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Phone: 303.800.5586  
Fax: 719.623.0394

Publisher  
Keith Becoski  
keith.becoski@clientsidenews.com

Advertising Sales  
303.800.5586  
adsales@clientsidenews.com

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Winter 2009

coming events

## april

### 4.01 FCPA Compliance Strategies for Medical Device & Pharma Companies

ForeignExchange Translations  
webinar  
<http://www.fxconferences.com>

**4.02 to 4.06**  
**Monterey FORUM 2009**  
Principles and Practices of  
Assessment in the Training of  
Translators and Interpreters  
Monterey, California  
<http://translate.miis.edu/newsitem.html?id=29>  
email: [translate@miis.edu](mailto:translate@miis.edu)

**4.02 to 4.08**  
**LATA 2009**  
Research Group on Mathematical  
Linguistics  
Tarragona, Spain  
<http://grammars.grlmc.com/LATA2009/index.php>  
email: [carlos.martin@urv.cat](mailto:carlos.martin@urv.cat)

**4.03 to 4.04**  
**6th International Conference  
on Professional Communication  
and Translation Studies**  
Departamentul de Comunicare si  
Limbi Straine  
Timișoara, Romania  
<http://www.cls.upt.ro/ro/conferint%205.html>  
email: [daniel.dejica@cls.upt.ro](mailto:daniel.dejica@cls.upt.ro)

## april

**4.04**  
**2009 CATI Conference**  
Carolina Association of Translators  
and Interpreters  
Durham, North Carolina  
<http://www.catiweb.org/news.htm#conference>  
email: [catiadmin@catiweb.org](mailto:catiadmin@catiweb.org)

**4.14**  
**Human Language Technology  
(HLT) Showcase**  
National Conference Services, Inc.  
Washington, D.C.  
<https://www.ncsi.com/diaHlts09/index.shtml>

**4.16**  
**Delivering Customer  
Experience Across Languages**  
Language Weaver  
webinar  
[http://www.imakenews.com/lweaver/e\\_article001359582.cfm?x=bfbW8fb,b9mqCtqH](http://www.imakenews.com/lweaver/e_article001359582.cfm?x=bfbW8fb,b9mqCtqH)

**4.16 to 4.18**  
**IMTT - 6th Language &  
Technology Conference**  
IMTT Translation & Training  
Cordoba, Argentina  
<http://www.imtt.com.ar/conference/front/index.asp?ID=1>  
email: [training@imtt.com.ar](mailto:training@imtt.com.ar)

## april

**4.20 to 4.21**  
**Localization Project  
Management Training**  
Localization Institute  
Dublin, Ireland  
<http://www.localizationinstitute.com/switchboard.cfm?category=public&display=title&ID=56>  
email: [jill@localizationinstitute.com](mailto:jill@localizationinstitute.com)

**4.22 to 4.23**  
**2nd International Conference  
on Arabic Language Resources  
and Tools**  
Mediterranean Arabic Language and  
Speech Technology Consortium  
Cairo, Egypt  
<http://www.medar.info/conference>  
email: [nemlar@hum.ku.dk](mailto:nemlar@hum.ku.dk)

**4.23 to 4.24**  
**MemoQ User Conference**  
Kilgray Translation Technologies  
Budapest, Hungary  
<http://www.memoqfest.org>  
email: [info@kilgray.com](mailto:info@kilgray.com)

**4.23 to 4.24**  
**China International Summit on  
Business Globalization**  
Translators Association of China  
webinar  
[http://2009citif.tac-online.org.cn/node\\_513160.htm](http://2009citif.tac-online.org.cn/node_513160.htm)  
email: [2009CITIF@gmail.com](mailto:2009CITIF@gmail.com)

## Outsourcing Software Testing to China: What to Look For

By  
YuTing Hung, Vice President of Operations,  
The Symbio Group

Testing is essential to the development of quality software products. This is true for everything from consumer applications to enterprise business software to the embedded code in aircraft, automobile engines, pacemakers or radiation therapy machines. Reliable, high-quality software is critical to competitiveness and even safety in industries from telecommunications to financial services, transportation, manufacturing, utilities and healthcare.

Commercial software companies must test their consumer and business applications because consumers today demand stable, easy-to-use and reliable software. The success, or even survival of a software vendor depends in large part on thorough testing.

However, testing may not be a core competency for every software vendor or in-house software developer. Outsourcing software to a skilled, cost-effective partner can free internal resources for more valuable work. While India is the Asian country most well-known for IT outsourcing, China has unique advantages in performing software testing, provided the testing firm has the skills and facilities to make the best use of China's infrastructure.

### **SKILL: HIGHLY QUALIFIED TESTING PROFESSIONALS**

Software testing requires a deep understanding of development methodologies and tools, as well as skills and experience with test processes and tools. But software testing also requires tracking the results of various types of tests on hundreds, if not thousands of software modules for weeks, months or even years. For these reasons, a testing firm should also possess deep skills in project management as well in disciplines such as change management and version control.



China now graduates about 700,000 IT professionals each year, most of whom have a great command of the English language that was the case even several years ago. However, when evaluating an outsourcer's testing staff, it's important to look beyond sheer numbers for the right proportion of lower, middle and higher levels of skill and experience.

Unlike India, in China, testing is a respected occupation and professionals often stay in that job for many years. Not only do colleges and universities put a high priority on teaching testing skills, but software testing is seen as a strong career path with good growth possibilities. As a result, Chinese outsourcing firms have a much wider and deeper pool of testing talent than those in India. China's QA and testing professionals remain committed to their technical path of choice and are more likely than their counterparts in India to stick with a testing project until it is completed. This means lower costs, lower attrition and higher-quality testing with fewer project disruptions.

When looking for a testing partner in China, customers should look for outsourcers with :

- Strong and ongoing relationships with universities to find, train and recruit top students
- Permanent employees (rather than reliance on contractors) so that a new staff of testers doesn't need to be trained for each iteration of a software product. This reduces "ramp up" time and costs, and also increases the quality of the testing.
- Ongoing training and career development to retain skilled testing professionals
- Communication: Strong process and infrastructure (such as video conferencing) to ensure consistent communication among testers and with the client on status of bugs, errors and the testing process
- U.S.-educated management teams so they understand both the culture of the Chinese workforce and the needs and expectations of Western (or U.S. and European-based) clients.

### **COST CONTROL**

While China overall is less expensive than India, costs are rising, especially in "first tier" cities such as Shanghai and Beijing. As competition increases for everything from real estate to skilled staff, costs rise and threaten to undercut the price advantage that China has long offered.

With an eye to rising costs, some outsourcing firms have been moving some facilities and staff to Tier 2 cities within China (such as Chengdu and Hangzhou) that have lower costs than larger cities, but still provide high quality skills and infrastructure. The Symbio Group, for example, has established facilities and training partnerships in both Tier 2 cities to provide top-quality services at competitive prices.

### **FLEXIBLE MANAGEMENT**

The development and testing of software is a dynamic, fast-changing process in which new customer requirements, government regulations, or technical challenges can overturn a testing schedule overnight. Customers need testing partners with the management skills and processes in place to react quickly to changing needs and schedules without endangering either the testing schedule or the budget.

### **CONCLUSION**

Software testing is a specialized skill set that is critical to the success of any organization that relies on information technology. As rising costs make testing cost-prohibitive in North America, Europe and even India, companies should consider the lower-cost, high quality testing skills available in China. Compared with these other locations, China's Tier 2 cities offer modern infrastructure, dramatically lower costs and a wealth of skilled testers. To get

the highest value from outsourcing their testing to China, customer should insist on outsourcers with the proper skills, depth of management and geographic reach to tap Chinese testing skills without sacrificing quality or cost savings.

### **Bio: YUTING HUNG**

Ms. YuTing Hung joined Symbio Group in 1997 and is currently the Vice President of Quality Assurance and Operations. With over 11 years of experience, Ms. Hung leads Symbio's QA/Globalization teams, growing it from 20 employees to 130 today. In 1999, Ms. Hung built the first dedicated traditional Chinese language testing & localization team for Microsoft in China, in her role as QA Manager at Symbio. Ms. Hung also led Symbio Business Integration, Human Resources, Recruiting and Process teams. She holds a Bachelor of Science degree in Information Management and Japanese Language & Literature from the Chinese Cultural University in Taipei, Taiwan.



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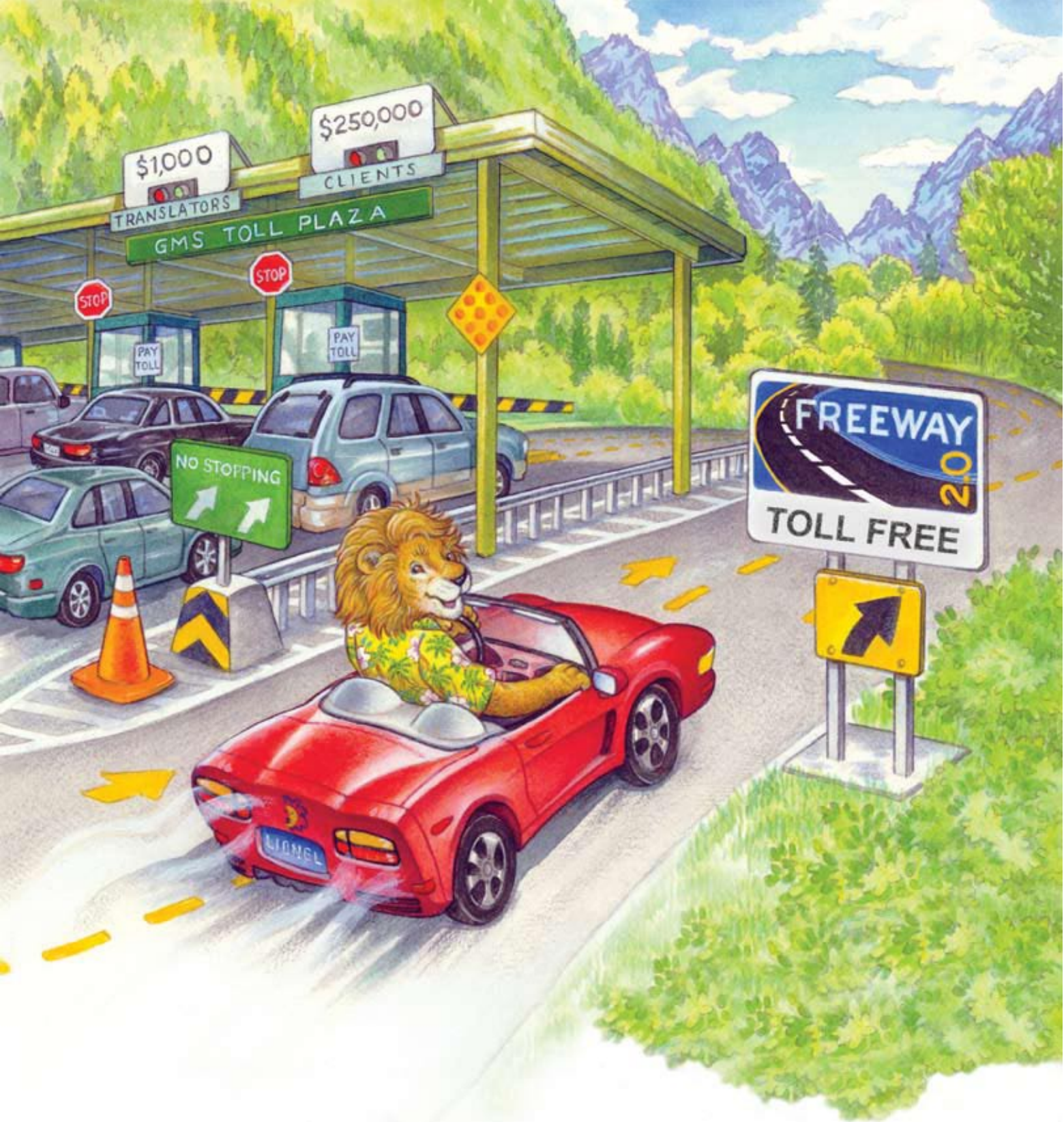
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## Uses of Machine Translation in the U.S. Government -2009

By  
*Mike Dillinger, PhD & Laurie Gerber,*  
By Translation Optimization Partners

This time, we look at the “parallel universe” of government translation work and how machine translation and some variants are employed there. Many of the new developments reported in this series came from the AMTA (Association for Machine Translation in the Americas) conference held October 21-25, 2008 in Hawaii. That event was noteworthy among AMTA conferences for the excellent Government MT Users program track. Nick Bemish of the U.S. Defense Intelligence Agency, organized the government program track, and has agreed to do so again for the MT Summit conference, to be held this coming August 26-30 in Ottawa, Canada ([summitxii.amtaweb.org](http://summitxii.amtaweb.org)). If you are interested in government uses of machine translation and you missed the conference in Hawaii, it will be worthwhile to put the Ottawa MT Summit on your calendar now!

In the first article in this series, I described the differing characteristics of translation for assimilation and dissemination. Whereas commercial translation is overwhelmingly for dissemination, government translation is overwhelmingly for assimilation - information gathering purposes. There is also significant translation for communication. Certainly many government agencies do dissemination, translating public service information aimed at non-English speakers in the U.S. and abroad, but it is the need to assimilate information and communicate on the ground that has put government-focused L-3 Communications on Common Sense Advisory's “top 20” translation company list. These areas also drive the use of machine translation in the U.S. Government.

### **PARALLEL UNIVERSE**

If you were a fan of the original Star Trek series, you may remember an episode in which viewers were intro-

duced to a parallel universe in which the familiar characters' personalities were the opposite of what we knew. In the government translation world has a similar relationship to the commercial translation world: the focus is on languages of the developing world, and languages of conflict rather than languages of commerce - so there are regular requirements for African, middle-eastern, and pacific region languages. Because the majority of translation is into English from languages that few Americans have learned (Pashto, Tigrinya), human translation is often done by source native linguists, rather than target native translators.

While the commercial world embraced translation memory first and is only now getting comfortable with machine translation, the opposite is true in government translation. The characteristics of disseminating product documentation into multiple languages that made translation memory so effective in the commercial world are absent in an information assimilation task. The texts to be translated rarely contain sentence-level repetitions. Formatting, which is a significant part of the value of many texts being translated commercially, does not get the same attention, since it is often discarded so that translations can be searched and digested automatically. In addition, because of the volume of materials to be scanned, and the need to find “nuggets” of information within them, few government agencies have used their human translators to do full text translations. A government linguist's job is often to analyze a foreign language text and provide an abstract or commentary, or perhaps to select just a few passages to translate verbatim. For this reason, and because of legal/security issues surrounding many of the texts translated, the government has not accumulated large bilingual corpora, in spite of the volume of “translation” work going on.

Machine translation has found its primary market in the government historically because of the characteristics of assimilation work. It is often necessary for analysts to evaluate materials of uncertain value. Only when the analyst can scan a rough translation do they know if any part of the information merits an authoritative human translation. In addition, analysts frequently come across documents or snippets of information in foreign languages of unknown urgency. Again, machine translation can help to clarify this and guide subsequent actions. In law enforcement and intelligence, the value of a text, and justification for a polished translation is often in the presence of information about people, places and organizations of interest. So machine translation may be combined in sequence with other text analytic tools. Information extraction software may identify and extract names and numbers from a text. Once extracted into a database, data mining software may be used to detect connections among the entities. In fully automated text analytics pipelines like this, sometimes no human ever looks at a full text translation.

When software vendors try to approach the US Government, there are mysterious security hurdles, and few clear sales targets. Aside from the highly specialized language technology components, translation and text processing workflow and collaborative systems used in the government are often developed and maintained by the familiar and trusted government contractors. If you consider yourself familiar with language tools and vendors but have only been to commercial conferences, you might indeed feel you have landed in a parallel universe at a government language tools and technology conference when you find a well-populated tradeshow with few or no familiar vendors or tools!

### **SOFTWARE SOLUTIONS IN GOVERNMENT ENVIRONMENTS**

This section introduces the most common and widespread applications that incorporate machine translation for U.S. Government use. Note that the developers of applications mentioned below typically do not develop their own machine translation software, but incorporate commercial translation software, most often from Apptek, Language Weaver, Sakhr and Systran.

#### **AD HOC TRANSLATION**

Many government agencies have internally developed and hosted enterprise machine translation services available for ad-hoc translation of individual documents or cut-and-paste texts. Typically these services aggregate MT engines from multiple vendors and government sources, making them accessible via a standard dashboard.

#### **DOCEX**

Shorthand for DOCument EXploitation, DOCEX systems enable users to translate hardcopy documents. Generally

speaking, the documents must be machine printed (not handwritten). DOCEX systems include a scanner, and a computer with OCR and machine translation software. Other text processing software, workflow management and archiving capabilities are often part of such systems. DOCEX systems may be designed for large scale "document conversion" at a permanent installation, but there are also portable versions that enable soldiers or law enforcement to quickly assess papers encountered in the field. The primary developers of DOCEX systems are CACI and Northrop Grumman.

#### **BROADCAST MONITORING**

Broadcast monitoring systems enable digital exploration of television and radio broadcasts. Broadcast monitoring systems typically include receivers for satellite signals, video decoding processors, speech recognition, machine translation, information extraction (identification of names) and multilingual search software. In a relatively well-publicized example, the U.S. military's CENTCOM Open Source Intelligence unit uses the broadcast monitoring system developed by BBN to create twice-daily reports on events and public opinion that emerge in television and web-based news sources in Arabic. Once the speech signal is isolated in the broadcast, it is automatically transcribed with speech recognition software to produce digitized Arabic text. The information extraction software identifies mentions of personal, place and organization names in the Arabic transcript. The entire text is then translated automatically into English in near real time. At CENTCOM and other places where such systems are used, broadcast monitoring provides a complete searchable archive of broadcasts being monitored. Rather than dedicating an Arabic-speaking analyst to watch every minute of all broadcasts that might be of interest in order to capture the one or two minutes per day that constitute important new information, English-speaking analysts can search and skim the transcripts, and then enlist the help of a linguist to assess the segments that may be of interest. Virage, now a division of Autonomy, offered the first broadcast monitoring systems and still has excellent products. Apptek recently developed some innovative and varied offerings along these lines.

#### **COMMUNICATION**

The U.S. military has had to confront the well-known language challenges of operating in foreign countries, plus new cross-language communication challenges with the extensive international military coalition at work together in the Middle East.

#### **CHAT**

Real-time Chat/Instant Messaging incorporating machine translation has been employed by the U.S. military coalition for several years to enable communication among coalition forces. Chat is used for operational communica-

**BBN Broadcast Monitoring System**

Home > Results for [taliban] > Channel: Al Jazeera

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forces from the country were stopped for reconciliation with the Government.

That has become unable to control by the delivery of services to all regions of the country.

It seems that the impossibility of resolving the battle for the government of Karzai against its opponents despite foreign military support to make of the **Taliban** figure would be difficult to overcome not only the equivalent of war and peace.

Even in humanitarian operations but also in all wars, children are paying dearly the conflicts that have ravaged Afghanistan over three decades.

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التي بانت عاجزة عن بسط سيطرتها بفعل إبطال خدماتها إلى كل مناطق البلاد.

ويبدو أن استحالة حسم المعركة لصالح حكومة كرزاي ضد خصومها رغم الدعم العسكري الأجنبي لها جعل من حركة طالبان رقما يصعب تحاوزه ليس فقط في معادلة الحرب والسلام.

حتى في العمليات الإنسانية لكن كما في كل الحروب فإن الأطفال هم يدفعون الثمن غالبا وقد أدت النزاعات التي عصفت بأفغانستان على مدى ثلاثة عقود.

إلى جعلها الدولة الرابعة التي ينقلها فيها شلل الأطفال الإحاطب أثر

Rich Media Video Snapshot

tion, as well as informal fraternizing. The main systems have been built by Mitre Corporation from commercial IM and MT components under various names (Trans-Lingual Instant Messaging or "TrIM", Warfighter Chat, etc. )

### COMPUTER ASSISTED INTERPRETATION

I credit Commonsense Advisory with coining the term Computer Assisted Interpretation, and it is an apt analogy. Computer Assisted Interpretation is typically embodied in a handheld device, and enables one-way translation. Like translation memory, computer assisted translation enables reuse of previously created authoritative translations. The Voxtec Phraselator is the most widely used system. Versions of the Phraselator are available preprogrammed with the phrases needed in a variety of situations from military checkpoints to medical intake. Phrases are designed to elicit an action or gesture (rather than spoken) response, so that the one-way translation is quite useful and interactive. In a face-to-face communication, the user utters a phrase or combination of phrases that they know to be among the material in the interpretation system. The device retrieves the translation and plays it aloud. This is especially important in communications where reading and writing are not practical, such as medical intake, when communicating in the dark, and when dealing with illiterate people. Another system is the Voice Response Translator by Integrated Wave Technologies, which allows users to say the name of a common "announcement" (for example, the "Miranda rights"). The entire announcement will be played in the desired language. Both are used by law enforcement as well as military.

### SPEECH TO SPEECH TRANSLATION

The current generation of speech-to-speech translation systems are enabled by impressive leaps in speech recognition and machine translation technology, as well as user interface design. They are being used in the field primarily by the military. Such systems allow free flowing conversation between any two speakers of the source and target languages. Reportedly they are being used for communication between the U.S. military and Iraqi security forces in Iraq. The most advanced systems that have been deployed were developed and evaluated in the context of the DARPA TRANSTAC program which aimed at unrestricted communication between a native speaker of American English and a native speaker of Iraqi Arabic. BBN, IBM and SRI are noted developers of such systems.

### BEYOND GOVERNMENT USE

While production translation is extremely important in the current global business environment, you can see that there are a host of tools and technologies that enable translation in many more environments. I hope that this account of the alternate universe of government translation technologies will inspire some of you to explore commercial uses of some of these tools!

### AUTHOR BIO

Laurie Gerber has worked in the field of machine translation for over 20 years, including system development, research, and business development. Laurie is also one half of Translation Optimization Partners, an independent consultancy that specializes in translation processes and technologies together with Mike Dillinger, a frequent collaborator and co-author of industry-related articles. Contact: gerbl@pacbell.net

## Between *outsourcing* and *automation*

by  
Daniel Rejtö  
Plunet GmbH

A study carried out by the Plunet Academy examines the key requirements for project management software for in-house translation departments and highlights the growing role of browser-based systems.

With its own education program "Plunet Academy", Plunet is supporting education and research at selected universities in many different ways. In a joint effort with the University of Saarland, a survey was sent out to the translation departments of more than 100 of the largest companies and government departments on the subject of "Project management software for in-house translation departments" within the framework of a current degree thesis.

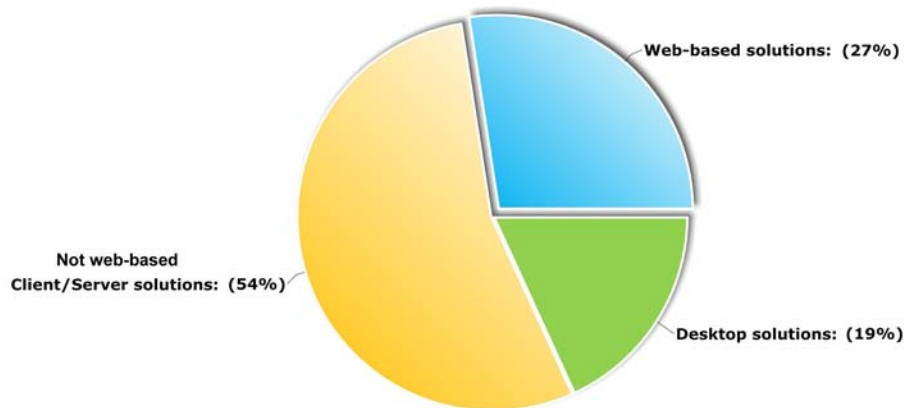
The aim of the survey was to establish the status quo in terms of distribution and requirements for project management software. Replies received from the companies - all of which are global players listed on the stock exchange - strongly confirmed the already familiar picture of an industry shaped by increased cost and time pressures and the associated need for outsourcing. It was found that all of the in-house translation departments in the survey outsource work, regardless of whether they are non-commercial government departments and organisations or corporate translation departments. More than 50 percent of the respondents indicated that their entire language needs were outsourced, or that they did without professional quality translations altogether for the reasons mentioned. It is somewhat understandable that some companies will fall back on their own employees with multi-language skills when translation work is required. However, seen purely from a business point of view, this approach cuts costs in exactly the wrong place - i.e. at the quality

end - and the translations still have to be paid for, even if it involves taking the form of taking employees away from their usual duties.

A current snapshot of the remaining nearly 50 percent of companies and authorities/government departments which have a dedicated translation department reveals two quite different trends, with the current situation ranging from technological and corporate disinterest to exemplary innovation leadership and performance-oriented procedures. In order to assess the situation fairly, it is of course always important to take into account the different basic requirements of non-commercial authorities and organisations and the diametrically opposed approach of profit and growth-driven commercial enterprises. It is a well-known fact that a competitive environment exerts pressure - as does the need for constant development and continuous improvement.

Generally, though, it is possible to make the following key statements and resulting conclusions for producers of project management software for the translation industry:

1. More than 50 percent of all participating in-house translation departments do not have a software-based project management system - neither in the form of an off-the-shelf industry solution or a dedicated in-house development - for planning, con-



trolling and handling translation and localisation processes.

- In terms of the respondents who do use project management software, there is further variation in terms of where the software came from: around 50 percent of the software solutions used are tools which have been developed internally. The remaining 50 percent use specialist software solutions which have been specially developed for the translation industry.
- Web-based browser applications, which offer time and geographic independence for all parties involved in a project are clearly gaining ground. At present, non web-based client/server solutions still represent the majority of the systems used with a share of 54 percent. Pure desktop installations which allow no collaboration between project members are increasingly losing in importance.

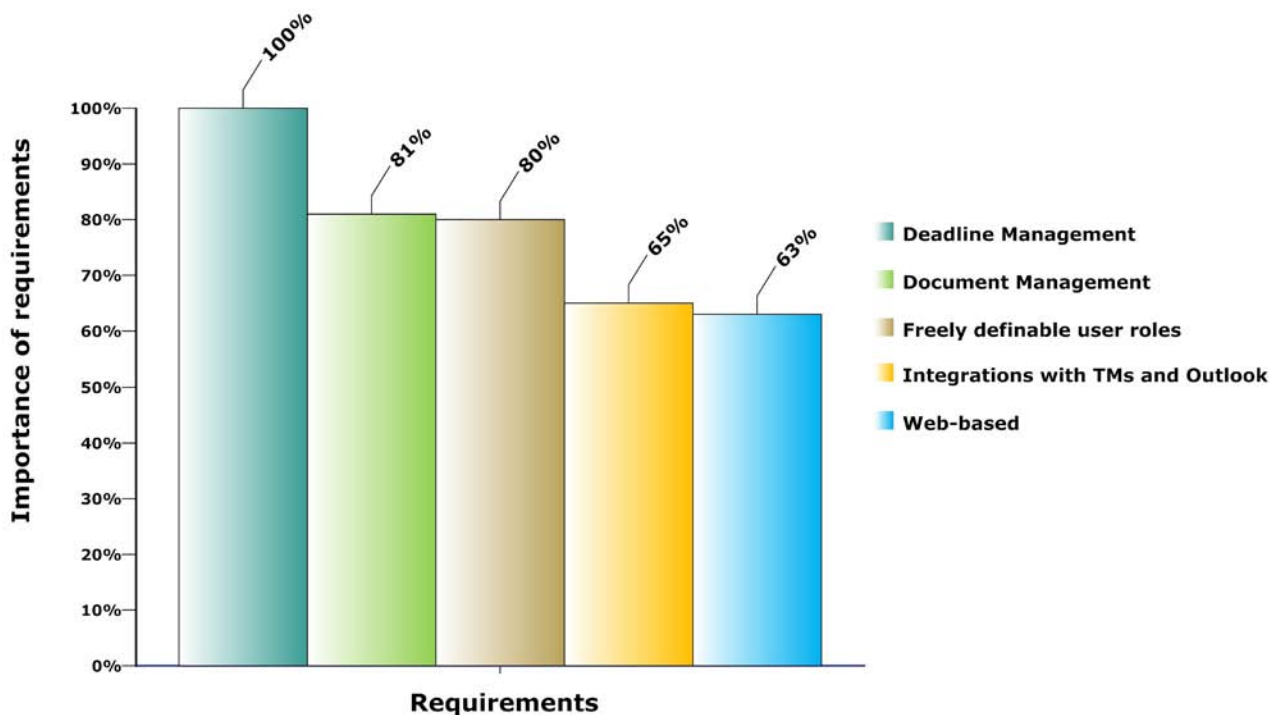
The surveyed in-house translation departments also gave a fairly clear indication of their most important requirements for project management software. The following basic features were seen as being important or

having above-average importance by all of the surveyed translation departments:

- Clearly laid out and transparent deadline management 100 %
- Transparent document management 81%
- Freely definable user roles (project manager, translator, proof-reader etc.) 80%
- Integration with translation memory systems and Outlook Web Access (web version of the Microsoft Outlook email client) 65%
- Web-based project management platform 63%

In conclusion, corporate in-house translation departments display a high level of interest in innovative software solutions for optimising day-to-day translation work. Accordingly, web-based project management solutions have a good chance if they offer intelligent integration with communication and translation software and keep a sharp focus on the pillars of successful project management - "clearly laid out and transparent management of deadlines and documents".

### Top 5 requirements for PM software



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Tel. +81-3-3355-3370  
Fax +81-3-3355-1814  
www.sunflare.com/english/  
sf-loc@sunflare.co.jp

**Aculis, Inc.**  
852 East 1910 South, Suite 3  
Provo, UT 84606  
Tel. 801.377.5360  
Fax 801.377.5361  
info@aculis.com  
www.aculis.com

**PH Brink  
International**  
6100 Golden Valley Road  
Minneapolis, MN 55422  
Tel. 763.591.1977  
Fax 763.542.9138  
info@phbrink.com  
www.phbrink.com

**Lionbridge**  
1050 Winter Street  
Suite 2300  
Waltham, MA 02454 USA  
Tel. 781.434.6000  
Fax 718.434.6034  
info@lionbridge.com  
www.lionbridge.com

**Idea Factory Languages**  
Avenida de Mayo 666, 6A  
C1084AAN Buenos Aires  
Argentina  
Tel. +54.11.4343.4143  
Fax +54.11.4345.2722  
iflinfo@idea-factory.net  
www.iflang.com

**Logrus International**  
2600 Philmont Ave.  
Suite 305  
Huntington Valley, PA 19006  
Tel. 215.947.4773  
Fax 215.947.4773  
management@logrus.ru  
www.logrus.ru

## FULL SERVICE LOCALIZATION

**Symbio Group**  
1803 Research Boulevard  
Suite 508  
Rockville, MD. 20850  
Tel. 301.340.3988  
Fax 301.340.3989  
info@symbio-group.com  
www.symbio-group.com

**InterPro Translation  
Solutions, Inc.**  
4200 Commerce Court  
Suite 204  
Lisle, IL 60532  
Tel. +1 630 245 7150  
Fax +1 630 245 7155  
rstrozza@interproinc.com  
www.interproinc.com

**Ushuaia Solutions**  
Rioja 919,  
S20000AYK Rosario,  
Argentina,  
Tel. 54.341.4493064  
Fax 54.341.4495242  
info@ushuaiasolutions.com  
www.ushuaiasolutions.com

**Crossgap S.r.l.**  
Via Nazario Sauro 1/2  
40121 Bologna Italy  
Tel. 39.0512966711  
Fax 39.0512966732  
info@crossgap.com  
www.crossgap.com

**PTIGlobal**  
9900 SW Wilshire, Suite 280  
Portland OR 97225  
Tel +1.503.297.2165  
Toll free 888.357.3125  
sales@ptiglobal.com  
www.ptiglobal.com

**Studio Gambit  
Sp. z o.o.**  
ul. Matejki 6,  
80-952 Gdansk, Poland  
Tel. +48 58 345 3800  
Fax +48 58 345 1909  
gambit@stgambit.gda.pl  
www.stgambit.gda.pl

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**WeLocalize**  
241 East 4th St.  
Suite 207  
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Fax 301.668.0335  
info@welocalize.com  
www.welocalize.com

**Arabize**  
22 Anwar El Mofty St.,  
Tiba 2000 Admin. Bldg.  
Nasr City, Cairo  
Egypt  
Tel. +202.4055192-5  
Fax +202.4055191  
info@arabize.com.eg  
www.arabize.com.eg

**Syntes Language Group,  
Inc.**  
7465 E. Peakview Ave.  
Centennial, CO 80111  
Tel. 303.779.1288  
Fax 303.779.1232  
info@syntes.com  
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18009 Granada - SPAIN  
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Fax +34.958.215.284  
www.rm-soft.com  
info@rm-soft.com

**ACP Traductera, s.r.o.**  
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377 01 Jindrichuv Hradec  
Czech Republic  
Tel. +420.384.361.300  
Fax +420.384.361.303  
info@traductera.com  
www.traductera.com

**NCS Enterprises, L.L.C.**  
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Fax +30.210.8056.935  
www.commit.gr  
info@commit.gr

**Worksoft**  
3/F, Building 8,  
Zhongguancun Software Park,  
Haidian District  
Beijing, 100094, P.R. China  
Tel. +86 (10) 82825266  
Fax +86 (10) 82825268  
info@worksoft.com.cn  
www.worksoft.com.cn

**Tek Translation  
International**  
C/ Ochandiano 10  
28023 Madrid, Spain  
Tel. 34.91.414.1111  
Fax 34.91.414.4444  
sales@tektrans.com  
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**SDL International**  
5700 Granite Parkway  
Suite 410,  
Plano, TX 75024  
Tel. +1 214.387.8500  
Fax +1 214.387.9120  
www.sdl.com

**ArchiText**  
23 Main St., 3rd Floor  
Andover, MA 01810  
Tel. 978.409.6112  
Fax 978.409.6096  
info@architext-usa.com  
www.architext-usa.com

**Palex Languages &  
Software**  
4th floor, Uchebnaya 39/1,  
Tomsk, Russia, 634034  
Tel. +7.3822.531.638  
Fax +7.3822.562.733  
www.palex.ru  
info@palex.ru

## FULL SERVICE LOCALIZATION

**CrossGap S.r.l.**  
Via Aurelio Saffi 45/3  
40131 Bologna  
Italy  
Tel. +39 051 5281511  
Fax +39 051 5281532  
info@crossgap.com  
www.crossgap.com

**CSOFT Solutions**  
East Gate Plaza, Office Tower  
A, 5th Floor  
9 Dongzhong Street,  
Beijing, China 100027  
Tel. +86-10-6418-5353  
Fax +86-10-6418-5361  
info@csoftsolution.com  
www.csoftsolution.com

**Globalization Group,  
Inc. (GGI)**  
374 East 720 South  
Orem, UT 84058  
Tel. 801.225.6959  
Fax 801.838.1117  
info@globalization-group.com  
www.globalization-group.com

**Lingua Solutions, Inc.**  
15303 Ventura Blvd., Suite 900  
Sherman Oaks, CA 91403  
Tel. 800-508-2484  
info@linguainc.com  
www.linguainc.com

**Jonckers Translation &  
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Jonckers Translation &  
Engineering s.a.  
15A Avenue Herrmann-Debroux  
B-1160 Brussels, Belgium  
www.jonckers.com

Europe Contact Phone:  
+ 32-2-672-80-30  
USA Contact Phone:  
+1 877-590 -1927  
Asia Contact Phone:  
+86 -10-5873-1958

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## FULL SERVICE LOCALIZATION

**KERN AG**  
Global Language  
Services  
Kurfürstenstr. 1  
60486 Frankfurt  
Tel. +49 (0) 69.75.60.73-17  
Fax +49 (0) 69.77.03.93.55  
michael.kern@e-kern.com  
www.e-kern.com

## HiSoft Services (Beijing) Limited

1/F, Dascom Building,  
No. 9 East Road, Shangdi,  
Haidian District, Beijing 100085,  
China  
Tel. 8610-82782892  
sales-bj@hisoft.com  
www.hisoft-services.com

## Conversis

Bignell Park Barns  
Chesterton  
Bicester  
Oxfordshire  
OX26 1TD  
United Kingdom  
Tel. +44 (0) 845.450.0805  
Fax +44 (0) 845.450.0806  
info@oxford-conversis.com  
www.oxford-conversis.com

## Janus WWI

Derbenevskaya nab. 11B -  
office 113  
Business Center Pollars  
114115, Moscow, Russia  
Tel. +7-495-913-6653 ext. 213  
Fax +7-495-913-6653  
info@janus.ru  
www.janus.ru

## Follow-Up Translation Services

Av. Presidente Wilson 165 /  
Sala 1308  
Rio de Janeiro - RJ  
20030-020 - Brazil  
Tel. (+55 21) 2524-2994  
Fax (+55 21) 2210-5472  
info@follow-up.com.br  
www.follow-up.com.br

## FULL SERVICE LOCALIZATION

### CPSL

Torre Llacuna  
Llacuna, 166, 9<sup>a</sup>  
08018 Barcelona  
Tel. +34 902 363 085  
Fax +34 933 000 040  
Info@cpsl.com  
www.cpsl.com

### Sinometrics

121 Stewart Street, Suite 205  
Seattle, WA 98101  
Tel. 206.267.4100  
Fax 206.267.4200  
information@sinomet.com  
www.sinometrics.com

### VistaTEC

700 South Circular Road  
Kilmainham  
Dublin 8  
Ireland  
Tel. +353-1-416-8000  
Fax +353-1-416-8099  
info@vistatec.ie  
www.vistatec.ie

### EQHO Communications Ltd.

2001 Chartered Square  
152 North Sathorn Rd  
Bangkok 10500 Thailand  
Tel. +66.2.637.8060  
Fax +66.2.637.8422  
info@eqho.com  
www.eqho.com

### Able Translations

385 Traders Boulevard East  
Mississauga, Ontario  
L4Z 2E5  
Tel. 905.502.0000  
Fax 905.502.8900  
info@abletranslations.com  
www.abletranslations.com

## FULL SERVICE LOCALIZATION

### TOIN

Toin Building  
1-12-8 Shiba, Minato-ku  
Tokyo 105-0014, Japan  
Tel. +81-3-3455-8764  
Fax +81-3-3455-6514  
cs@to-in.co.jp  
www.to-in.co.jp

### E-C Translation Ltd.

2nd Floor, Hua Teng Development  
Building,  
No.23, Xi Huan Bei Road, BDA,  
Beijing 100176, P. R. China.  
Tel. 86-10-67868761  
service@e-cchina.com  
www.e-cchina.com

### WH&P

Espace Beethoven BP102,  
1208 Route des Lucioles,  
Sophia Antipolis CEDEX.  
06902 FRANCE  
sales@whp.fr  
www.whp.fr

### Skrivanek Translation Services Ltd.

Nad Zaloanou 499/6  
180 00 Prague 8,  
Czech Republic  
Tel. 420.233.320.560  
Fax 420.244.321.556  
sales@skrivanek.net  
www.skrivanek.net

### Global Databases Limited

### Doc3 Support & Development Center

Holeckova 25  
150 00 Prague  
Czech Republic  
Tel. : +420 257 313 110  
info@doc3.com  
www.doc3.com

### Arabize

22 Anwar El Mofty St.,  
Tiba 2000 Admin. Bldg.  
Nasr City, Cairo  
Egypt  
Tel. +202.4055192-5  
Fax +202.4055191  
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Fax 39.081.551.26.08  
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info@bl-trans.com

**STEP.IN. S.r.l.**  
Via Laurentina, 447/A  
00142 ROMA (Italy)  
Tel.  
+39 06 - 5914404 / 5914808  
Fax +39 06 - 5914930  
step-in@step-in.it  
www.step-in.it

**TransSoft  
Translation &  
Localization into Polish**  
ul. Jugoslowianska 63  
60-149 Poznan, Poland  
Tel. +4861.861.9893  
info@transsoft.pl  
www.transsoft.pl

**Ryszard Jarza  
Translations**  
ul. Barlickiego 23/22, 50-324  
Wroclaw, Poland  
Tel. +48 601 728018  
info@jarza.com.pl  
www.jarza.com.pl

**iDISC Information  
Technologies  
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Spanish-speaking World**  
Passeig del Progrés, 96  
08640 Olesa de Montserrat  
BARCELONA - SPAIN  
Tel. +34 93 778 7300  
Fax +34 93 778 3580  
www.idisc.es  
trad@idisc.es

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**Ektron**  
5 Northern Blvd. Bldg. 6  
Amherst, NH 03031 USA  
Tel. 603.594.0249  
Fax 603.594.0258  
info@ektron.com  
www.ektron.com

**DocZone.com bv**  
Bronsteeweg 49-B  
2101 AB Heemstede  
The Netherlands  
Tel. +31 (0) 23 548 48 80  
Fax +31 (0) 23 548 48 85  
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www.doczone.com

## Web Globalization

**Byte Level Research**  
3841 4th Ave., #235  
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jyunker@bytelevel.com  
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www.globalbydesign.com

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Centre  
Harcourt Street  
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Tel. 353.1.7082800  
Fax 353.1.7082801  
info@alchemysoftware.ie  
www.alchemysoftware.ie

**Multilizer  
c/o Rex Partners Oy**  
Tekniikantie 14, PL 534  
02150 ESPOO  
Finland  
Tel. +358.92517.5455  
Fax +358.92517.2202  
www.multilizer.com  
info@multilizer.com

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200 Fifth Avenue  
Waltham, MA 02451 USA  
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Fax +1 781.464.6100  
info@idiominc.com  
www.idiominc.com

**SDL Desktop Technology**  
Globe House  
Clivemont Road  
Maidenhead  
SL6 7DY  
United Kingdom  
Tel. +44 (0)1628 416 320  
Fax +44 (0)1628 417 298  
productsales@SDL.com  
www.sdl.com/products

**XML-INTL Ltd.  
Technology**  
PO Box 2167  
Gerrards Cross  
Bucks SL9 8XF UK  
Tel. +44 1753 480 467  
Fax +44 1753 480 465  
www.xml-intl.com  
sales@xml-intl.com

## DTP SERVICES

**Palex Languages &  
Software**  
4th floor, Uchebnaya 39/1,  
Tomsk, Russia, 634034  
Tel. +7.3822.531.638  
Fax +7.3822.562.733  
www.palex.ru  
info@palex.ru