

Creating a Plan for Internationalization and Localization

Tuesday, October 10, 2011

Adam Asnes

CEO, Lingoport

adam@lingoport.com

@adamasnes

Kent Grave

Localization Manager

Cisco Systems

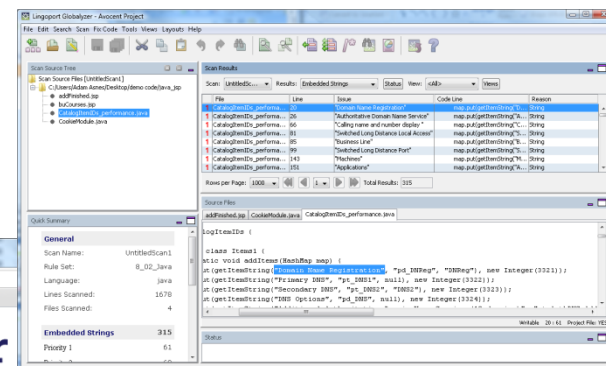
Lingoport

- Internationalization Services

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

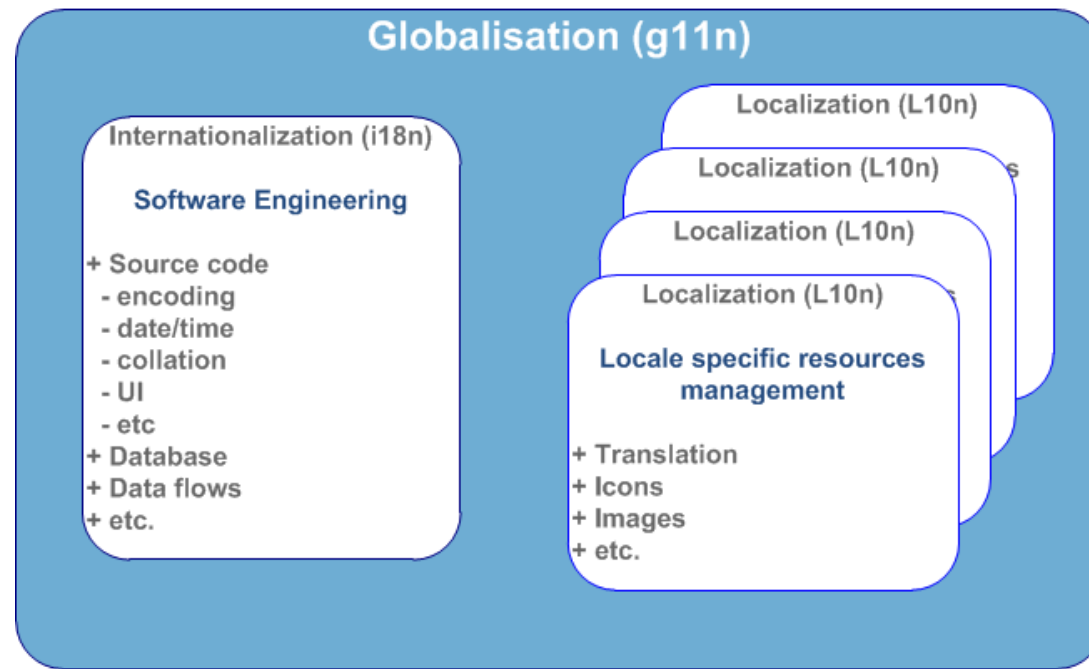
- Globalyzer

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



Globalization

- Globalization (g11n) has two components :
 - **Internationalization** (i18n) : software engineering to enable localization – Global Scalability
 - **Localization** (L10n): culture specific resources (translation, etc.) – Market Specificity



Nobody Globalizes Just Cause It's Cool

- We love revisiting code we've already developed and paying tons of money to translators!
- Distracting from "*Real Work*"



Developers: Is It Internationalized?

- Most don't know the answer
- Developers often underestimate i18n requirements
 - Just string externalization, right?
- Agile or other feature and release requirements often overrun less formally measured i18n requirements
- There is a Management Value in being able to confirm global readiness



Organization Issues

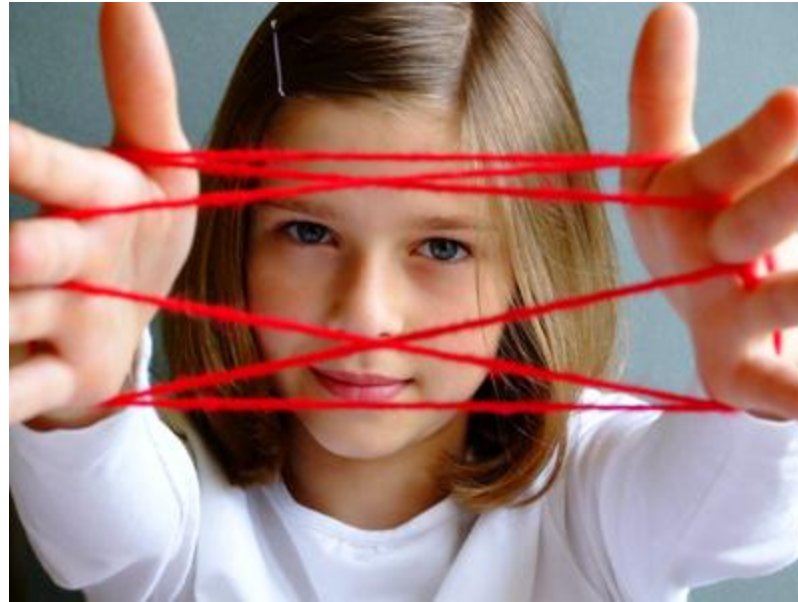
- Lots to lose in time, revenue, costs, user experience and product acceptance when code isn't well internationalized
- Few systematic tools and support for global-ready software development & Localization
- Development moves fast, teams can be diverse
 - Got Agile?
- Poor understanding of requirements

Internationalization is Expensive!

- After development
 - \$100's of thousands and more for serious applications
 - Must revisit existing code
 - Months to years delay
- During development
 - Incidental, but still real costs
 - Processes
 - Forethought
 - Requirements
 - Measurement

Sobering Experience

- 1 million line app?
 - \$500K+ dev 18n costs PLUS localization
 - 6 months? Much more? Big delays?
- When presented with i18n costs, timeframes, risk
 - Many projects die
 - Many postponed
 - Some companies fade away



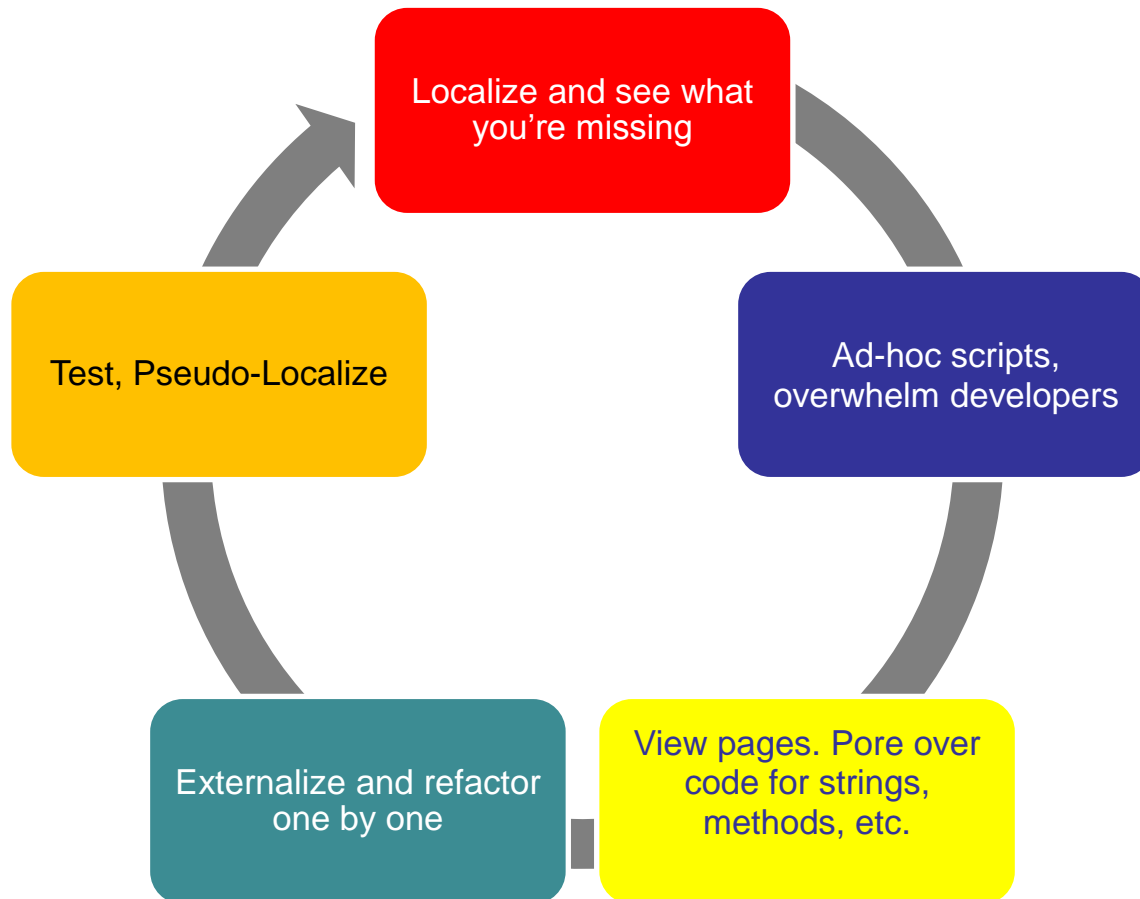
Creating an actionable plan

GETTING ORGANIZED

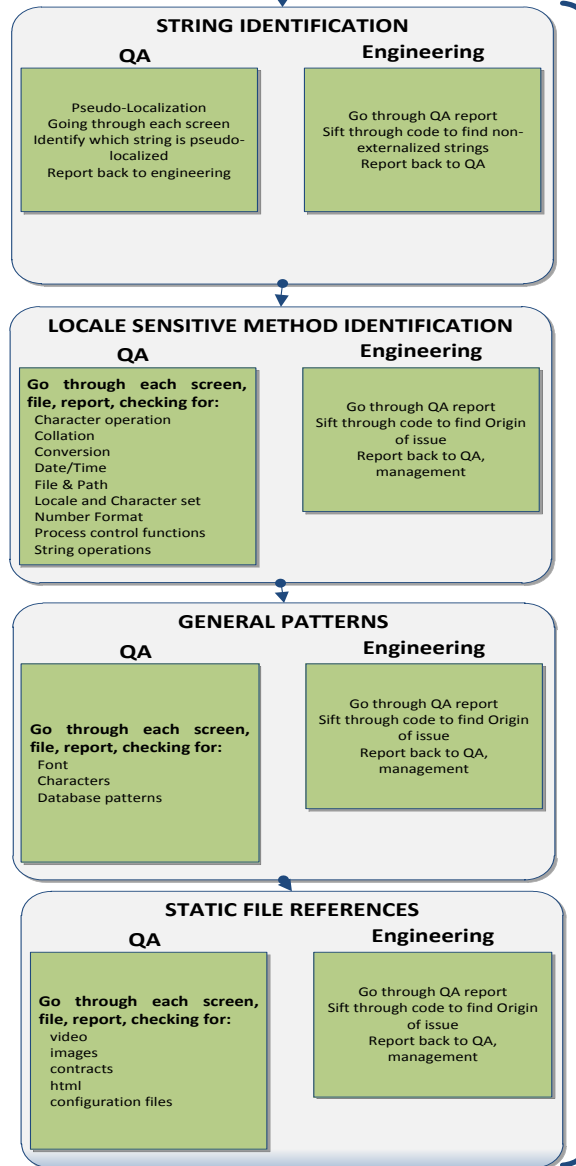
Assessment and Plan Building

- What's in code
 - Strings
 - Locale-unsafe functions/methods
 - Programming Patterns
 - Static References
- What's not in code
 - Requirements
 - Locale Handling
 - Data operations
 - Database schema

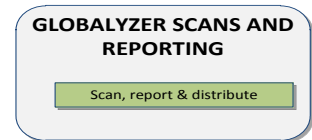
Traditional Approach - repeat, and repeat, and repeat, and repeat



Maintenance of the i18n Process



2 weeks

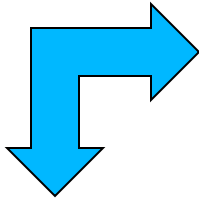


Automated

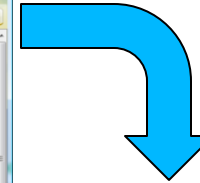


Globalyzer Server and Clients

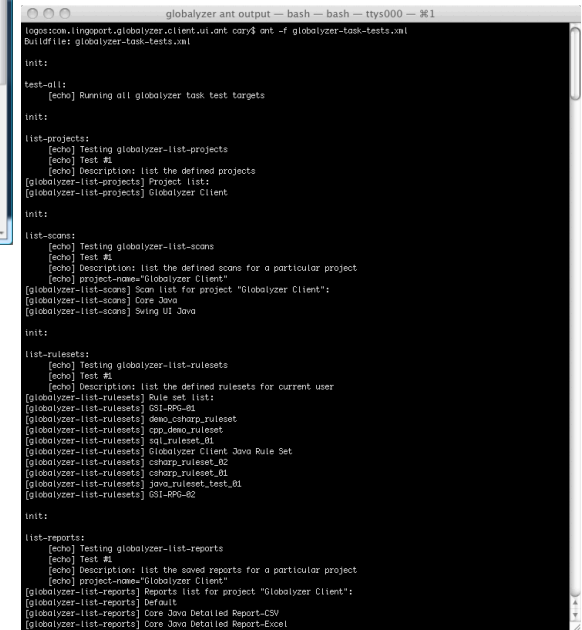
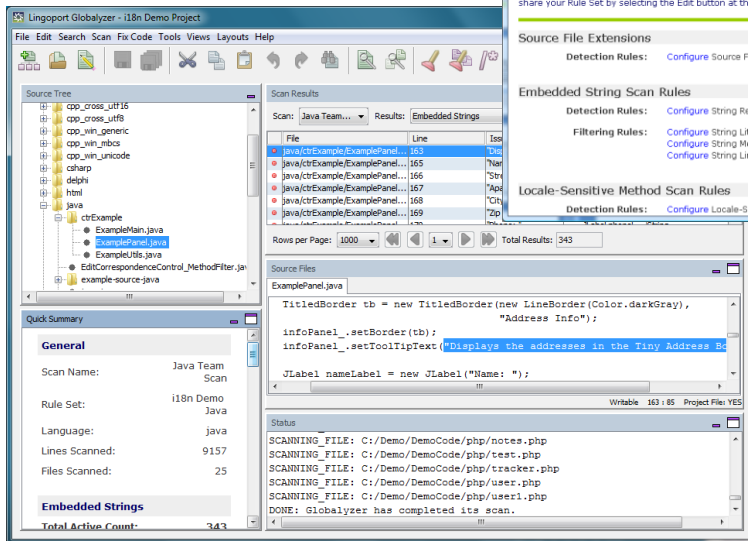
Client



Server

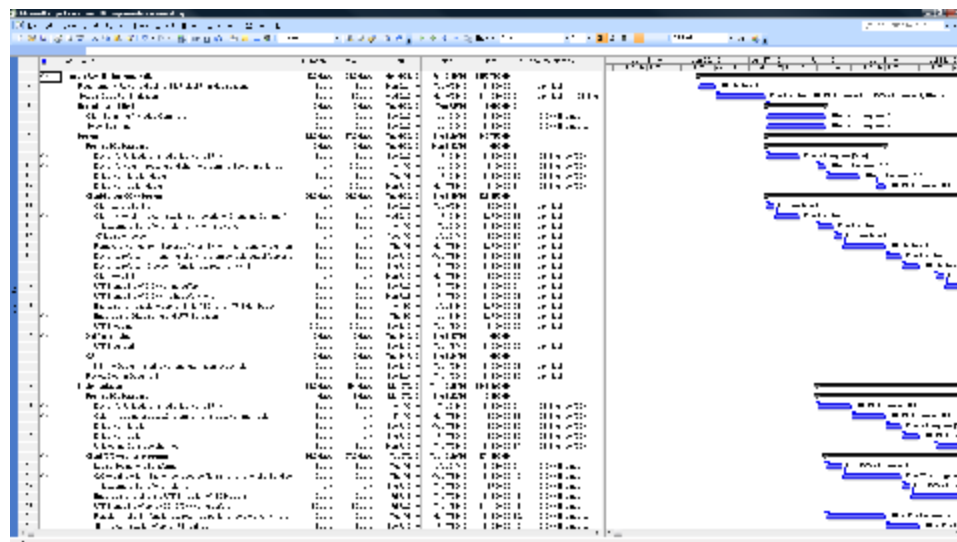


Command Line



Create a Plan

- Tasks
 - Schedule
 - Staffing
 - Costs
-
- Requirements doc, assessment or best practices are not a plan

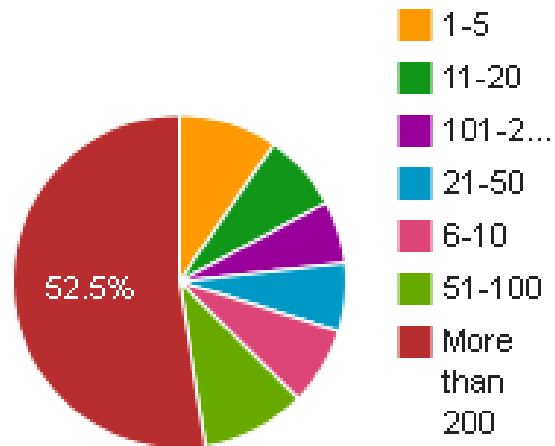




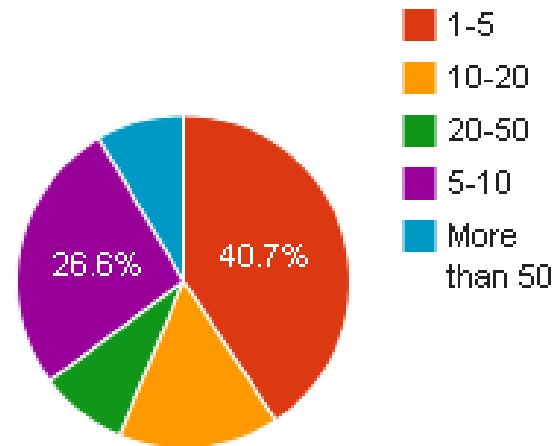
ONGOING GLOBALIZATION

Teams Are Small and Distributed

Organization size



Team size



Source: Antelink software development survey, antelink.com

Organizational Perceptions of G11n

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:

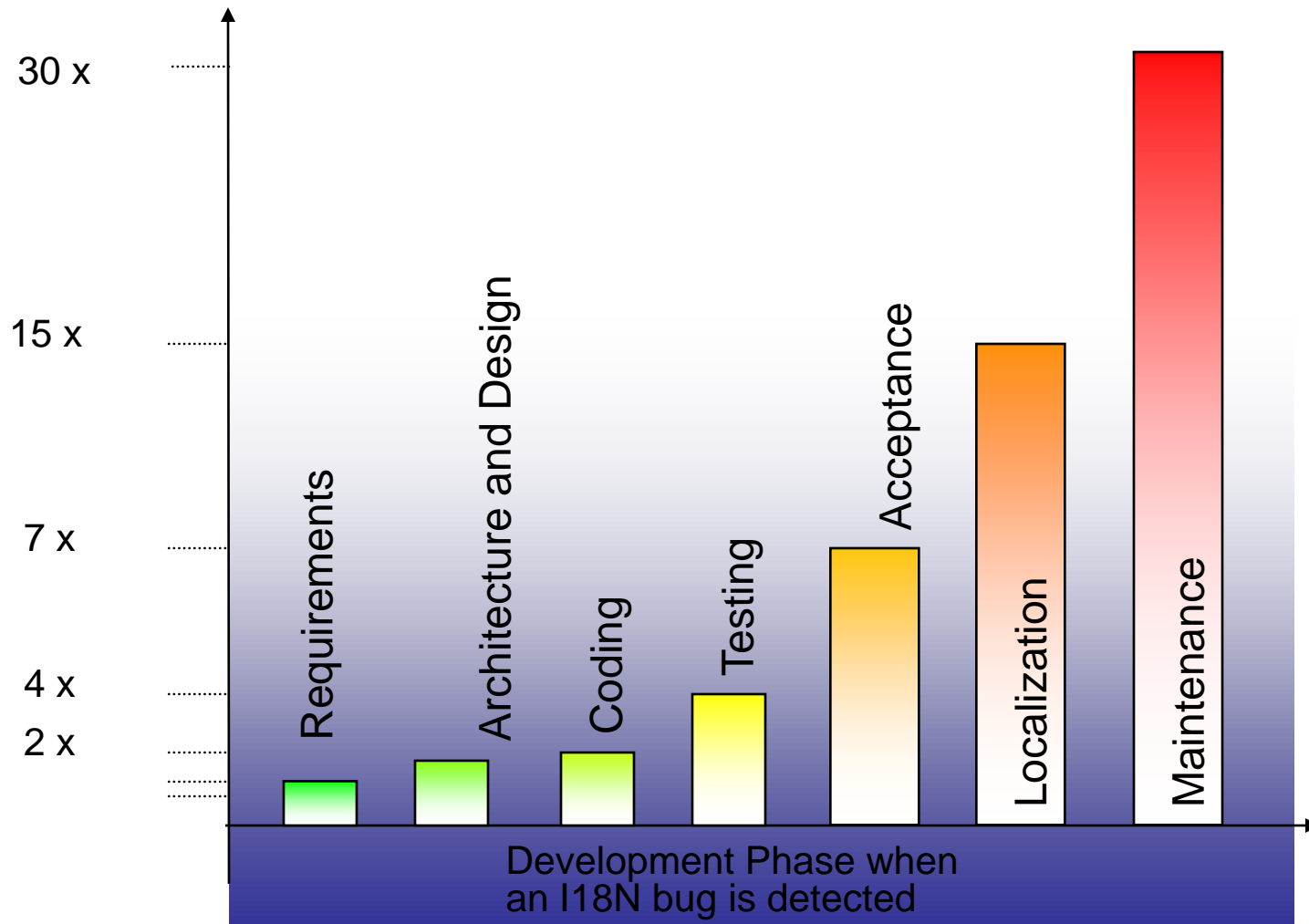
- Sales/biz expectations
- Time to market
- Over budget and late

Ongoing i18n

- Make measuring i18n part of an ongoing process, like a nightly build
- Regular requirement for development – part of every cycle, agile or otherwise
- Build an i18n testing strategy that leverages Localization testing as well.
 - Pseudo-locales

Catch Bugs Early!

Source: "Software Internationalization Tools and Solutions" - Xerox



Ongoing Globalization

- Focus on leveraging expertise
 - Tools help you scale
 - Staff experts
 - Training
 - Keep repeating the globalization value message
 - Get help repeating the message
 - Fight Entropy!

Questions & Answers

Adam Asnes

adam@lingoport.com

Twitter: @adamasnes

Kent Grave

Cisco Systems

Resources

<http://www.lingoport.com>

Globalyzer

<http://www.globalyzer.com>

Blog

<http://i18nblog.com>

- Contact us for a detailed individual presentation, or i18n needs discussion
- Try Globalyzer at <http://globalyzer.com>