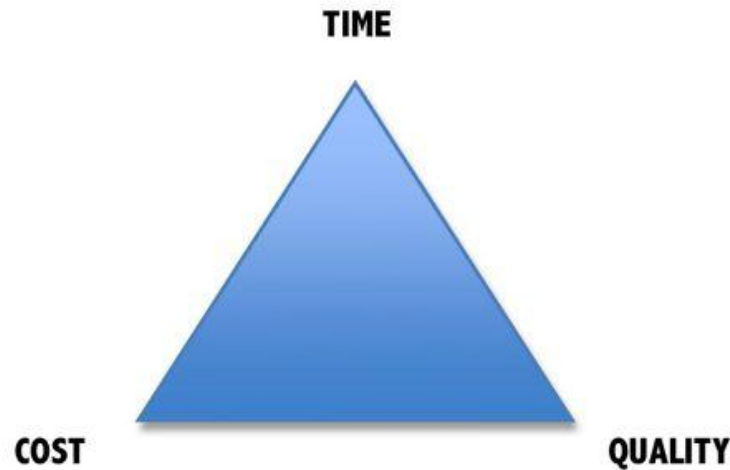


Localization models at Pitney Bowes

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March 2, 2011

Localization in an Agile environment

- Pure Agile, Waterfall and somewhere in the middle
- Pros and Cons in each model
- Business decision beyond just good practice



Pure Agile

- Pros
 - Better risk management and timely feedback from the region
 - Faster Time to market
- Cons
 - More handoffs and smaller chunks
 - More internal localization resources needed
 - Increased administrative tasks (POs, minimum charge, etc)
 - In-Country Review is nearly impossible before check-in
- Works well if
 - Dedicated localization resources available
 - Dedicated In-country reviewers
 - In house translator resources

Waterfall

- Pros
 - Complete file set and predictable with scope and cost
 - Less internal localization resource needed
 - ICR is easier to schedule
- Cons
 - Potentially a big lag between English and localized releases (depends on project size)
- Works well if
 - Limited localization resources available (e.g., shared service)
 - Time to market is not a critical factor

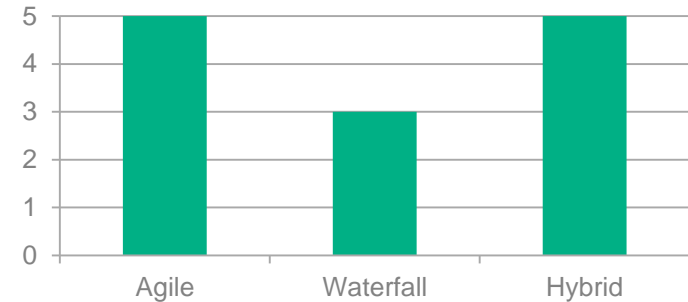
Hybrid

- Pros
 - Scope and costs are better controlled
 - Less localization resource needed than Pure Agile
 - Reduced lag between English and localized releases
 - ICR is easier to schedule
- Cons
 - ICR could be still a challenge
- Works well
 - Limited localization resources available

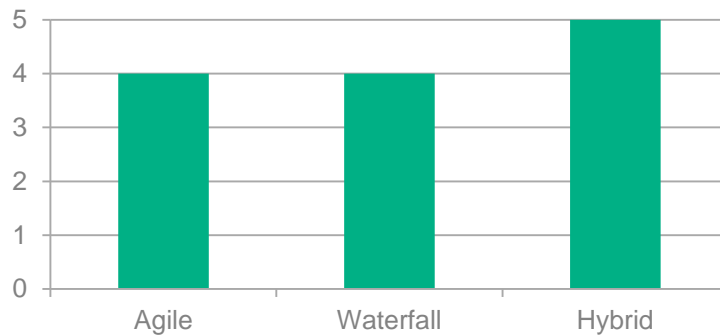
Take away...

- Agile <> Lean
 - Don't forget the lean factor
- Find the right balance
 - Time/Quality/Cost
- What is your business requirement?

Time to Market



Quality



Cost

