

Source & Target Terminology Management in Windows International

Manuela Noske
OSG Localization, Microsoft
LocWorld Vancouver
Oct 29, 2014



Opportunities in Terminology Management

- For Windows 8 and 8.1
 - source terminology development was partly outsourced
 - target terminology development was fully outsourced
- Responsibility for source & target terminology development was assigned to business groups
- Challenge was to develop organizational models and terminology processes that were
 - scalable
 - efficient
 - agile
 - delivered high quality results

Areas of Terminology Management

SOURCE TERMINOLOGY

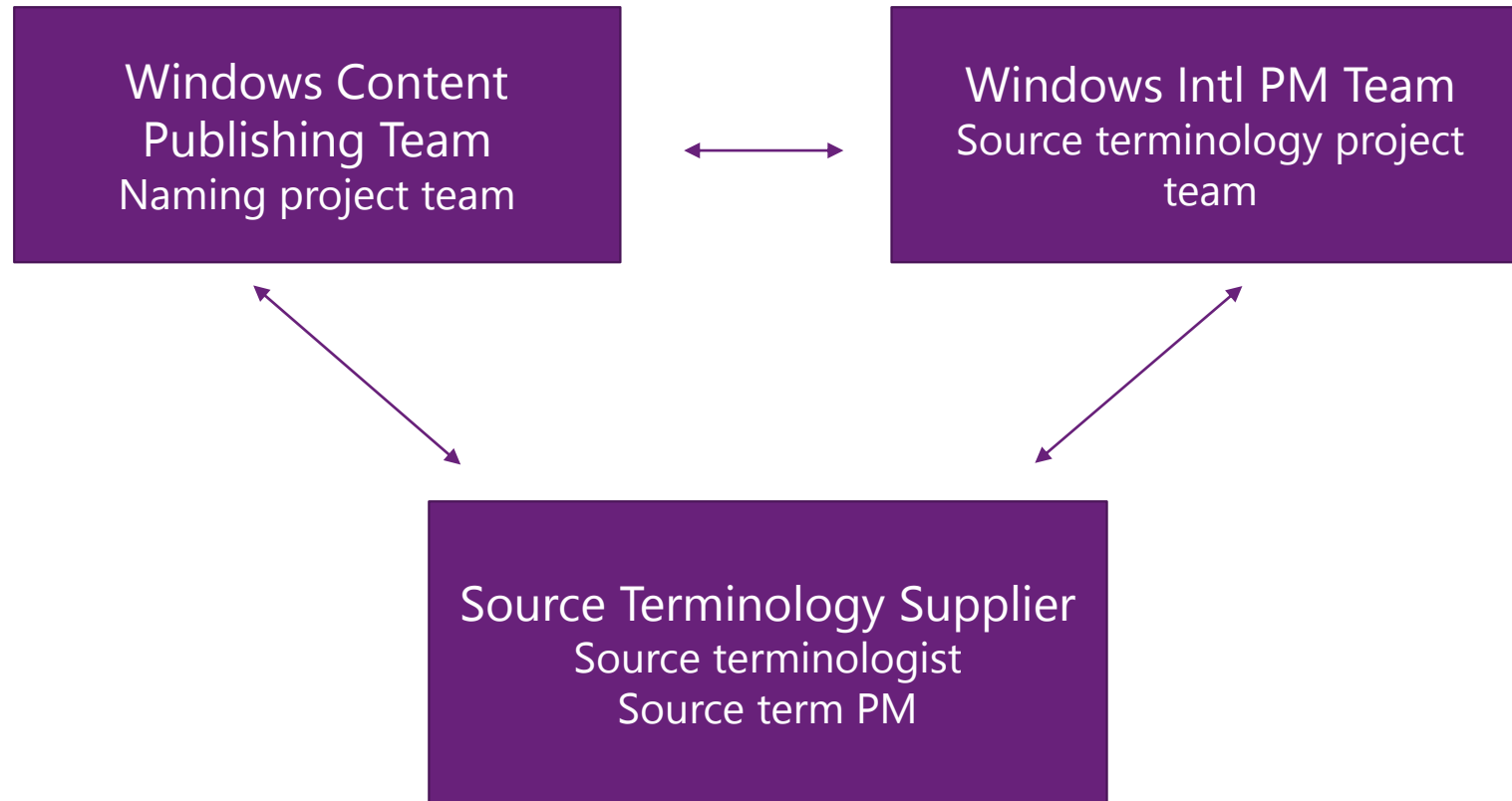
- *Naming & development*
- Change management

TARGET TERMINOLOGY

- *Development*
- Validation
- Change management
- Implementation in product

*Will only cover topics in italics today

The Windows Cast: Source



Windows Content Publishing – Naming Project Team

CORE RESPONSIBILITIES:

- Identify new concepts
 - Naming
 - Manage Director approval & sign off
 - Coordinate with LCA & Marketing
 - Some source term entry
- ❖ **Note:** Brand naming (version, edition & pre-release names of the Windows brand) follow a different naming process

Windows International – Source Term Project Team

CORE RESPONSIBILITIES:

Upstream Engagement

- Localizability review
- Scheduling

Downstream Engagement

- Manage source term supplier

Across

- Coordinate between up- and downstream stakeholders
- Coordinate with other teams within Windows International & business groups

Source Terminology Supplier

Supplier provides 2 roles:

1. Source Terminologists

- Source term research & development
- Source term entry in db

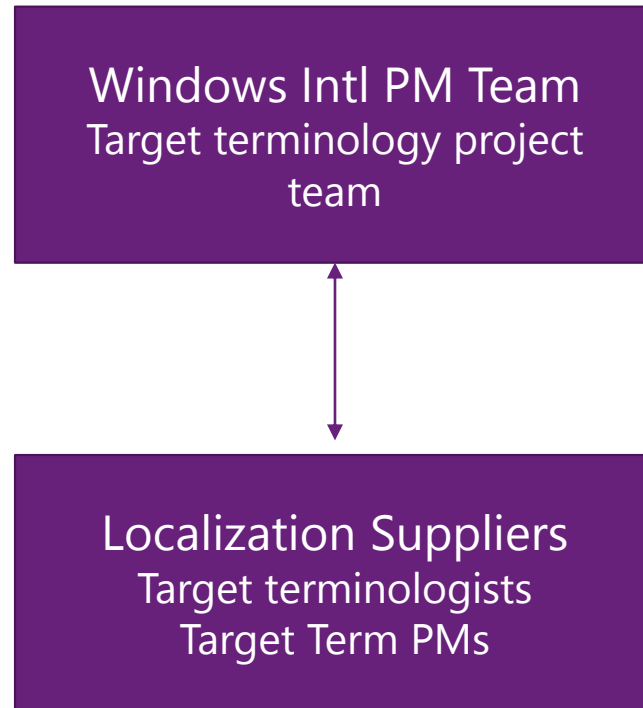
2. Source Terminology PM

- Communicates with source term project team
- Source term HO to localization suppliers
- QA on target entry (metadata & task completion)

Source Terminology Challenges

- Late availability of source terms and/or slips in schedule affecting target term quality as well as product quality & cost
- CPub new name identification not fully meeting needs of localization team; localization team needs to play more active role in identifying new concepts that need to get documented
- Ownership of Microsoft shared source terms and coordination with other BGs
- Legal requirements often unclear

The Windows Cast: Target



Windows International – Target Term Project Team

CORE RESPONSIBILITIES:

Downstream Engagement

- Manage target term PM at localization supplier

Across

- Coordinate with source term project team
- Coordinate with other teams within Windows International & business groups

Localization Supplier

Suppliers provide 2 roles:

1. Target Terminologists

- Research & develop target terms
- Evaluate target term change requests

2. Target Terminology PM

- Communicate with target term project team
- Manage target terminologists

Target Terminology Challenges

- Ownership of Microsoft shared target terms and target term change coordination with other BGs
- Legal requirements often unclear
- No validation of target term implementation

Q&A