



The Multilingual Web – Where Are We? Next Generation Localisation

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Next Generation Localisation

- The Centre for Next Generation Localisation
- What is Localisation?
- Mega-Trends in Localisation/Web
- Where are we today?
- A Framework for Next Generation Localisation

The Centre for Next Generation Localisation



What is Localisation?

- industrial process of adapting digital content to culture, locale and linguistic environment
- at **high** quality, speed, volume and **low** cost
- key enabling, value adding, multiplier component of global manufacturing, services, software and content distribution industry
- drives products into global markets
- social, cultural and political dimension: digital divide

Global Mega-Trends in Localisation

- **Volume:**

corporate web content > user-generated content > social media.

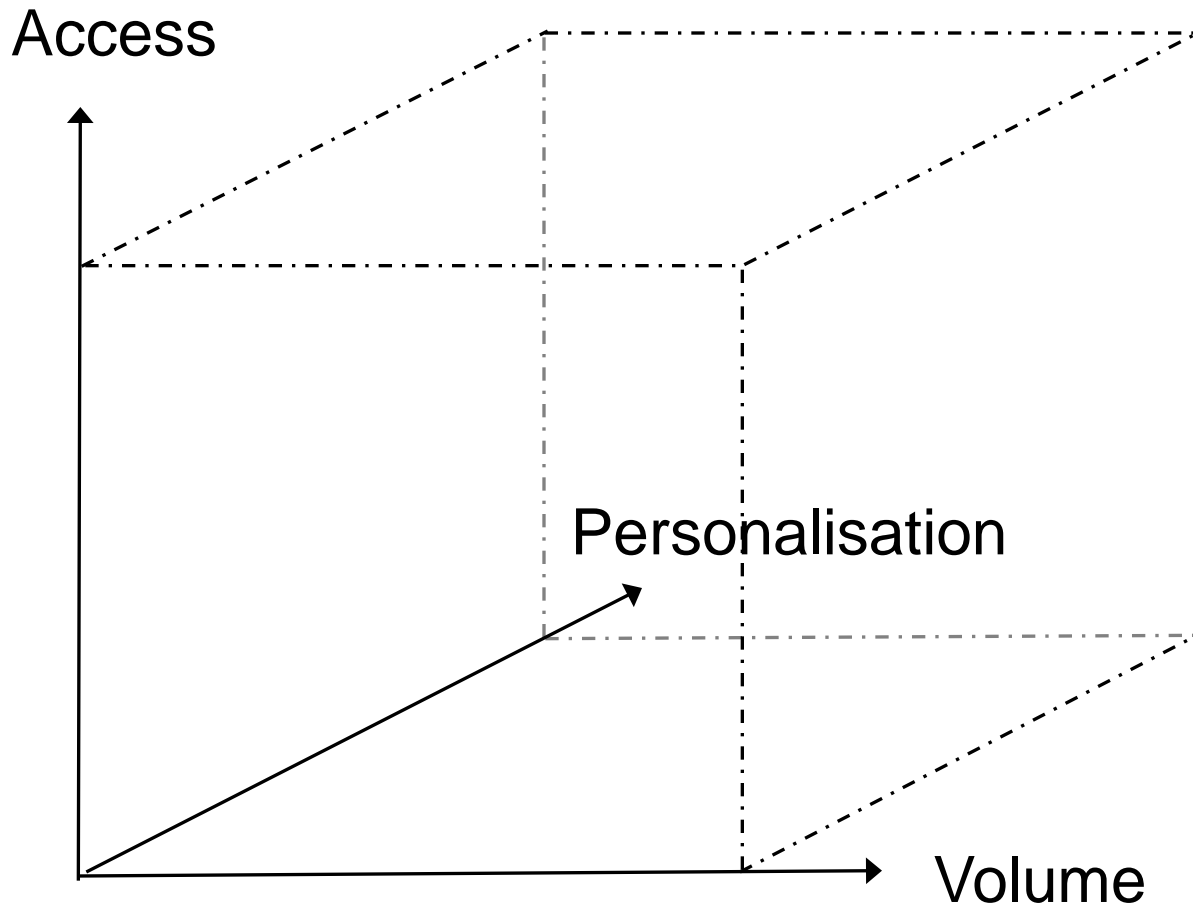
- **Access:**

desktop web > mobile web (in less than 5 years).

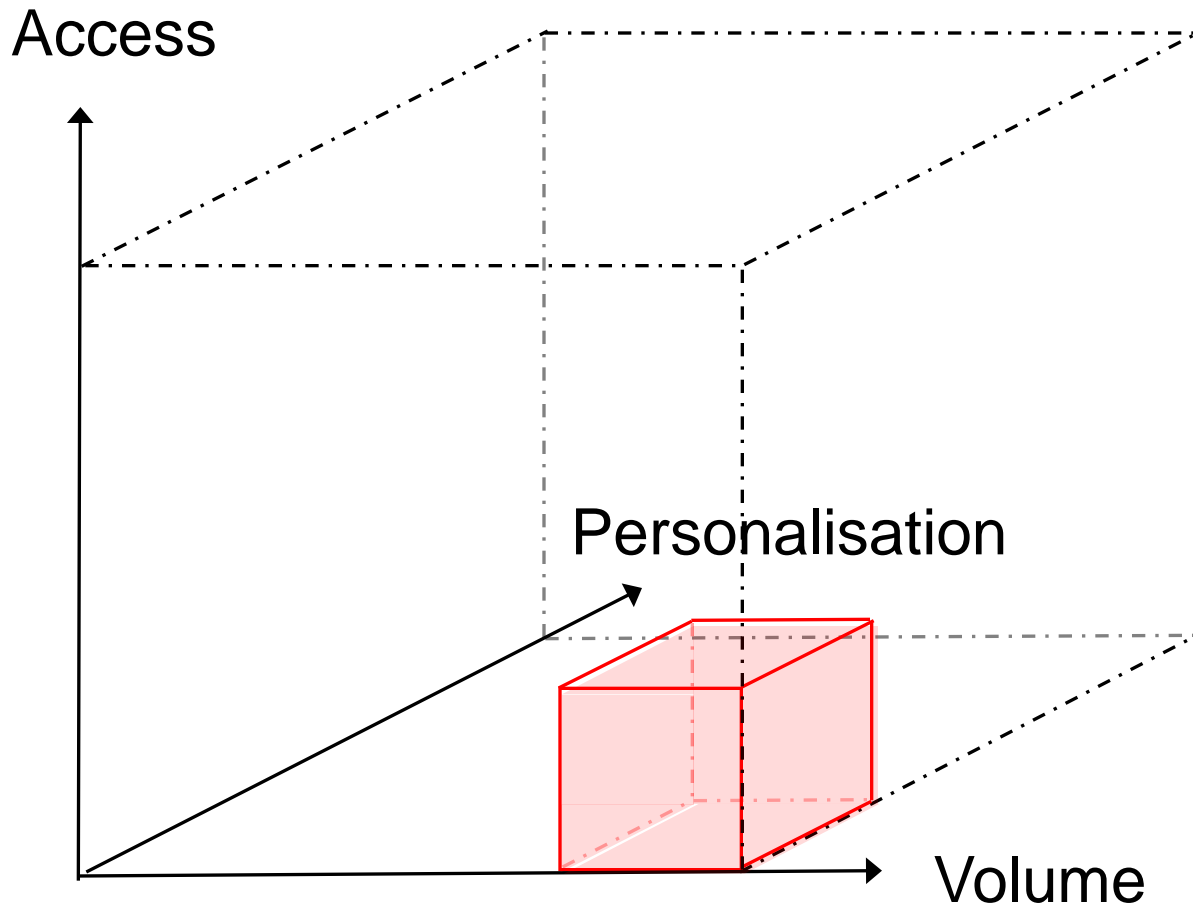
- **Personalisation:**

context > task > user.

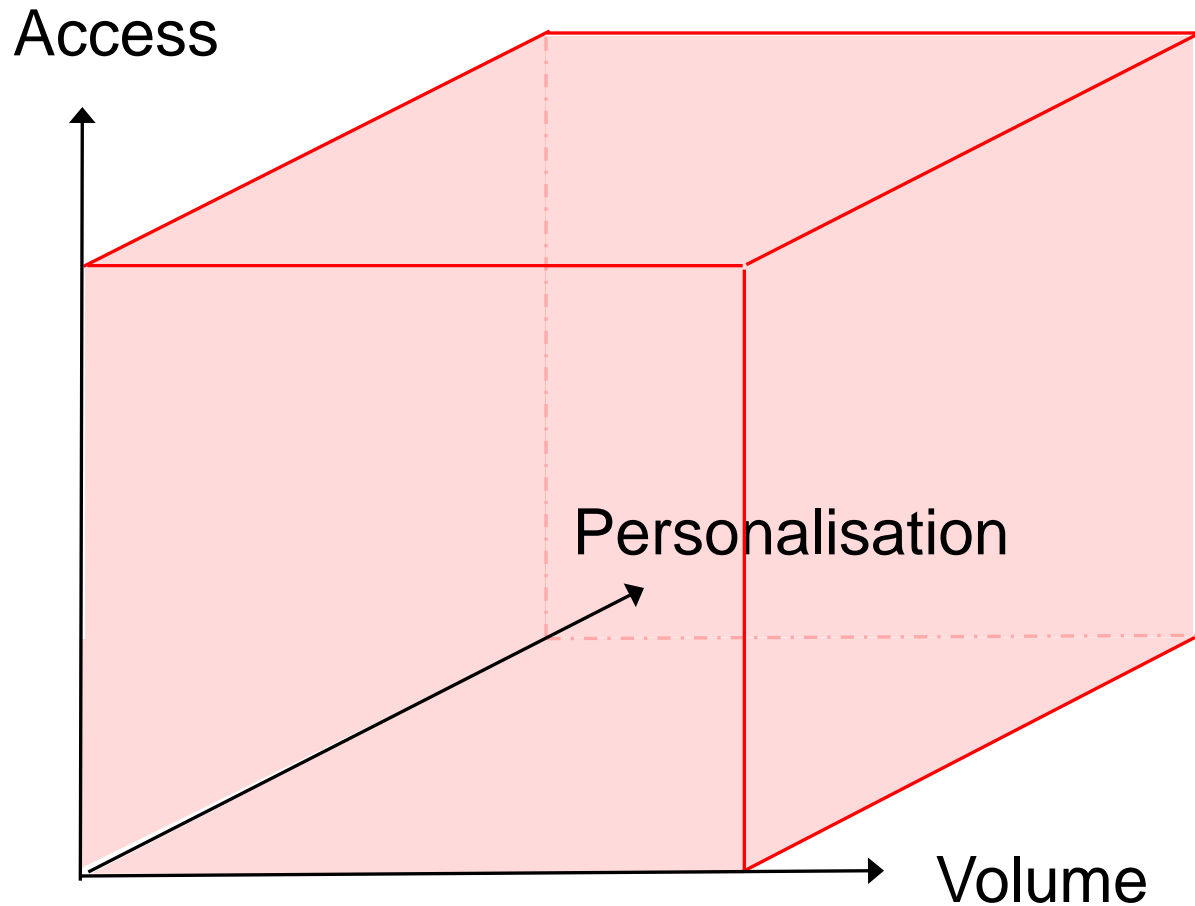
The Localisation Cube: Challenges



Where we are: Traditional Enterprise Localisation



Next Generation Localisation



Next Generation Localisation

Access



Vision: to enable people to interact with content, products and services in their own language, culture, and according to their own personal needs

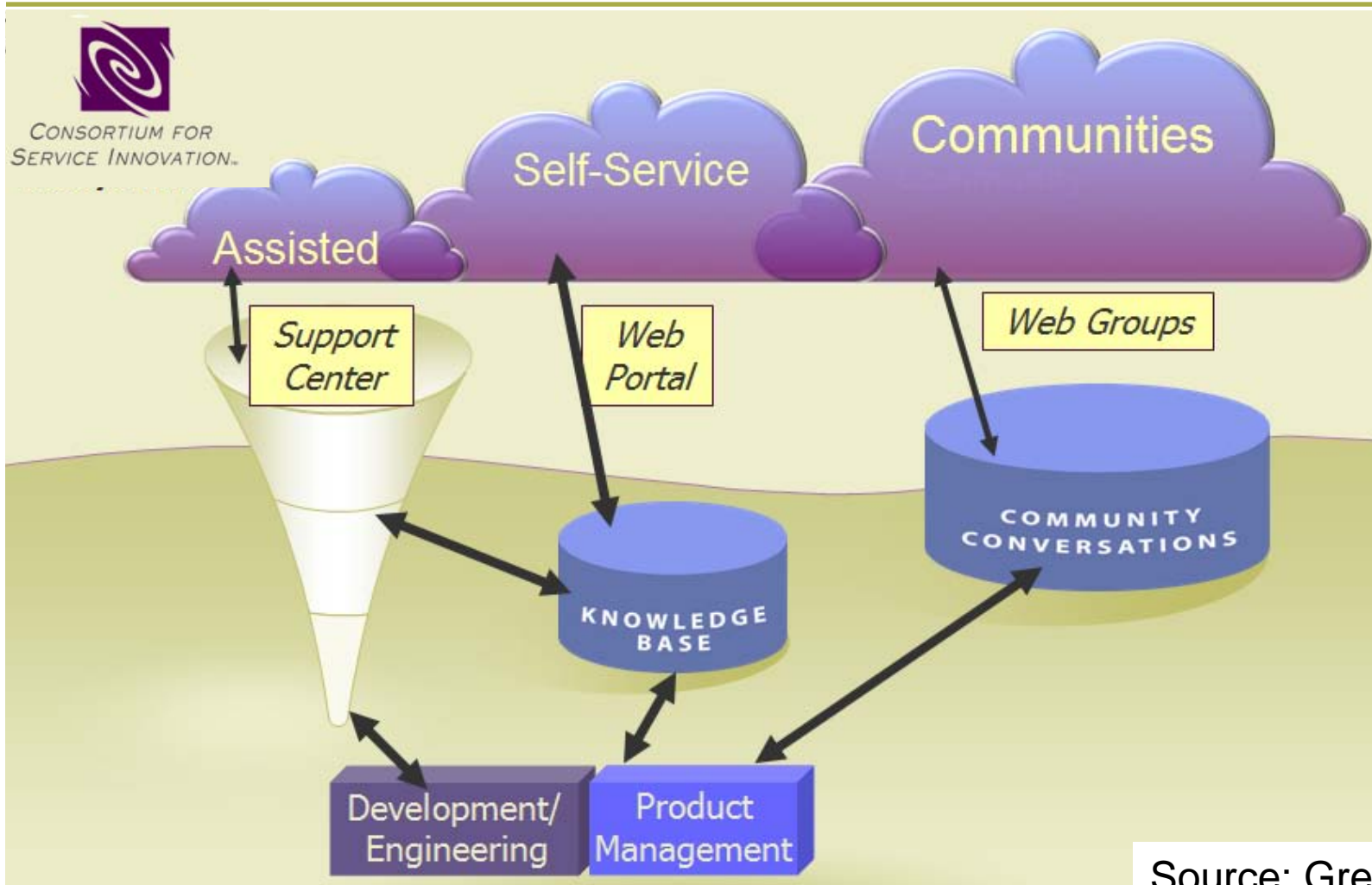
Personalisation

Mission: technology that allows us to address each point in space at configurable speed and quality



Volume

Volume: User (Customer) Generated Content



Source: Greg Oxtan

Volume: Growth in Customer Self-Service Content

- According to the Consortium for Service Innovation:
 - For every 10,000 calls to Customer Service,
 - An additional 100,000 customers self-serve on corporate web site.
 - PLUS an additional 300,000 customers self-serve within external customer forums.
- ...Only 2.4% of customer queries come to support centre.

Implications of Growth in User Content

- Customer **Experience**, Customer **Loyalty** are now the key differentiators, not “just” products, features.
- How do you ensure consistent customer experience globally, and within external communities and with external content?

A vision of Next Generation Localisation

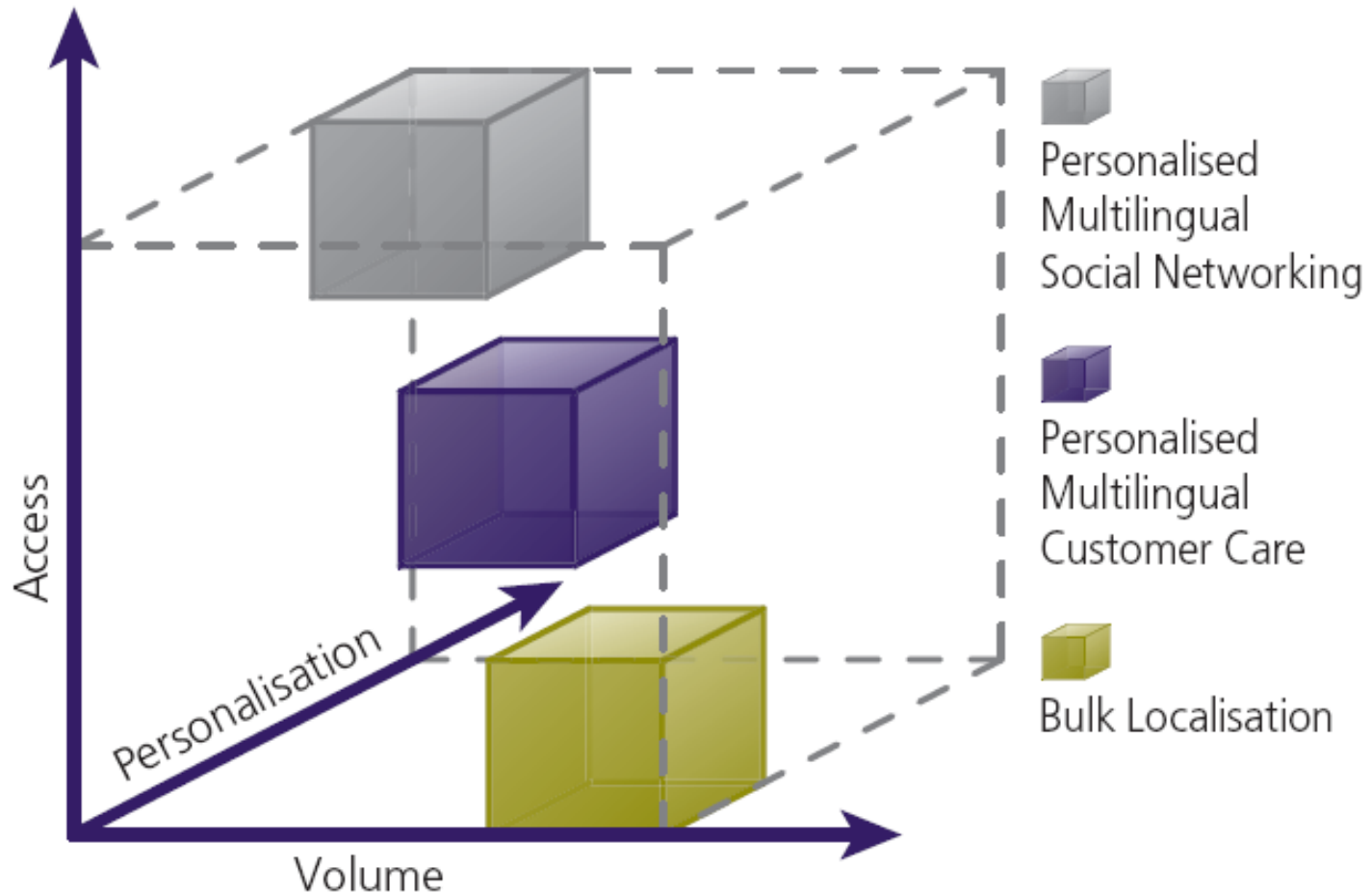


Supporting the
Global Customer

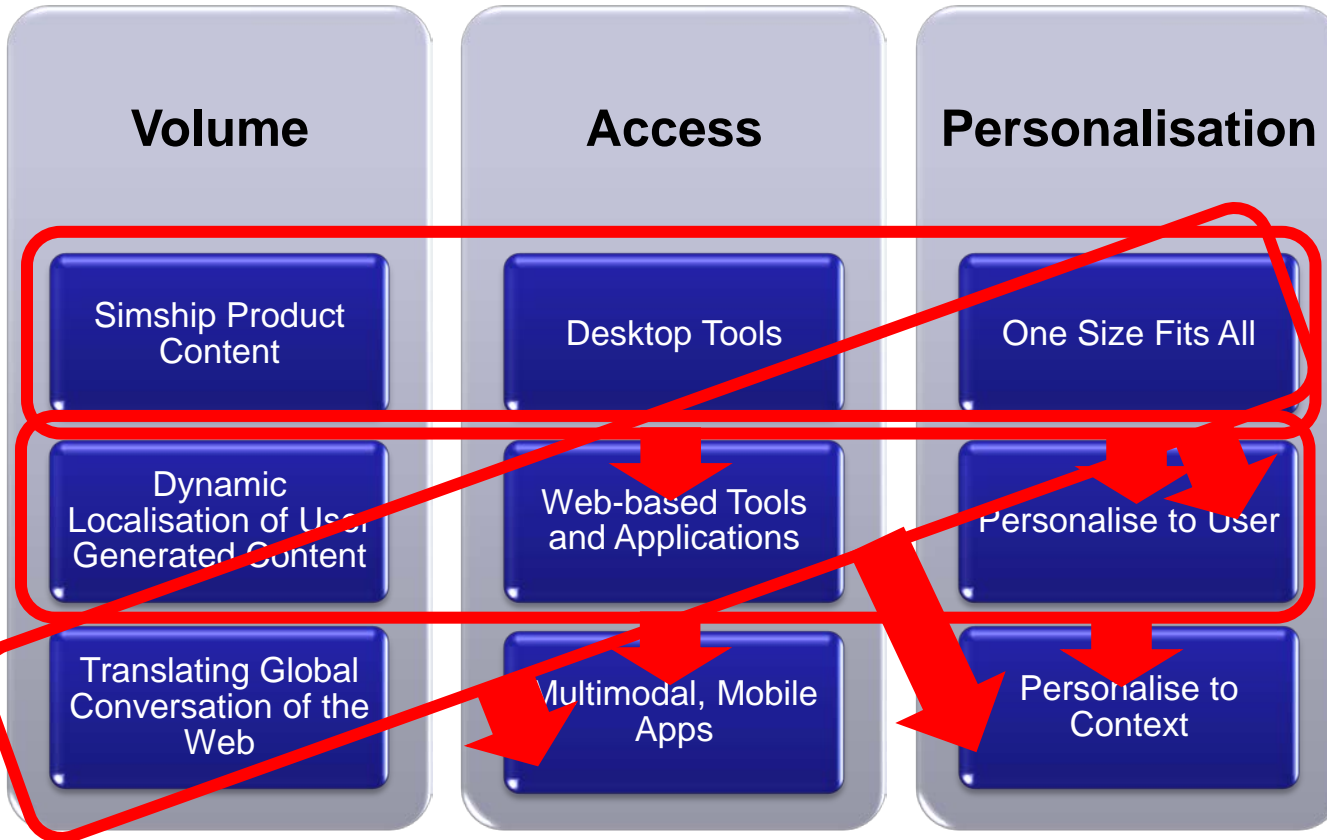


Promoting
Multilingual Society

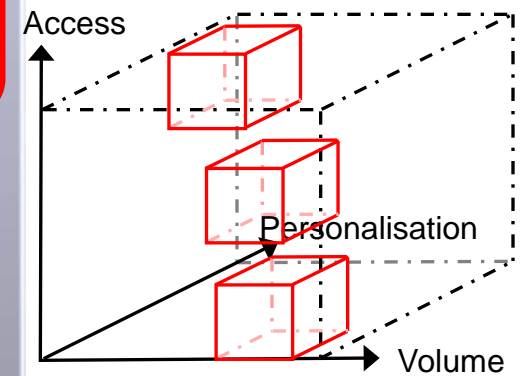
Trends: Volume, Access, Personalisation



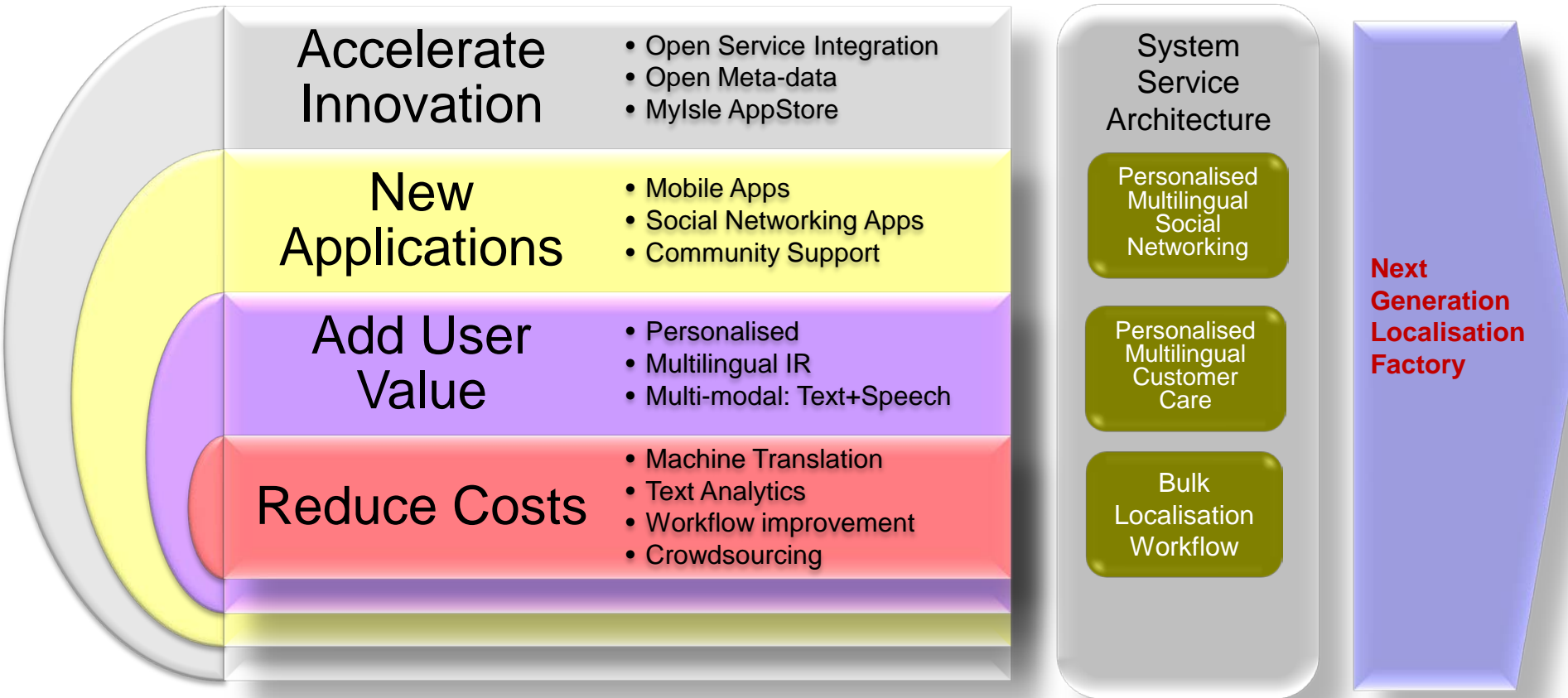
Next Generation Localisation



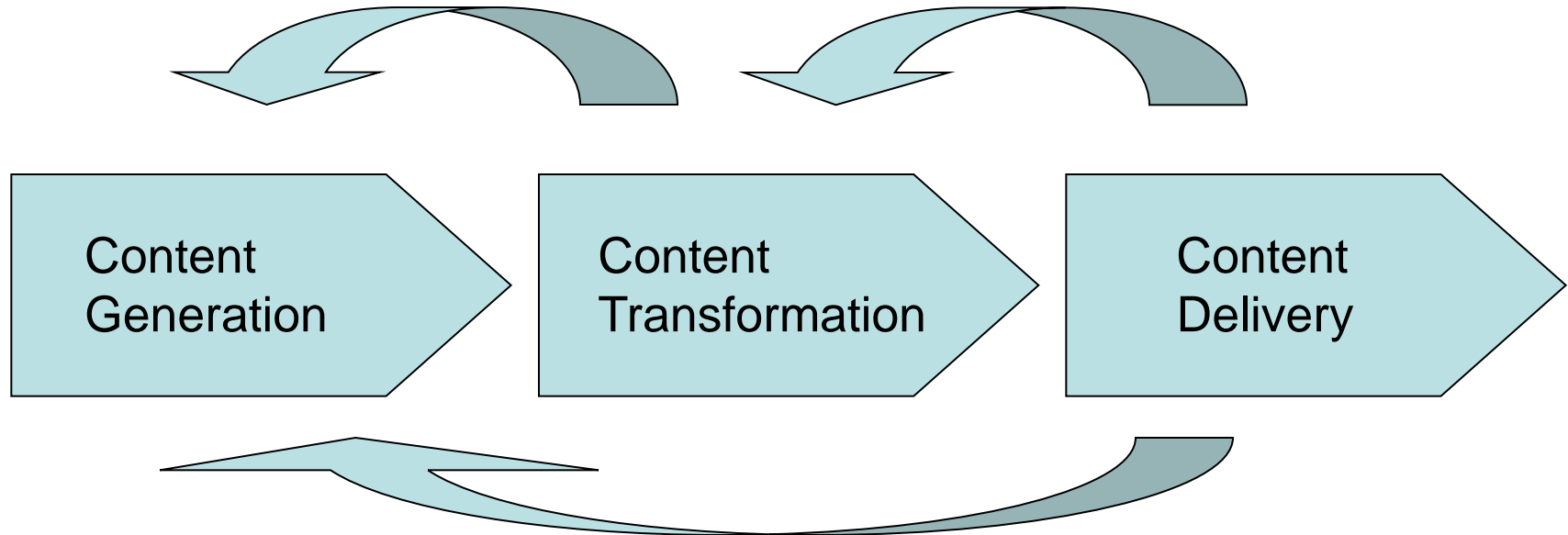
Personalised
Multilingual
Workflow
Social
Network
Demos



A Cohesive Storyline



A Holistic View:



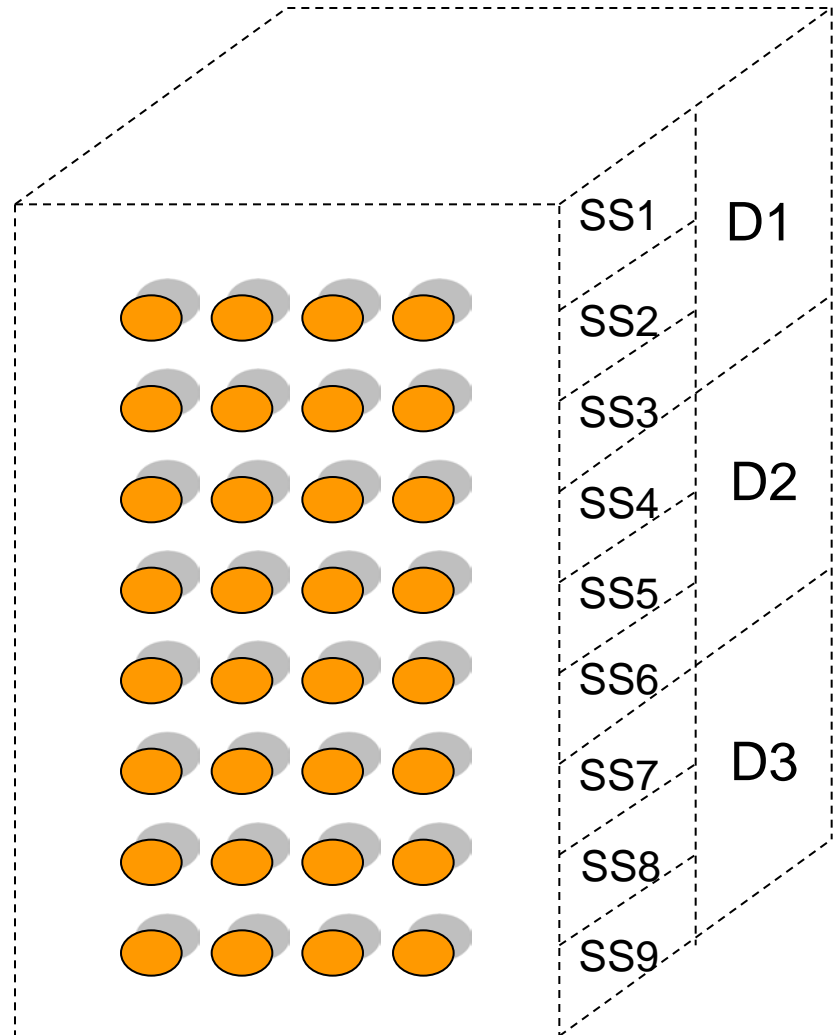
Design for
Internationalisation
Standards
Meta-data
Training data

Automation
Interoperability
Integration with
Human translation
and evaluation

Personalisation
Delivery platform

A Model Architecture to Manage Complexity

- Components framework
- Data/software
- Reusable
- Standards
- Plug&play
- Flexible adaptive workflows connecting components
- One the fly ..



Next Generation Localisation

- A BIG picture
- Much too big for one player
- Needs massive concerted effort
- NOT JUST engineering
- MUCH BASIC research !!!

- Only for the big players?
- NO
- Components architecture + flexible workflows = strong support for SMEs etc.

Next Generation Localisation

Thank you! Questions?