Technology is essential for continuous localization success

Data sheet

RWS

Being able to respond more quickly to what markets really want has driven companies away from lengthy product development cycles to more agile processes. To facilitate this shift, products are being developed in a more iterative way, with an initial product release and watching the market response. The response drives product fine-tuning and improvements, then it is shipped again.

At the same time, the amount of content produced to support these products and reach customers across the product's lifespan is increasing. Content is now an embedded part of the product experience, making localization mandatory. This creates a perfect storm because there are larger volumes of content and more product iterations, all resulting in unceasing pressure on localization.

The only model that allows you to manage this process quickly and efficiently is continuous localization.

The challenge of legacy systems

While part of the solution is adapting the service model to modify how Language Service Providers (LSPs) interact with their clients, it is also essential to invest in a robust technology framework built for continuous localization. As projects get smaller and faster, technology must be used to eliminate overhead as much as possible by automating handoffs and repetitive tasks for each project.

Legacy Translation Management Systems (TMS) were not built for continuous localization and struggle to keep pace with this new way of doing business. This creates friction when files are regularly updated or new files introduced mid-project because legacy systems strain to incorporate mid-stream changes without disrupting work already in progress. LSPs may hesitate or resist starting work on new or changed files due to TMS limitations and the resulting manual work required, risking timelines and causing frustration.

In the past, a project may have had 100 tasks. With continuous localization, you could have 10 projects with 10 tasks each. Even though the number of tasks remains the same, the project manager now has 10 smaller projects on faster timelines to oversee. If you don't eliminate tasks, you've increased the project manager's overhead.

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A new solution designed for continuous localization

To enable agile business strategies, Trados Enterprise is designed from the ground up for continuous localization.

Content connectors and integrations

Without connectors, each project requires a huge amount of time and effort to manually import and export files. Connectors and integrations automate these steps, reducing process risks from human error and focusing project managers on more valuable tasks.

RWS invests in a broad set of over 50 connectors to meet our customer's requirements. Systems across the entire business – ecommerce, websites, user documentation, support tickets and various other content repositories – are all connected to Trados Enterprise to streamline processes and gain efficiencies.

RWS Linguistic AI

As the amount of content for localization grows, project manager workloads increase exponentially. More projects reduce the time available for project analysis, pre-processing and planning. To scale, these steps must become intelligent.


To free the project manager up for other tasks, Content analyzer reviews the files, surfacing what's in the project and making fast recommendations on the type of content in the file and suggesting the best linguists for the project. Intelligent leveraging uses the right linguistic data to ensure ongoing work is preserved, even during multiple iterative file updates.

Modern dashboards

Gone are the days of not having an instant and easy-to-use overview across all projects. Project managers can now work with a modern, persona-based and visually rich dashboard to manage more tasks and projects with less overhead. Intelligent dashboards enable project managers to proactively minimize risk and prevent problems. When bandwidth for troubleshooting issues is limited due to tight project timelines, preventing issues can make all the difference to your project's success.
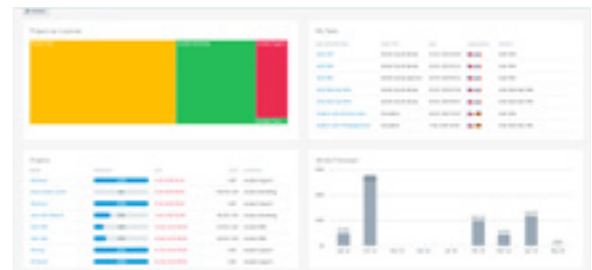

Project managers often have hundreds of small projects in progress at once. Heat maps identify projects needing extra attention and keep everything on track. Kanban views zoom in on individual project details, showing where each task is in the workflow. Rather than sorting through a long task list, the project manager gets a snapshot of project status with all critical information right at their fingertips.
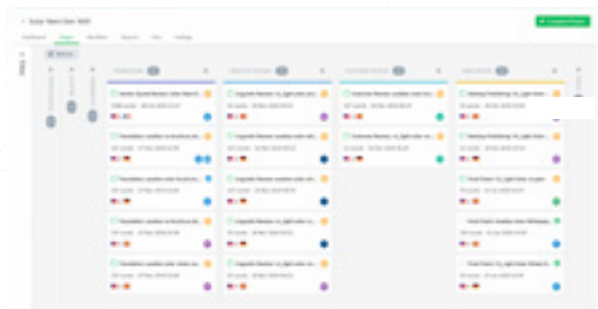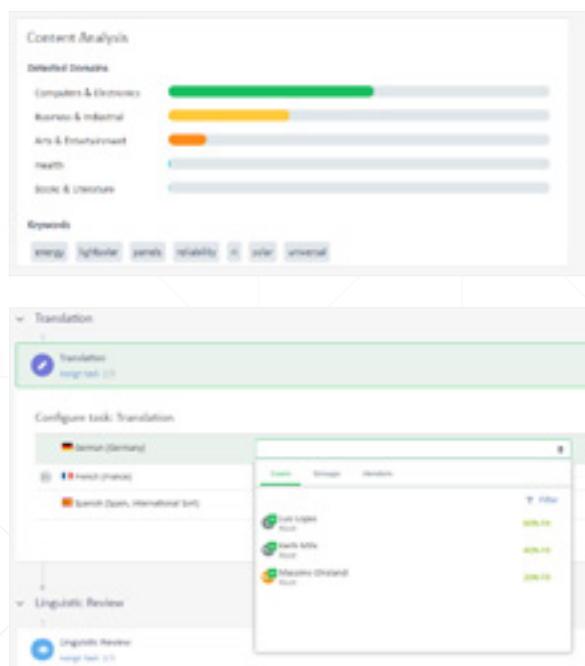
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Fully-integrated machine translation

With continuous localization, waiting for final source content is not an option. Content developers now face more iterations of the same content and shorter translation timelines. To keep up with this frenetic pace, tight integration with machine translation (MT) is often a good solution.
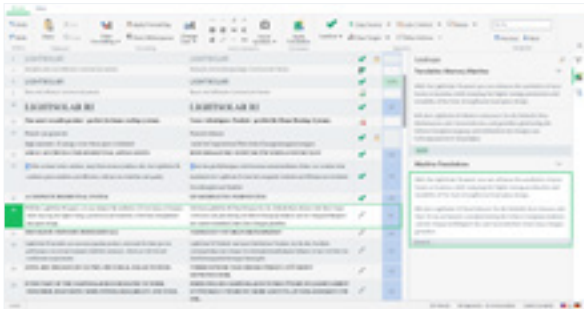
Post-editing or a fully-automated MT approach can dramatically expedite translation for certain content types that need to get to market as soon as possible. Faster deliveries mean that the same translators are now available for more iterations of the same content.

Support for mid-project updates

Adding new or updated files into existing projects can cause legacy TMS systems to grind to a halt. Until the new file is launched in the TMS, pre-processed, the quote updated and linguists identified and assigned, the entire project is on hold, causing delays and time-consuming manual work.
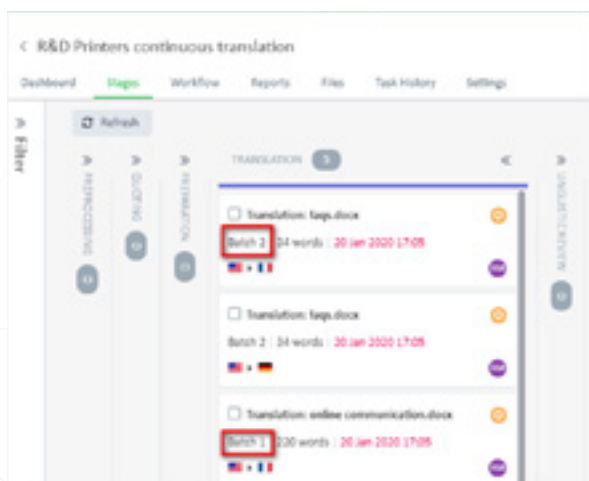
Mid-project updates to projects in flight are now simple and efficient. When new files come in, new tasks are created and integrated into the existing project. Tasks are versioned, so the project manager no longer has to set up a new project and repeat all steps in the workflow, saving time and effort.

Deep Trados® integration

Linguists face similar challenges as their project management colleagues in regard to continuous localization; the need to translate more files in less time. Manual tasks, like uploading and downloading files and translation kits, need to be streamlined so they can focus on their primary job – translating.

The tight integration between Trados Studio and Trados Enterprise means linguists can handle files with more efficiency and less overhead. No longer do linguists need to work disconnected in Trados Studio.

If a task is assigned in Trados Enterprise, the linguist receives a smart notification and can open the task from their desktop editing environment. The file is downloaded in the background, so the linguist can work seamlessly and any changes saved in Trados Studio are automatically uploaded to Trados Enterprise.

In addition, linguists can also make quick edits in the online editor instead, saving time and effort.

A new way forward

To satisfy market demands and meet business objectives in a timely, efficient and automated way, continuous localization strategies need the power and flexibility of technology. This technology must be designed from the ground up for today's iterative workflows, reduce project management and linguist overhead and provide consistently reliable and repeatable results.

Tame the volumes of content headed your way with Trados Enterprise, built especially for continuous localization.

Want to learn more?

Visit rws.com/trados-enterprise

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**