

Localization and Internationalization: Going Global

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¿Cómo Mucho?

- In Spanish, “Cómo” means “How.”
- In Spanish, “Mucho” means “Much.”


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¿Cómo Mucho?

- “¿Cómo mucho?” does *not* mean “How much?” It means, “I eat a lot.”
- “¿Cuánto?” means “How much?”

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What is Multilingual Content Management?

- Is the business process of creating and maintaining your non-English message to the global marketplace.
- It involves Localization, Translation and Web Content Management.

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What is Localization?

- Adapting a product or message to fit users in one particular market.
- For web sites, it is the process of creating non-English sections or complete versions of a site.

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What is Internationalization?

- Target the widest possible audience.
- Skip a specific message in favor of a more general message.
- For web sites, it is the process of creating a universal site targeted to all visitors.

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What is Translation?

- Translation is a linguistic process.
- Source language to target language.
- Translation is a step in the Localization process.

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What is Multilingual Content Management?

- Localization
- Translation
- Web Content Management

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Why Localize?

- Worldwide B2B revenues US\$1.4 trillion by year-end 2003. US\$2.7 trillion by year-end 2004. (eMarketer)
- 70% of companies worldwide have experimented with purchasing online. (eMarketer)
- Estimated 12.3 million US Hispanics are online. Online population in Spain 11.1 million, Mexico 7.1 million, Argentina 3.2 million. (comScore)
- Estimated 56.6 million online users in China, #2 worldwide. US #1 with 166 million, and Japan is #3 with 51.3 million online users. (Nielsen/NetRatings)

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Why Localize?

- An estimated 68% of households in South Korea have broadband. 15% in US, and 8% in Europe. (Morgan Stanley)
- Worldwide Internet Population 2002-580 million (Nielsen/NetRatings)
655 million (ITU – International Telecommunication Union)
- Projected Worldwide Internet Population 2004-709 million (eMarketer)
945 million (Computer Industry Almanac)

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Why Localize?

- Expand to a new market.
- Strengthen existing market presence.
- Support overseas operations.
- Educate customers.
- Shift customer service online.
- Your international competitors have localized their message for the US market.

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Localization Issues

- Market
- Company Structure
- Language
- Culture
- Payment / Currency
- Laws / Regulations
- Technology

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Localization Issues

- Technology
 - Character Encoding
 - “Bullet-proof” design (Dan Cederholm)
 - Content bloat
 - Target browsers

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How is it Done?

- Universal vs. Local Content.
- By language or region?
- Site Prototype - English.
- Translation, Edit, Review - Who does what?
- New content, where does it come from?
- Change management.

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National Semiconductor

The screenshot shows the National Semiconductor website's 'International Access' section. At the top, there is a navigation bar with links for Design, Purchasing, Quality, Company, Jobs, and Investor Information. Below this, a blue bar contains the text 'International Access' and 'Languages'. Underneath, there are three columns of language options: Spanish (Spanish), Portuguese (Portuguese), Korean (Korean), Japanese (Japanese), Simplified Chinese (Chinese Simplified), and Traditional Chinese (Chinese Traditional). An 'English' link is centered below these options. At the bottom, there is a footer with links for About Languages, Website Guide, About "Cookies", National is QS-9000 Certified, Privacy/Security Statement, Contact Us, Site Terms & Conditions of Use, Copyright 2003 @ National Semiconductor Corporation, My Preferences, and Feedback.

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National Semiconductor

- By language.
- Global market.
- Consistent products across all markets.
- Content to address technical customer service issues.
- Localized same pages for all languages.
- US headquarters controls content creation, localization and management.

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Rich Products



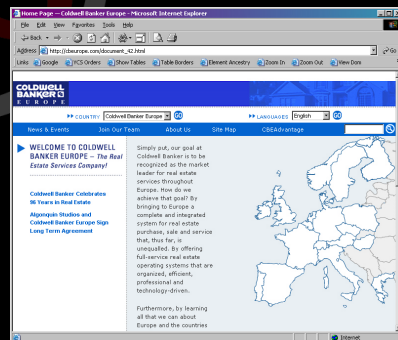
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Rich Products

- By country.
- Global market.
- Different product mix for each country.
- Content to address different issues for each country.
- Created new English content for each country prior to localization.
- Update schedule set by US headquarters, in-country offices involved in localization review process.

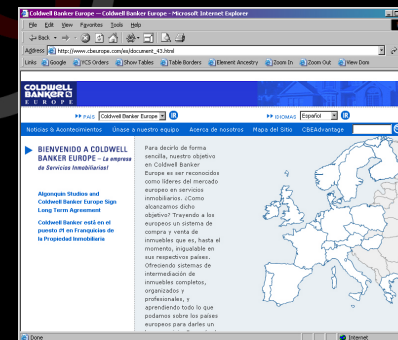
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Coldwell Banker Europe – Public Site in English



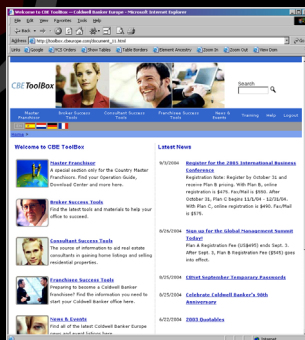
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Coldwell Banker Europe – Public Site in Spanish



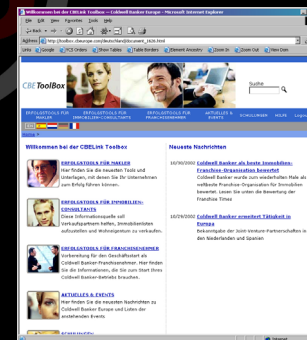
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Coldwell Banker Europe – Extranet in English



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Coldwell Banker Europe – Extranet in Dutch



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