



Translations for a working world.

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# Agile in Localization

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# Agile vs Waterfall?



## WHY IS AGILE HARDER?

- ***Different Mindset:***
  - Must be able to embrace and support rapid release cycles.
- ***Deeper integration & more management:***
  - Support and integrate into clients' teams, regular collaboration and feedback amongst key stakeholders.
- **Cost Structure:**
  - Traditional manual workflow service models charge project management and language minimum fees
  - Implementation of automation technology is costly; complexity and production implications can be underestimated.

## WHAT CAN BE DONE?

### **1). *Modify the mindset:***

- Invest and understand how i18n affects localization
- Provide context for translation
- Automate file transfers and build integration.
- Involve all stakeholders early to define and agree to iteration schedule
  - Define independent iterations for translation to match release cycles, prioritize by locale
- Examine business model for budget and expenditure



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# Poll Question 2.

## Sample sprint schedule



## *2. Early Sprint Management*



## ***2. Early Sprint Preparation: Terminology***

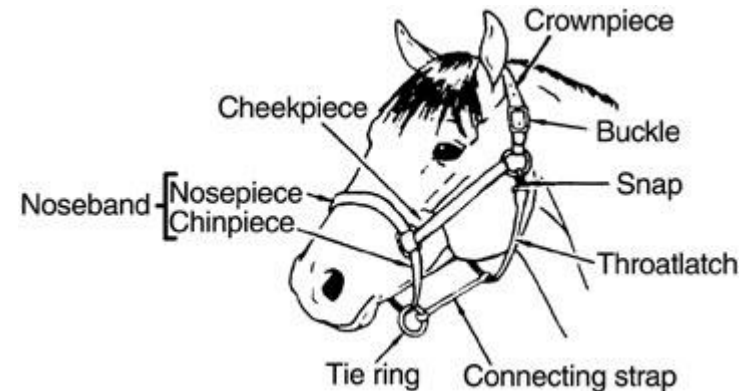
- Tools, process and skills remain the same in a Agile environment.
- Speed is of the essence.
- Balance speed, time and quality reflective of the company culture.
- Define workflow within Agile.
  - 100% approved but not released
  - Waiting for SME approval





### 3. Terminology approval and translation

- Translation should begin when major chunks are completed.
  - If MT was used for testing purposes, re-translate or invest in significant post-editing.
- Terminology marked approved for use or noted in the repository that maybe changed in later sprints.



#### ***4.) Final Sprints:***

- Translation updates are coordinated according to plan set during setup. Helps mitigate surprises both client and LSP can prepare for.



## Linguistic testing:

- Consider limiting testing scope in low revenue locales.
- Cross-check found issues in all locales.
- Make existing in-house platforms (issue tracking, test case management) available to external testers, or use a vendor with own solutions.



*In this environment of collaboration...*

*how can we control costs?*



## Two solutions

- **Deploy TMS in-house or SaaS**
  - Highest automation level
  - High deployment and operational costs
  - Overrides processes at vendor side
- **A better service model**
  - Agreement on time frames, monthly budgets. Reports instead of approvals.
  - Automate the file transfer, use a vendor that can handle the rest.
  - Ask for a vendor dashboard or maintain a burn down chart to track and report on costs.

## Takeaways

- With the proper business case, determine if pure Agile or hybrid is best for your organization.
- Establish processes with your localization vendor to reduce project management headaches from daily translation activities and increase collaboration.
- I18n must be core in-house focus and has bigger impact on I10n costs than other variable factors combined.

# Big thanks for their support

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