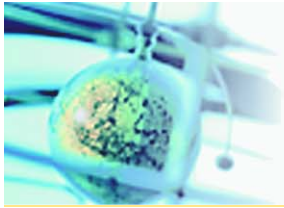


Multilingual Communications Specialist





Localization

The Multilingual Business Challenges and Technologies

Translation Technology Event 2004
at Savonlinna
10.-11.6.2004

Arto Sinkkonen
AAC Global Oy



Localization Technologies



Is present mode of localization work dying?

What localization technologies are next to die?

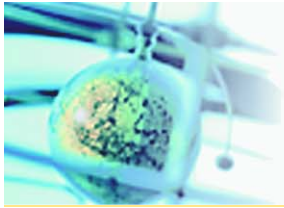


The Types of Businesses



Clients may be divided into 3 categories by looking at how they perceive the multilingual issues

- 1. Clients who see language issues as Barriers. To these clients language is a cost which needs to be brought down**
- 2. Clients who see language issues as Channels. They can leverage on language**
- 3. Clients who see language issues as an Enabler for finding new business opportunities, something one needs to invest in to reap benefits later**

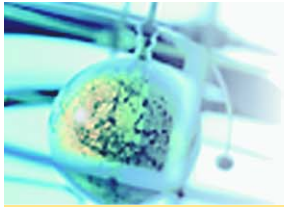


The Challenges Today

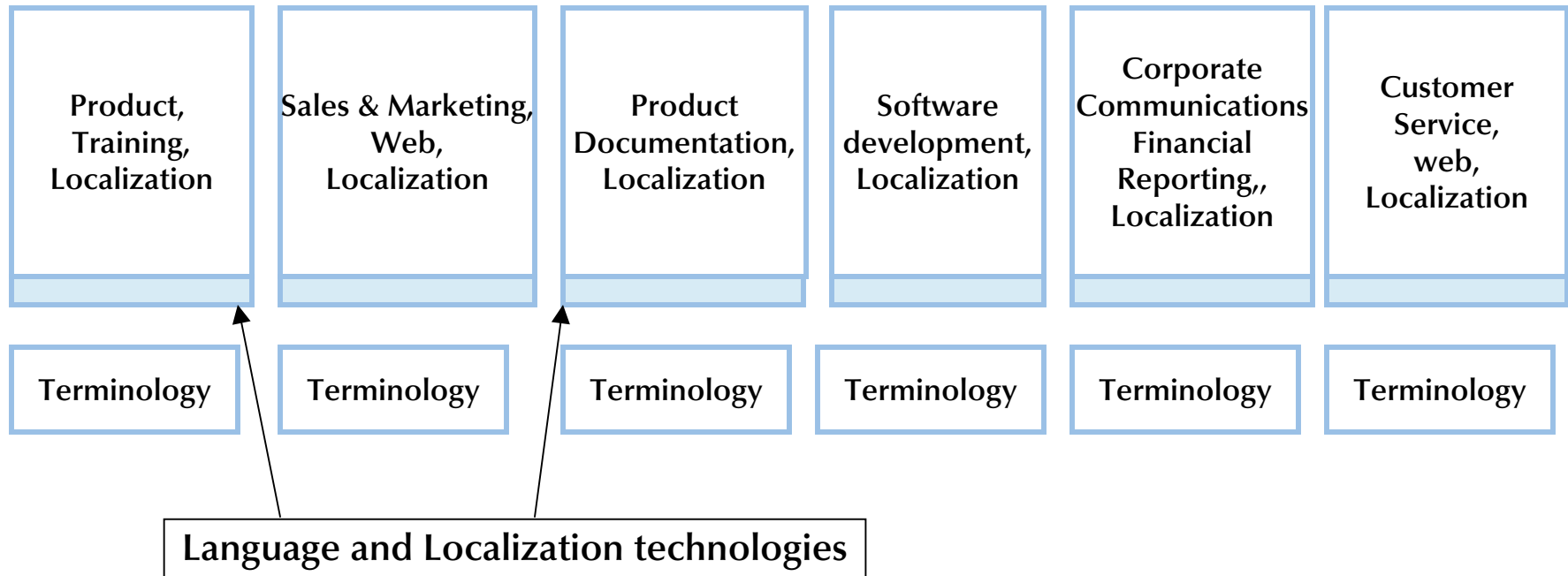


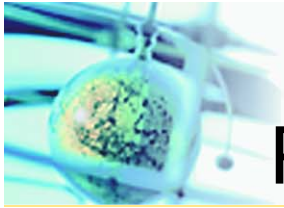
1. Faster product release cycles and product launches
2. More products are tailored and configured by client needs instead of a single product
3. The product life cycle is multilingual
4. Adopting faster new language technologies to support processes
5. Client's brochures, web sites, manuals, software, reports are all adapted and translated according to various market needs

It is about getting the message through, multilingually everywhere, in all markets

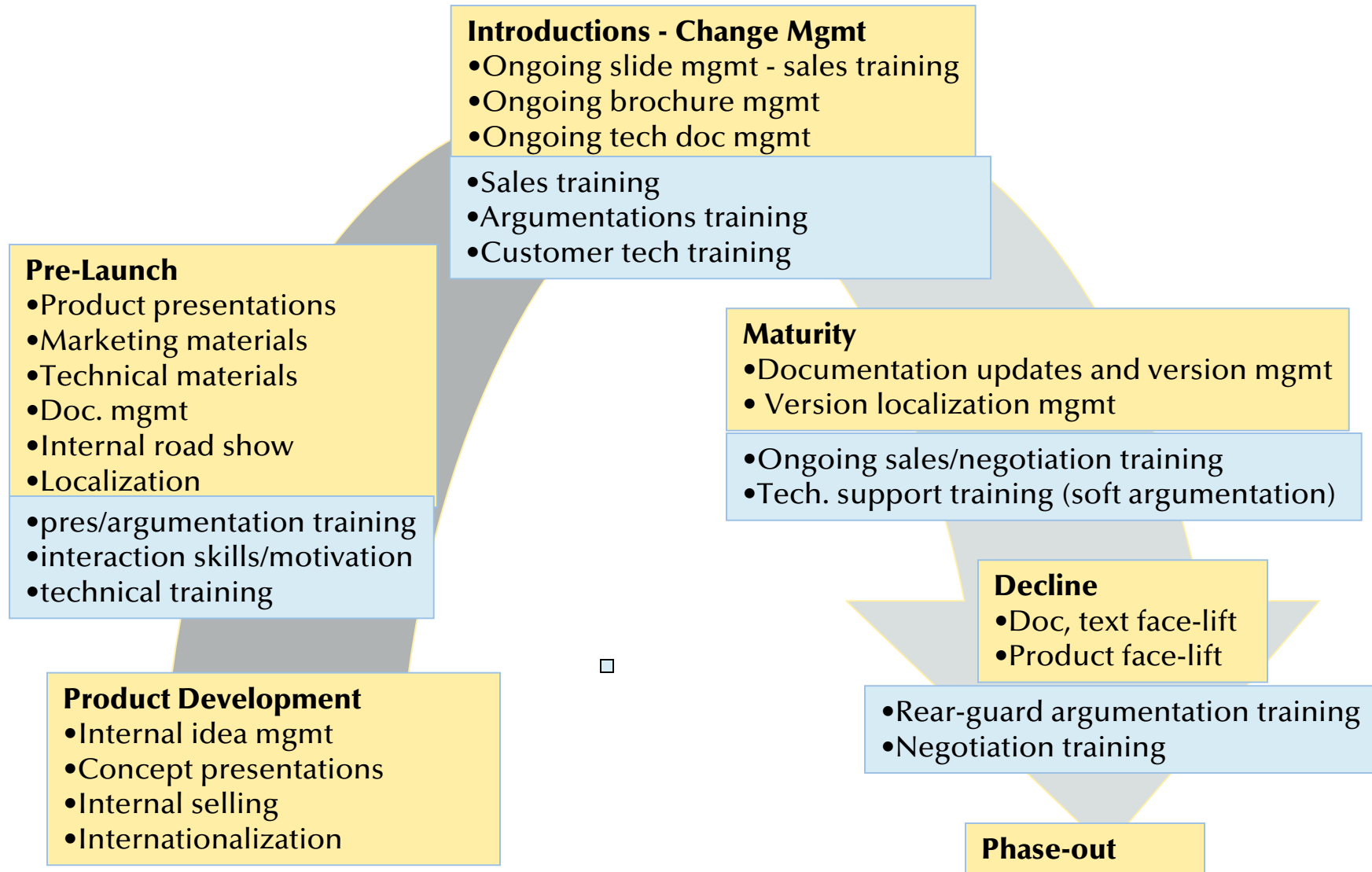


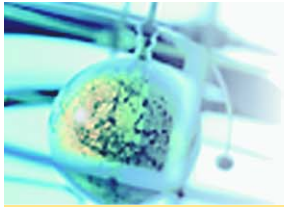
Localization Today





Product Lifecycle Globalization

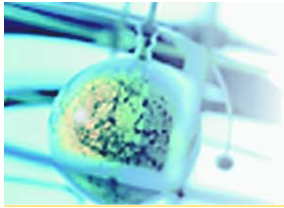




Multilingual Services Example



- **Marketing**
 - campaigns, brochures, bundle offers, product info
 - **Sales**
 - bidding, order entry, invoicing, payment
 - **After Sales**
 - use support, service, returns, guarantee
- Translation, multilingual cataloging
- Dialogues processing, multilingual IR, forms
text generation, translation
- Multilingual help desk, doc mgmt, forms, translation



Localization: Where are we going?



Get Your Message Through

**Consistent Messages
in Company Languages**

Product,
Training,
Localization

Sales & Marketing,
Web,
Localization

Product
Documentation,
Localization

Software
development,
Localization

Corporate
Communications
Financial
Reporting,
Localization

Customer
Service,
web,
Localization

Valid, evolving terminologies, ontologies

Language and Localization Technologies



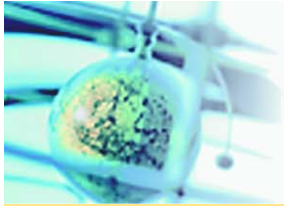
Localization technologies



Is present mode of localization work dying?

If it is not, it should be

Are localization technologies next dinosaurs to die?
or becoming transparent, disappearing out of sight



Thank you!



**This presentation is available at
<http://www.aacglobal.com/TTE2004>**

**If you are interested in getting more
information, please contact.**

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