It is time for the localization industry to explore new payment structures and usage models. Translation is becoming an embedded feature in new applications, like customer support, knowledge bases, search. Not the publisher, but the user and citizen are commissioning translation. This requires a fundamental redesign of the service production and delivery. We propose a series of discussions on a senior director level, buyers and providers of localization services, to address the theme of innovating business models.

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The next theme we like to entertain in the TAUS Executive Forums is 'language intelligence'. The localization industry makes very little use of 'language intelligence'. We like to reach out and build bridges with other sectors that make use of language technology, like text analytics, semantic technology, knowledge management. Collaboration with these other sectors will benefit the translation and localization industry. We like to open new perspectives for practitioners in our industry to get involved with new value-added services around language intelligence, like semantic coding, ontology and taxonomy work. In 2007 Jaap van der Meer was invited to speak at the Text Analytics conference in Amsterdam (www.textanalyticsnews.com/) and we invited a representative of the Consortium for Service Innovation (www.serviceinnovation.org/) to speak at the TAUS Executive Forum in San Francisco on the use of machine translation technology in customer self-service support environments. We will explore opportunities for an 'interdisciplinary' approach to language technology.

TAUS wants to deliver concrete results. Following the Executive Forums scheduled for Brussels and Berlin we will write a white paper on innovation of business models in the localization industry. We will promote a broad industry discussion on this topic and stimulate adoption of new practices that find support and consensus in the TAUS Executive Forum discussions.

ACTIONS

The following table shows a schedule of reports (blue), events (green) and action items (red) in the period from November 2007 till the end of 2008. Actions are driven by the three TAUS themes.

	Embrace translation automation	Innovate Business model		Invest in language intelligence
		Share language data	Innovate Business model	
November 2007	Forum Brussels	Task force initiated	Forum Brussels	
December 2007	User case Belga press agency			
January 2008		Develop Medical collaboration network		
February 2008	Update Best practices in Post-editing MT	Co-op Business Plan	WP - Innovation business models	White Paper Language intelligence
March 2008	Technology review: Language Weaver	Summit III Boston		
April 2008	User case Symantec	Develop Government collaboration network		Language Intelligence collaboration network
May 2008	Technology review Microsoft MT			
June 2008		Establish Co-op platform	Global Support Summit Berlin	
July 2008	User case Cisco			
August 2008	Technology review: Patent MT		WP - Innovation business models II	
September 2008	Update Best practices in Evaluating MT	Develop Automotive collaboration network		
October 2008	User case DGT European Commission	Develop Financial collaboration network		
November 2008	Forum San Francisco			Forum San Francisco
December 2008				

COLLABORATION NETWORKS

Successful automation and innovation depends on collaboration in vertical industries. TAUS brings together communities of users in specific domains and sub-sectors. TAUS started the initiative of round table meetings and executive forums in November 2004. Since then more than sixty companies have subscribed to the Forums and participated in the exchange of user cases, best practices and technology roadmaps. TAUS will continue its activities in building communities in specific industry domains. We will expand our group of members in the IT domain and specialize in sub-sectors. We will also build further on our group of medical users and identify areas of specialization, like healthcare, radiology, pacemakers.

Guidance for developing the industry categories will come from the member organizations. TAUS also provides an ideal environment for bridging different industries and sectors where their products and services overlap. Banks and accounting firms, typically representing the financial industry, will cover the same domain as IT companies, developing software for the financial markets. Collaboration networks for the financial domain will therefore bring together users from both the IT industry and the financial industry. Similar synergies will be developed between other industry sectors as well as government institutions.

The goal in developing the collaboration networks is to stimulate interoperability and to streamline and unify terminology. Initially the collaboration networks will have an informal structure with meetings at TAUS Executive Forums. However they may evolve into more formal structures under the language data sharing platform.

EVENTS

The following events are scheduled for the period November 2007 till December 2008:

Brussels, November 29 – 30, 2007.

TAUS Executive Forum in the Warwick Barsey Hotel. Themes: Innovate business model & Translation automation.

Boston, March 20 - 21, 2008.

TAUS Summit in Hotel Marlowe. Theme: Sharing language data. The business plan will be reviewed by the (candidate) Founding Members of the new to be established platform for sharing language data.

Berlin, June 12 - 13, 2008.

TAUS Global Support Summit in The Regent Hotel. Co-hosted with the Consortium for Service Innovation. Themes: Issues in global support of consumers, business and citizens, ranging from informal dynamic to formal static support, covering language, findability, cultural aspects, customer self-service.

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San Francisco, November 27 - 28, 2008.

TAUS Executive Forum in Hotel Monaco. Themes: Language intelligence & Translation automation.

Executive Forums and Summits are limited to 40 participants to ensure that the meetings are focused and dynamic. The San Francisco Forum in November 2008 may be opened to a slightly larger audience of around 50 to 60 delegates to allow confluence of interests from diverse language intelligence sectors.

New TAUS events may be scheduled. Check the TAUS web site for the latest information.

REPORTS

TAUS publishes five different types of reports:

User cases.

Analyses of processes and user experiences around translation automation inside TAUS member and non-member organizations.

Best practices.

Overview of good practices in applying technologies in various organizations. Best practices reports are regularly updated.

Technology reviews.

Basic reports about key areas of translation automation and special focus reports on technology roadmaps from specific development organizations.

Meeting reports.

TAUS delivers an extensive overview report of each Executive Forum and Summit. The archive of meeting reports (from January 2006 till present) provides a wealth of information.

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Prospectus or White Paper.

Concrete deliverables on cross-industry business meetings, like the establishing of a co-operative platform for sharing language data or the innovation of localization business models.

In the period from November 2007 till the end of 2008 TAUS plans to publish the following reports:

- 1) **User case Belga Press Agency.** Belga uses Machine Translation in combination with Autonomy search technology to deliver access to news in multiple languages at a very quick turnaround. This user case is very interesting and relevant for localization managers who are confronted with the request to provide fast turnaround translation for customer support.
- 2) **Best practices in Post-editing MT.** Update of the 2006 report with new input from various practitioners who have started working with the output from MT, like IDEST, B.I. Europe, Locatech.
- 3) **Technology review Language Weaver.** Lessons learned after putting statistical MT to the test. In this extensive report we will describe the evolution from the pure academic SMT approach to implementations involving lexical customization and syntax components. Documented user cases on training and customization, language comparisons, deployment models.

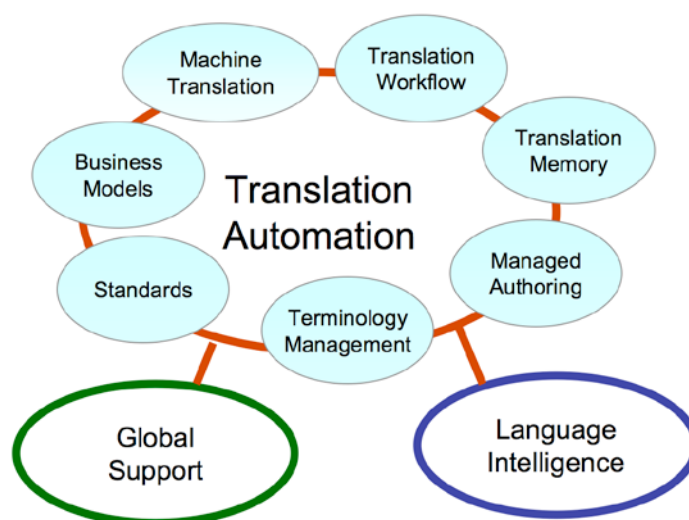
- 4) **Prospectus Summit III.** Developed by a task force comprising representatives from IBM, Intel, Microsoft, Oracle and European Commission, the Prospectus III prepared for the Summit III in Boston will be the Business Plan for the co-operative platform for sharing language data.
- 5) **White Paper Innovating Translation Business Models.** Following the first round of discussions with industry leaders at the Executive Forum in Brussels, this White Paper will formulate models and scenarios for innovating and professionalizing the business models and payment structures in the translation industry.
- 6) **Technology review: MT Deployment in the Patent Industry.** Patent examiners and attorneys are some of the most grateful users of machine translation technology. Despite the fact that the field is very broad and the source language content is complex, MT has been adopted by many professionals in the worldwide patent industry. An overview of processes and technologies.
- 7) **User case Symantec.** Symantec uses a well-integrated suite of translation technologies ranging from translation workflow, MT, controlled language authoring to centralized TM. This user case report gives an overview of the integration challenges, user experiences and resulting benefits.
- 8) **White Paper: Language Intelligence.** This report will provide a ‘taxonomy’ of language and translation technologies in use in different sectors and industries for applications like text analytics, sentiment analyses, semantic web, information retrieval, knowledge management, etceteras. Our focus in this report is to identify synergies between the different sectors and to bring developers and practitioners together to work together.
- 9) **Technology review: Microsoft MT.** This report will give a complete overview of the architecture and deployment models of the Microsoft machine translation technology.
- 10) **Best practice in Evaluating MT.** This is an update on the 2006 report on best practices in evaluating quality of MT output. Based on various new user cases we recognize the emergence of new – more practical – benchmarks for MT quality. This report will highlight these benchmarks and present data from various MT users.

In addition to the reports listed above TAUS may publish two or three more user case reports in the course of 2008 as well as an update on the White Paper on Innovating Translation Business Models, following the Forum in Berlin.

Subscribers to the TAUS community will also benefit from the more than thirty reports published in the past three years on the different TAUS Executive Forums and Summits and on topics like Managed authoring, Different approaches to controlled language, Different approaches to machine translation, Starters’ guide to machine translation.

TAXONOMY

TAUS covers the area of language and translation technologies. The events, discussions and reports are framed by seven main categories: Machine Translation, Translation Workflow, Translation Memory & Software Localization, Managed Authoring, Terminology Management, Standards, Business Models. Technologies, processes, good practices and user experiences in each of these seven technology fields form the scope of the TAUS organization. In 2008 TAUS starts building bridges to new areas like Language Intelligence and Global Support in order to increase the relevance and value of the translation industry to new business applications and requirements.



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SUBSCRIPTIONS

TAUS offers two levels of subscriptions:

Global. For large users of language services and technologies and global service and technology providers. This subscription level includes 15 named users, 2 registrations to a TAUS event, 50% discount on additional TAUS Executive Forum and Summit registrations for all company personnel and 20% discount on registrations to Localization World conferences. The global subscription costs € 7,500 per year.

Corporate. For users and providers of language services and technologies. This subscription includes 5 named users, 50% discount on TAUS Executive Forum and Summit registrations for all company personnel and 20% discount on registrations to Localization World conferences. The corporate subscription costs € 3,500 per year.

COMMUNITY MEMBERS

The shared interest in field of language and translation technology is what brings the TAUS Community together. The TAUS community currently (October, 2007) consists of the following 63 members:

Content owners (48%)	Practitioners (30%)	Technology (22%)
IT (33%)	CLS Communications	acrolinx
ABBYY Software	Delta	Across
Adobe	GrafiData	AuthorIT
Autodesk	iSP	CCID
Avaya	Jonckers	CIDM
Business Objects	Language Intelligence	Cross Language
Cisco	Lexcelera	DocZone
CA	Linguanet	Eurotext
eBay	Lionbridge	Idiom Technologies
EMC	Logrus	KCSL
Hewlett Packard	McElroy	Language Weaver
IBM	Omnilingua	Lingotek
Intel	Pangeanic	Matrixware
Alcatel-Lucent	SDL	MultiCorpora
McAfee	Sunflare	Yamagata Europe
McDonald's Corporation	TOIN	
Microsoft	Vistatec	
Oracle	Welocalize	
PTC	WH&P	
Sun Microsystems		
Symantec		
UGS		
Life sciences (10%)		
Agfa		
Agilent		
Medtronic		
Molina Healthcare		
Siemens		
Spacelabs Medical		
Government (5%)		
Canadian Government		
European Patent Office		
IMF		

WEB SITE & NEWS

TAUS is currently renewing its web site and transferring it to an open source web content management system. This will allow us to keep the site fresh and actual with updates and news. All reports are published and archived on the TAUS portal. The member portal also offers an online discussion forum and a list of all registered users who can be contacted directly from the portal. Subscribers are alerted to new reports when they are published. Printed copies of important reports are also mailed in the post to subscribers.

TAUS publishes news from time to time with excerpts from TAUS reports. News articles are aimed at keeping a large audience in the language and translation industry informed about the TAUS activities and to raise interest for new companies to join the TAUS Community.

News is shared on the TAUS web site and published in Newsletters.

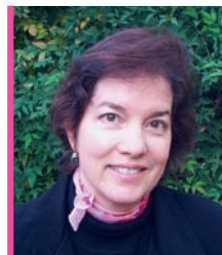


ADVISORY BOARD

TAUS works with advisors in the business and research communities to test ideas and get feedback on plans for execution. The Advisory Board consists of the following members:



Aiman Coptly,
**General Manager,
 Oracle Worldwide Product
 Translation Group**



Jessica Roland,
**Director International
 Product Operations,
 EMC**

Francis Tsang,
**Director Globalization,
 Adobe**

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Fred Hollowood,
**Director Translation,
 Shared Engineering Service,
 Symantec**



Karen Combe,
**Vice President Localization,
 PTC**



James Douglas,
**International Director
 Office, Microsoft**

TASK FORCE

A special Task Force has been created to overlook the development of the Prospectus III – a full Business Plan for the co-operative platform for sharing language data. This Task Force consists of:

- Chris Wendt, Microsoft
- Will Burgett, Intel
- Salim Roukos, IBM
- Paul Leahy, Oracle
- Josep Bonet, European Commission

TEAM

TAUS is directed by Jaap van der Meer. The team of consultants and co-workers consists of:



Andrew Joscelyne,
Consultant and reporter



Bob Kuhns,
Consultant and reporter



Donna Parrish,
**Director and Publisher of
Multilingual Computing
(TAUS web site)**

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About TAUS:

TAUS is a networking community for users, developers and practitioners of authoring, translation and localization services and technologies. By sharing user cases, good practices and intelligence in cross-industry meetings and online forums the TAUS group aims at advancing the adoption of translation automation technologies.

TAUS Reports cover:

- *Technology reviews.* Introductions to the key areas of translation automation.
- *Best practices.* Overview of best practices in applying technologies.
- *User cases.* Analyses of processes in member and non-member companies.
- *Forums and Summits.* Reports on TAUS meetings.

For more information on TAUS, see: www.translationautomation.com.

Replies, questions and observations can also be sent to:

Jaap van der Meer (Director) at jaap@translationautomation.com

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