Tools: issues, needs, trends

Break-out Discussion

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Developers say: “Tools are not a problem, language is a problem”

- Developers think more about development process rather than I18N, L10N and translation needs
  - There is a lack of education in colleges and universities related to L10N industry needs
- Integration between tools
  - Lack of standards for different kind of L10N related tools
Developers issues

- Interoperability between different formats
  - We are dealing with different standards, formats on the daily basis
  - It is important to develop tools which cover all used range

- Non-English speaking developers
  - There is a common problem for non-English speaking counties to find professional developers with good level of English
  - Application strings need to be rewritten from skilled writers prior to translation to assure the best results
Translation issues

**TRANSLATORS SAY:** “Language is not a problem, tools are a problem”

- Constantly changing toolkit
  - Unhappy translators who should be permanently trained
  - What are the best ways to shift translator’s staff from usage one tool to another?
  - In common translators are not technically good as developers
Translation issues

- Nowadays *what is better* dilemma: excellent translation or good enough?
  - Each company answers are based on the business needs
  - The common tendency is to have a good enough translation especially for social web related content
  - There is a new strategy where UI of software products is not fully translated. The percentage is based on UI strings visibility and frequency of screens touched by end users
Translation issues

- TM, MT, community: what is the best way?
  - Different approaches are used
  - Professional translation work is still required as a part of different approach mix
  - To achieve better results community should be self-enforced and healthy
- There is a need in tool which can optimize the difference in translation
Localisation issues

Based on the all above: *Localisation is a bridge between developers and translators*

- Start talking with the stakeholders is important
  - Early interaction will surface and remove I18N defects (the most cost effective place)
  - I18N will prevent from additional work across the number of shipping languages
- Different development teams should meet to determine the common engineering requirements to collaborate on
Localisation issues

- I18N should be implemented for the well developed L10N process
- It is essential to recognize I18N as a part of production process
  - The ideal case when decision comes from the top of the company
- Lack of education and training related to L10N and I18N for software developers is still an issue
  - The processes are mostly learned in L10N departments or LSP companies
Conclusion

- Communities should have their own tools to talk to each other

_We as the industry related community should talk with each other, hear each other and develop the smooth process together_
Thank you!