Martin Beuster, Daniel Zielinski - Budapest 8 May 2014

改善

A JOURNEY OF DISCOVERY

改善 Reflective Practice

introduce some facets of the concept of 改善
where it has been applied
where it might be applied
invite you to reflect on how it could apply to your work

改善

introduce **small** changes, but frequently

there is **always** room for improvement

CHANGE

ask **everyone** involved in the process for **their** ideas

re-evaluate current practice

correct mistakes **immediately**

go for the **simple** solution – not the best solution...

follow the path **methodically**

**gradual process**

the **solution** is in the detail

money **doesn't** always fix it!
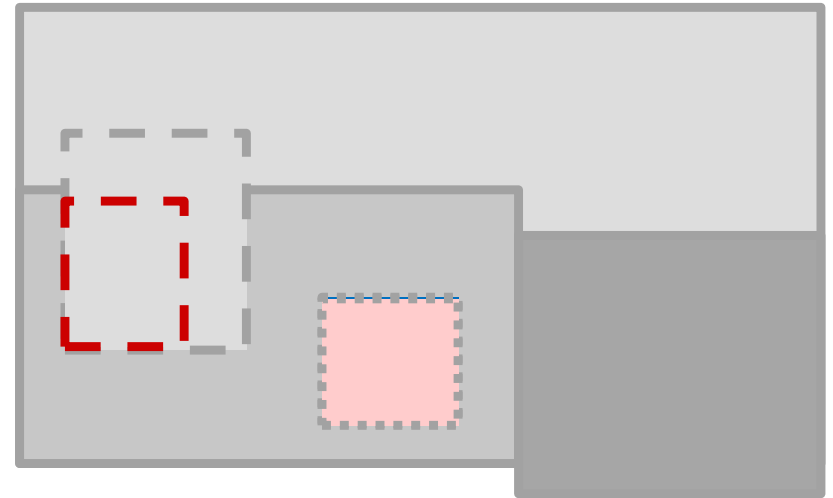
改善 can apply to very different processes:

- hardware design

- software design

- translation workflows for single processes

- workflows with process interaction

- your work…

改善 in Product Development

tabula rasa

monolithic approach

改善 in Product Development

Tabula Rasa

Monolithic Approach

改善 in Software Design
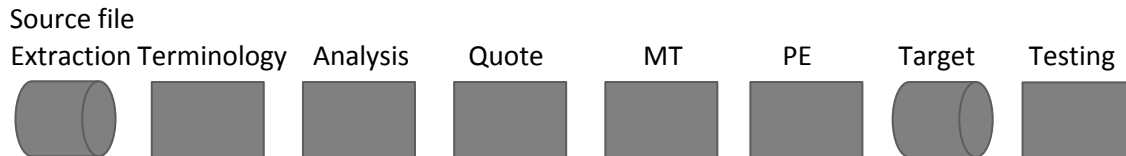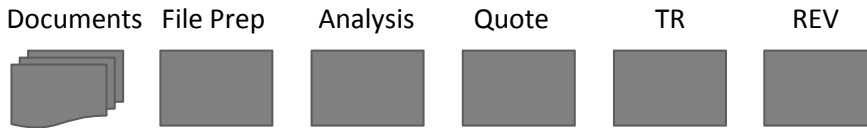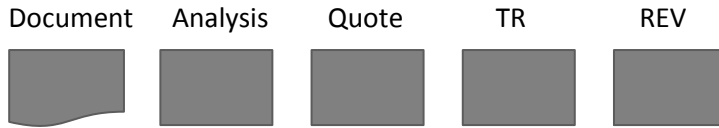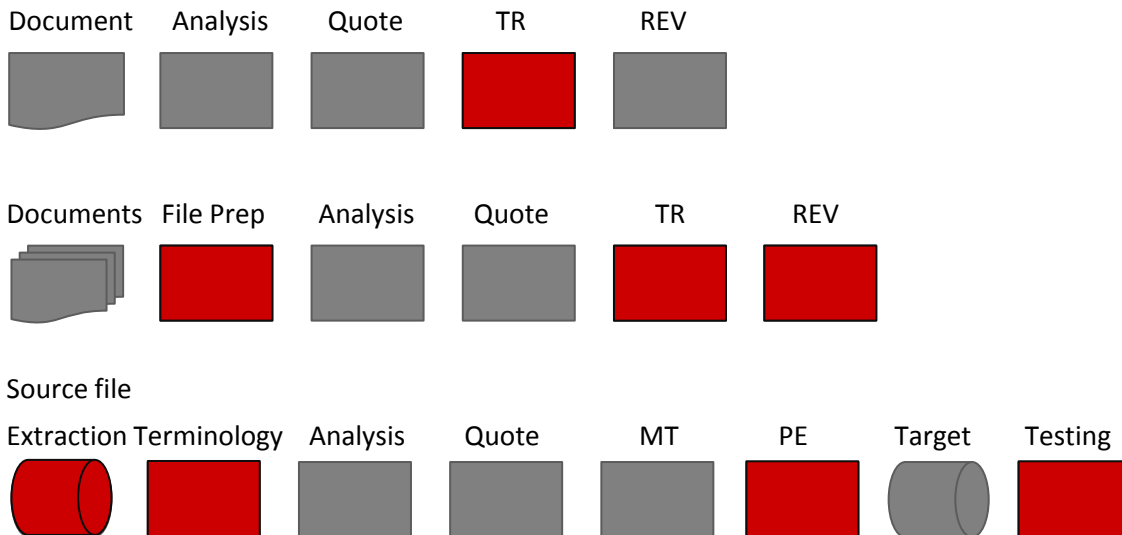
改善 in Software Design
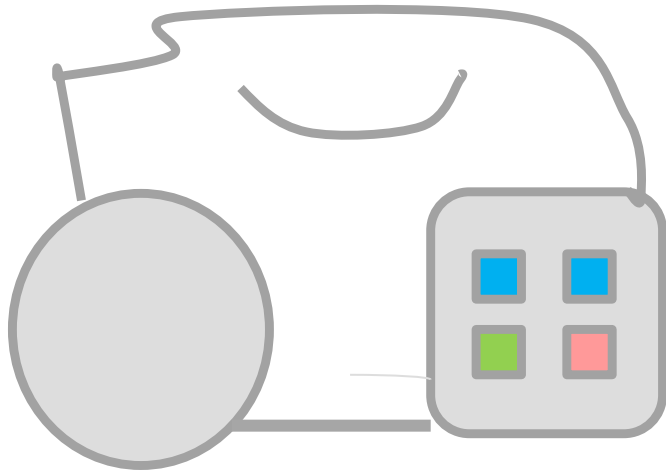
改善 at the very core of memoQ :

1. **TM driven segmentation**: Addressing the issue that a translator does not necessarily know when to split or join segments to get a better match.
2. **Longest Substring Concordance**: Addressing the issue that a translator might not know when to search for concordances.
3. **Export/import in bi-lingual RTF** for memoQ external revision
4. **Monolingual review**: Importing a reviewed target file, automically detecting changes and aligning them to update the TM.
5. **Auto-translation rules**: Addressing the issue of consistency for frequent text patterns such as numbers, measurements etc.
6. **Adding non-translatables during translation**
7. **Creating project packages** from online projects
8. **Re-importing documents** for mid-project updates and automatic versioning
9. **Cloning online projects**
10. **One server installer** with all options even web interface installers, detection of existing versions, backup.
11. **API**

改善 for the translation business

Even in its most simple configuration the translation business will include the following elements:

Document	Analysis	Quote	TR	REV

Documents	File Prep	Analysis	Quote	TR	REV

Source file Extraction	Terminology	Analysis	Quote	MT	PE	Target	Testing

改善 for the translation business

Why are we following this workflow?

Document	Analysis	Quote	TR	REV

Documents	File Prep	Analysis	Quote	TR	REV

Source file

Extraction	Terminology	Analysis	Quote	MT	PE	Target	Testing

改善 required! - case study 1

TR project:

Technical documentation DE to 5 target languages

Source word count: 36.653 words

Client Complaint: product names being translated or misspelled.

- extensive client communication
- re-checking of target files x5
- re-delivery after 20 hours additional work
- project delay by 5 working days
- dissatisfied customer
- and there is still not 100% certainty that all mistakes were captured…

Possible diagnosis

- No list of product names provided by customer; some product names were not easily recognisable
- PM didn't examine the source text thoroughly, and didn't notice that there were a lot of product names with camel case letters in the source files
- PM didn't ask customer for product list
- PM couldn't convince customer to provide the list
- project parameters were NOT set up in the best configuration
- PM might not have known how to protect product names
- TRs + REVs weren't very alert

改善 required! – case study 2

TR project:

Technical documentation EN to 12 target languages

Source word count: 113.789 words

Client Complaint: article and certification numbers were changed or misspelled. Customers could not find what they wanted to buy using the search.

Guess how the story continues…

- extensive client communication
- re-checking of target files x12
- re-delivery after 87 hours additional work
- project delay by 11 working days
- dissatisfied customer
- And there is still not 100% certainty that all mistakes were captured…

ze

Fuel can (UN), 3 L black, with UN

Fuel can, 3L, black, HD-PE

with **UN** certification according to ADR/GGVSEB for transporting hazardous goods

- Fulfils highest safety requirements
- TÜV-tested production
- suitable for ethanol fuel **E10**
- Incl. spout
- As from 5000 pcs. we produce with your individual colour/embossing/labelling
- Separate accessories: **spout** with screw cap **S38 # 550300**
- Certification No. UN 3H1/X1.0 Y1.0 Z1.0/250/XX/D/BAM4822-huen
- **w** = inside Ø of the filling opening = 29mm
- **t**=depth=100 mm   **b**=width=215 mm   **h**=height=205 mm

🛒 **Buy online now**

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改善 required! - case study 2

What would be possible solutions?
Protect the product names!

- Define non translatables
- Use regex tagging
- Use automated QA

How would the Service Provider Benefit by applying the 改善 approach?

- Retain customer confidence
- Save time and resources
- Work more efficiently
- Be more competitive

改善 the need for process re-evaluation

- review the entire process for one project
- there is **always** room for improvement
- draw up the workflows used in each of the projects
- the **solution** is in the detail
- consider where you add value to the service provided to the client
- ask **everyone** involved in the process for **their** ideas!

memoQ facilitates a 改善 approach for users

- Supporting business processes
- Customisation
- Automation

Conclusion

What are the benefits of a 改善 approach for smart players in the language industry?

- ✓ Process supported efficiency gains
- ✓ Tool-supported productivity gains
- ✓ Tool-supported efficiency gains
- ✓ Tool-supported quality gains
- ✓ Competitiveness

if it is easy and makes so much business sense

why are we not doing it?

If it is so simple, why are we not practising it?

- it requires discipline where we might not expect it
- it does require a time investment
- it might seem easier to throw money at it
- in an action focused culture reflective practice is counter intuitive

the journey begins here...

Thank you very much for your attention!

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