

Bridging the Gap Between Software Development and Localization

Wednesday, August 3, 2011
Beginning at 9:30AM Pacific

Please feel free to ask questions using the GoToWebinar Q&A interface.

Twitter hash-tag: [#SwDevL10n](#)

Direct messages to: [@erinvang](#) and / or [@swisschris](#)

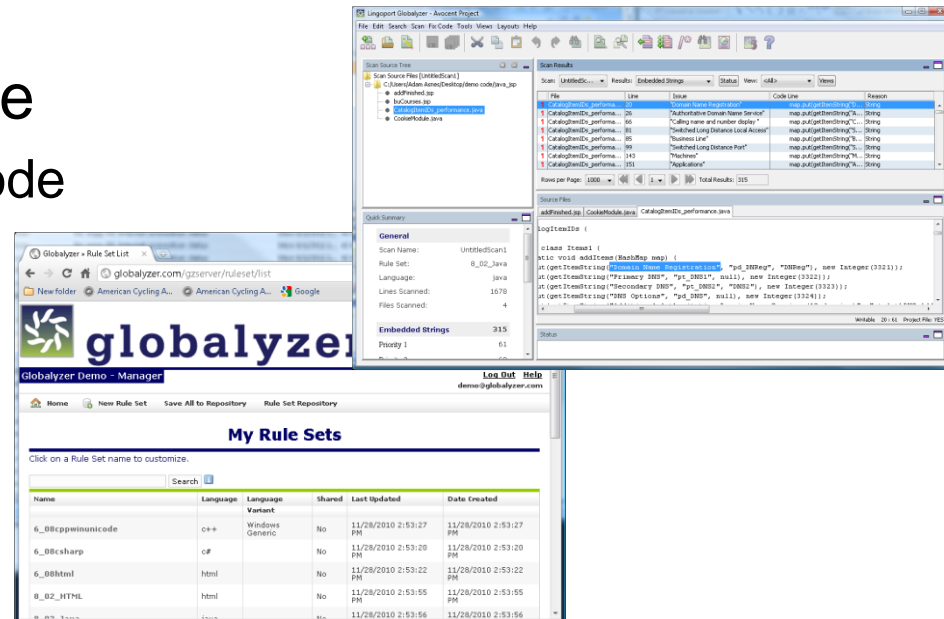
- Internationalization Services

- Assessment
- Project planning
- I18n development
- I18n testing
- Localization integration

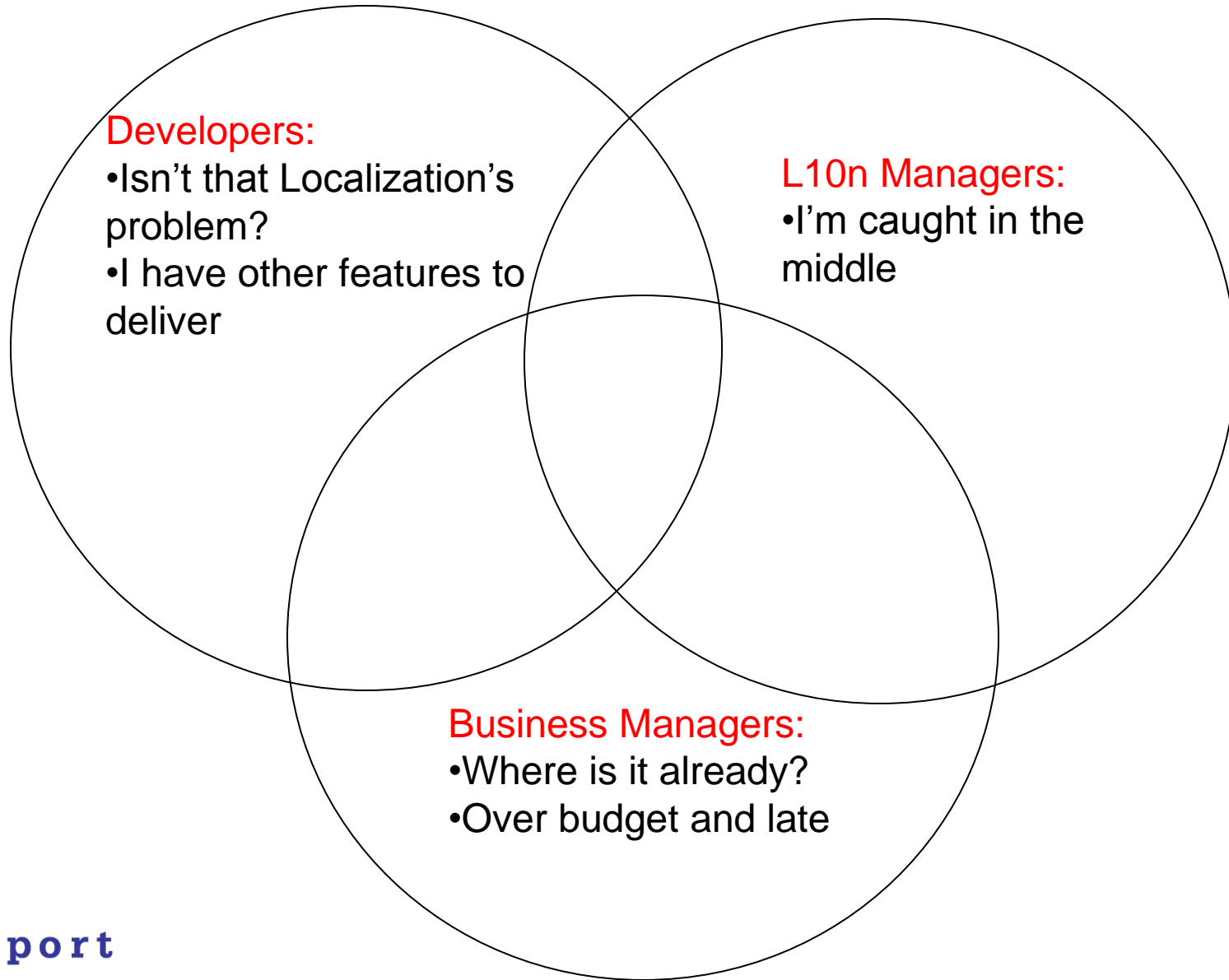


- Globalyzer

- Internationalization software
 - Find and fix i18n issues in code
 - Support developer teams



Organizational Perceptions of i18n



Organizational Perceptions of i18n

Developers:

- Straightforward, simple, handled
- Tier 3 bugs, at best
- Features come first
- Not enough time

L10n Managers:

- Issues come up with every release
- Tier 1,2 &3 bugs
- Not enough support from dev.
- No way to verify until localization
- Lack deep knowledge of code



Business Managers:

- Sales/biz expectations
- Time to market
- Over budget and late

Bridging the Gap Between Software Development and Localization



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Questions & Answers

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Resources

<http://www.lingoport.com>

Globalyzer

<http://www.globalyzer.com>

Blog

<http://i18nblog.com>

- Talk to us about your i18n needs
- Try Globalyzer at <http://globalyzer.com>