


Technology for Freelancers

The Language Show

*Our Knowledge,
Your Control*



Doug Lawrence
doug@amicus-transtec.com
Tel: +44 (0) 1562 74 66 32
Mob: +44 (0) 77 11 555 602

Selling Translations and the arrow on target device are is Trade Marks of Amicus TransTec Limited



My background

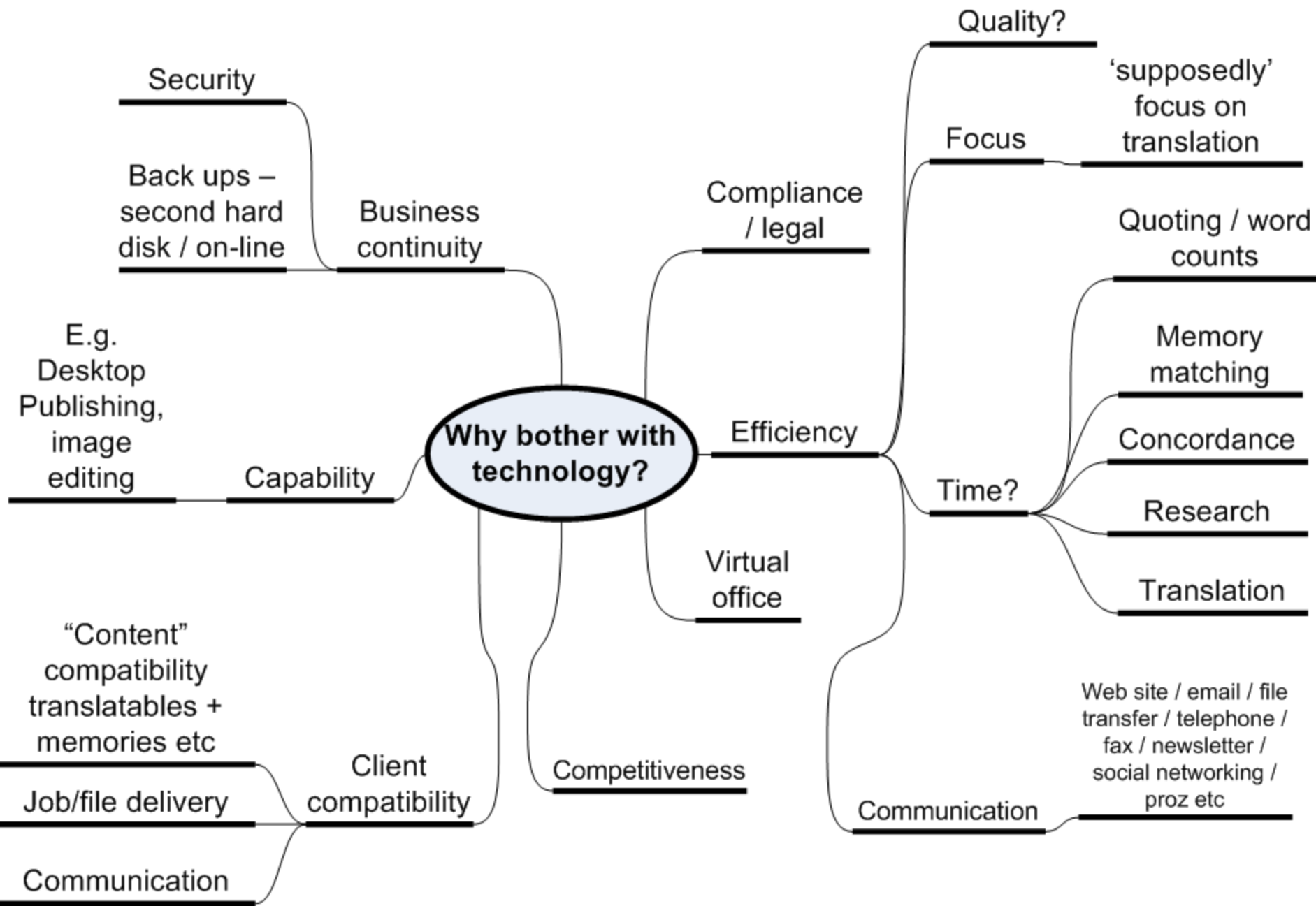
- 15 years in translation and software localisation industry
- Berlitz, Trados UK, SimulTrans, Trados GmbH, Trados Inc., Conversis, Amicus TransTec
- Regional, national, and international positions
- Sales, management, director and owner
- BSc (Hons) Computer Science, MBA
- Qualified Lead Auditor for ISO 9001:2000 and CEN 15038:2006
- On British Standard Institute (BSI) Technical Committee for Terminology and other content resources (ISO TC 37)
- BSI Principle UK Expert for Translation Industry and Services
- UK Trade & Invest Export Communications Consultant
- Approved West Midlands Business Link Supplier
- Founded Amicus TransTec in 2006
 - Software and services to the translation industry
 - Association of Translation Companies (ATC) Preferred Training Partner

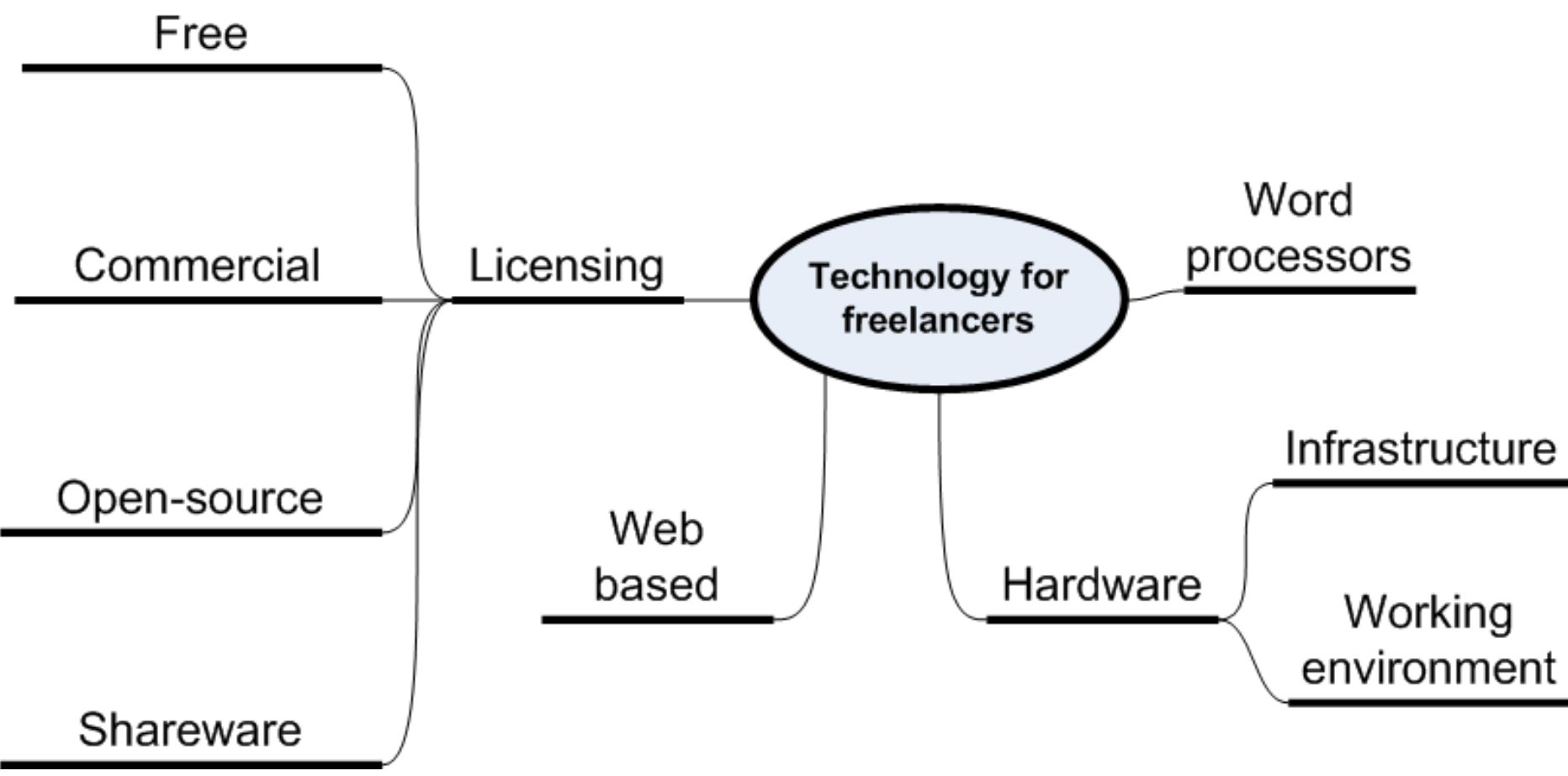
www.amicus-transtec.com www.sellingtranslations.com

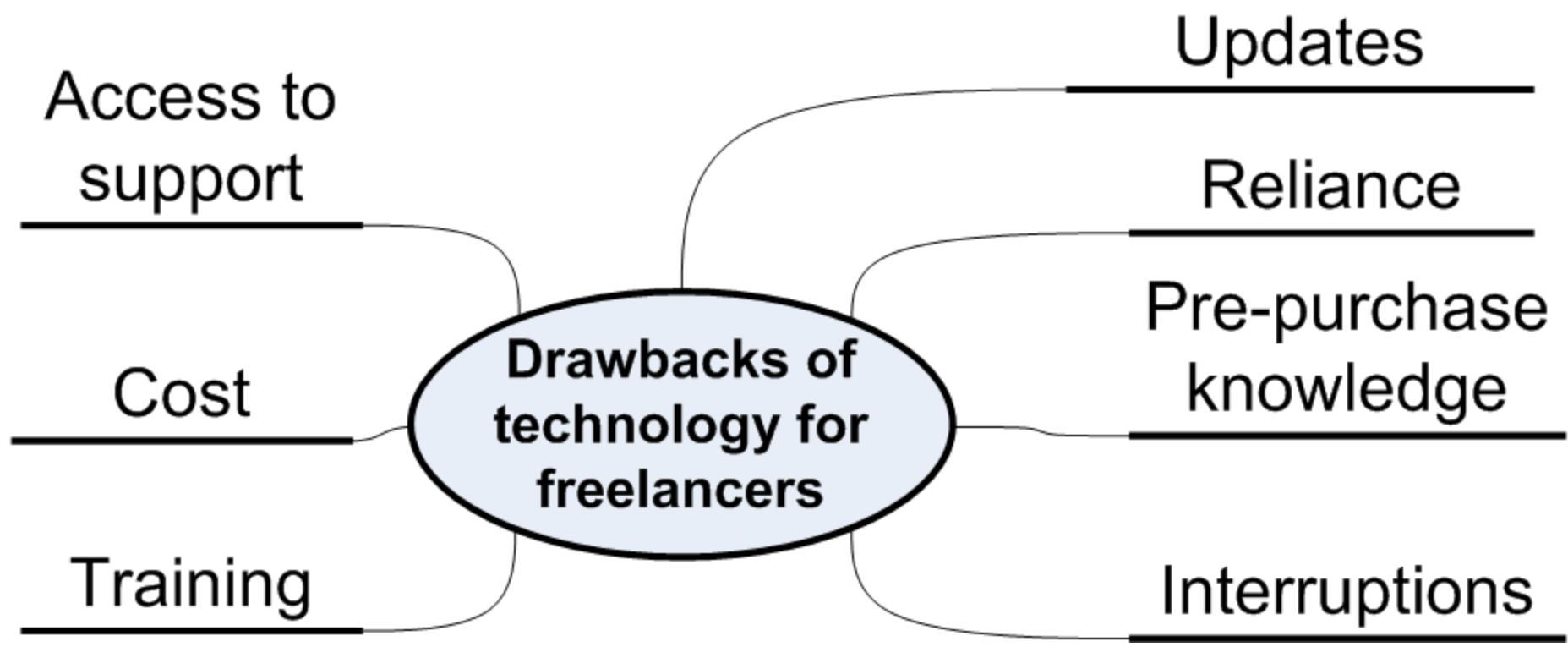
www.memoq.co.uk www.whytranslate.com



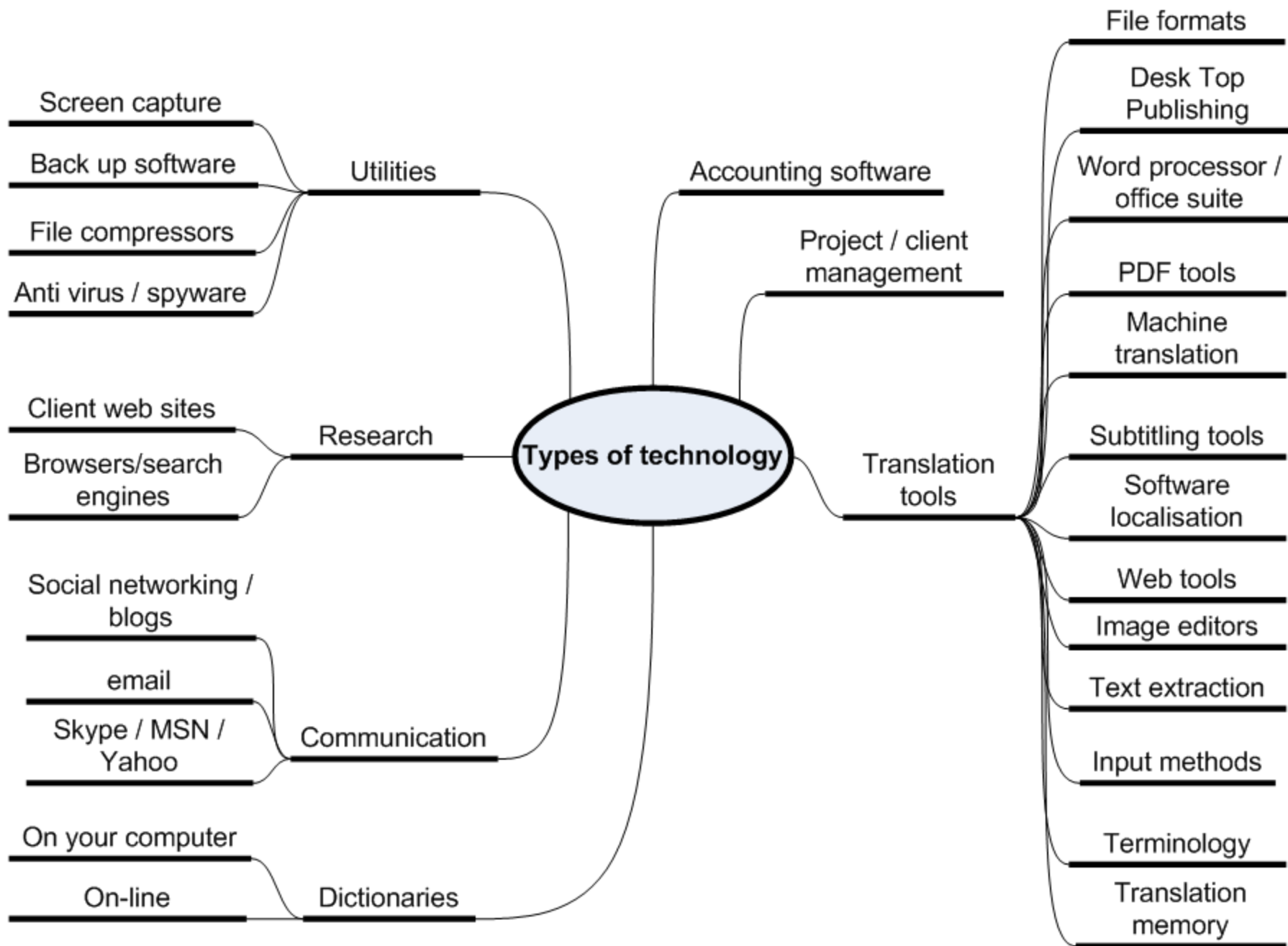
**Why
bother?**

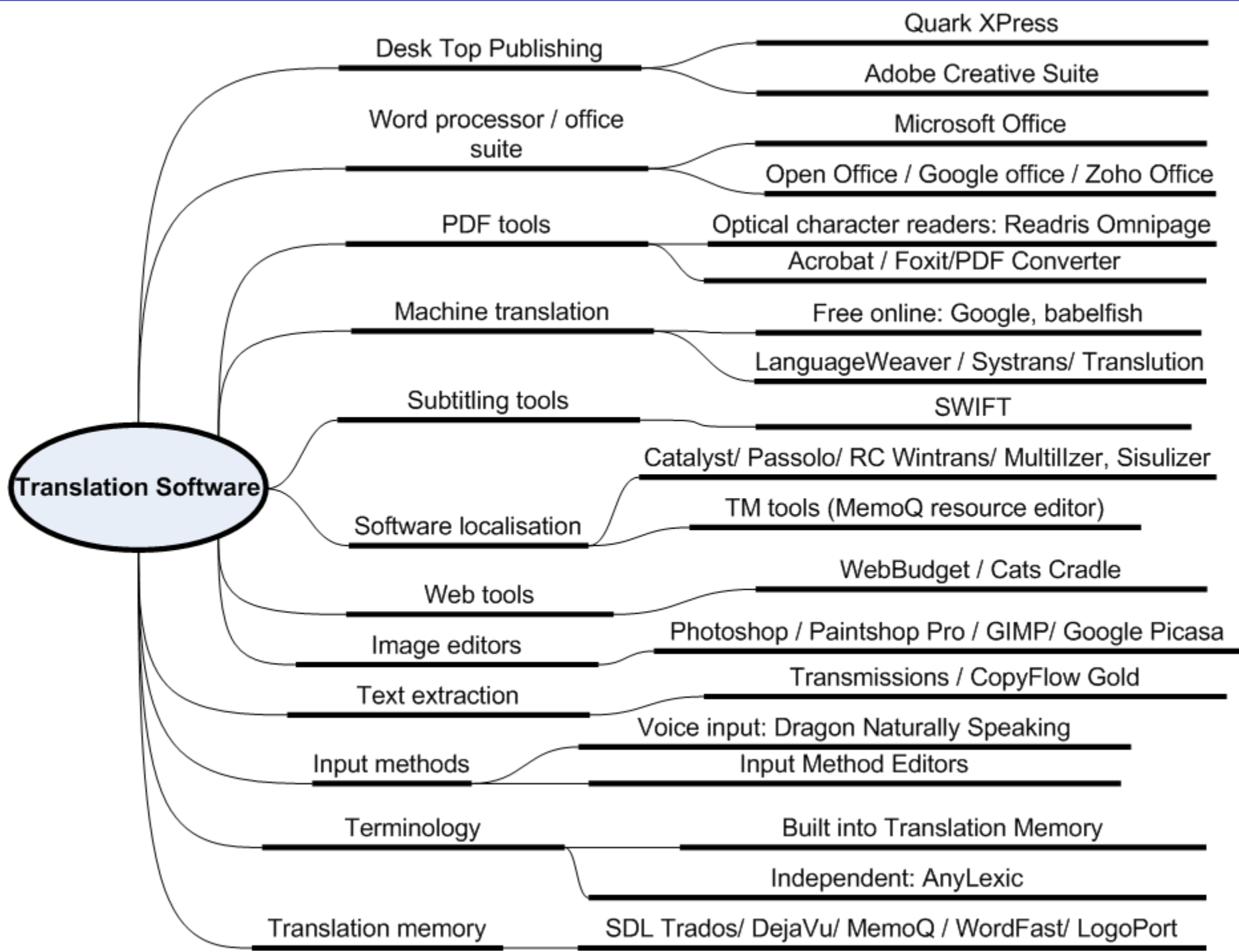






**It goes
wrong!**





ITI German Network and West Midlands Group Contingency Planning Workshop

Resource	Risks/consequences	Steps to minimize risks	Contingency plan
Computer crash	Loss of data; not finishing job on time;	Certain knowledge of computer maintenance is helpful (YouTube for demos!);	External hard drive; data and software backups; second computer desktop or laptop (laptops harder to repair than desktops); online backups e.g. mozy.com (confidentiality/security?); clients' and support group contact details on paper; have support service on hand; email current job to separate email address e.g. hotmail; RAID – arrays of hard disks
Internet connection	Internet and/or phone lines unavailable Unable to access e-mail – communication and sending/receiving jobs Internet research	Two lines, each with different provider Separate dialup account Ensure e-mail system keeps mails on server for a period	Arrange to use friend's line/connection Library Laptop – tap into other wireless systems – webmail account (problem: lack of confidentiality) Mobile phones Blackberry (email/emergency modem); 3G mobile modem?
TM software	Loss of time; work longer hours to catch up; frustration; potentially unhappy client; corrupting assets (translation memory etc.)	Use second computer Regular backups – data, memories Compartmentalise/copy memories to minimise risk of loss	User groups – Yahoo; ProZ Friends Second computer/Virtual second OS Support – computer support – Specific TM support – Knowledge bases – Search e.g. Google Temp. licence/access code

ITI German Network and West Midlands Group Contingency Planning Workshop

Resource	Risks/consequences	Steps to minimize risks	Contingency plan
Accident / illness	<p>Can you contact clients</p> <p>Is there someone who can take over/help out</p> <p>Financial</p>	<p>Colleagues you work with – mutually pass on work – especially direct clients</p> <p>Friends/colleagues – networking – e.g. ITI networks</p> <p>Build up good relationship with your customers so they will come back to you afterwards</p> <p>Income protection/ critical illness insurance</p> <p>Info from Federation of Small Businesses</p> <p>Savings to cover period e.g. 3-6 months</p> <p>Minimise risk by looking after your health</p>	<p>Have list/index of contacts so family members/friend can phone your customers</p> <p>Or keep on e-mail/online group for group mailing to inform customers</p> <p>Mobile phone contact</p> <p>Business line diverted to mobile</p>
Biggest customer goes out of business	<p>Affects both freelancers and translation companies</p> <p>High ratio</p> <p>Implications – not severe if well-established</p> <p>Will the original client pay you?</p>	<p>Market yourself – to translation companies or direct</p> <p>Spread business – but not too much</p>	<p>Ensure multiple customers – be aware of whether your business is coming predominantly from 1 or 2 sources.</p> <p>Market yourself – your own websites – directories e.g. ITI, CIOl; translators' websites e.g. ProZ, Translators' Café</p>
No work comes in for a few days	<p>As above</p>	<p>Start worrying after a week; start contacting new agencies e.g. from ITI directory, ATC; emailing/phoning regular clients; networking with other translators; ProZ; ITI website job board</p>	<p>Keep in touch with regular clients; always keep up with marketing; never stop; keep enquiries that you don't have time to respond to – contact them when work is low (avoids being accused of SPAM); try to contact direct clients e.g. through Federation of Small Businesses; set aside one day a month for personal development including marketing etc.</p>

What should you consider

- How comfortable are you with technology?
- What does your customer need?
- What are your options?
- What is the Total Cost of Ownership?
 - Cost of purchase
 - Upgrades
 - Support
 - Training
 - Change in working practices
 - Change in pricing
 - Down time - problems



Community Groups

<http://tech.groups.yahoo.com/group/dejavu-l/>

<http://tech.groups.yahoo.com/group/MemoQ2>

<http://tech.groups.yahoo.com/group/sdlx/>

http://tech.groups.yahoo.com/group/TW_users

<http://tech.groups.yahoo.com/group/wordfast/>



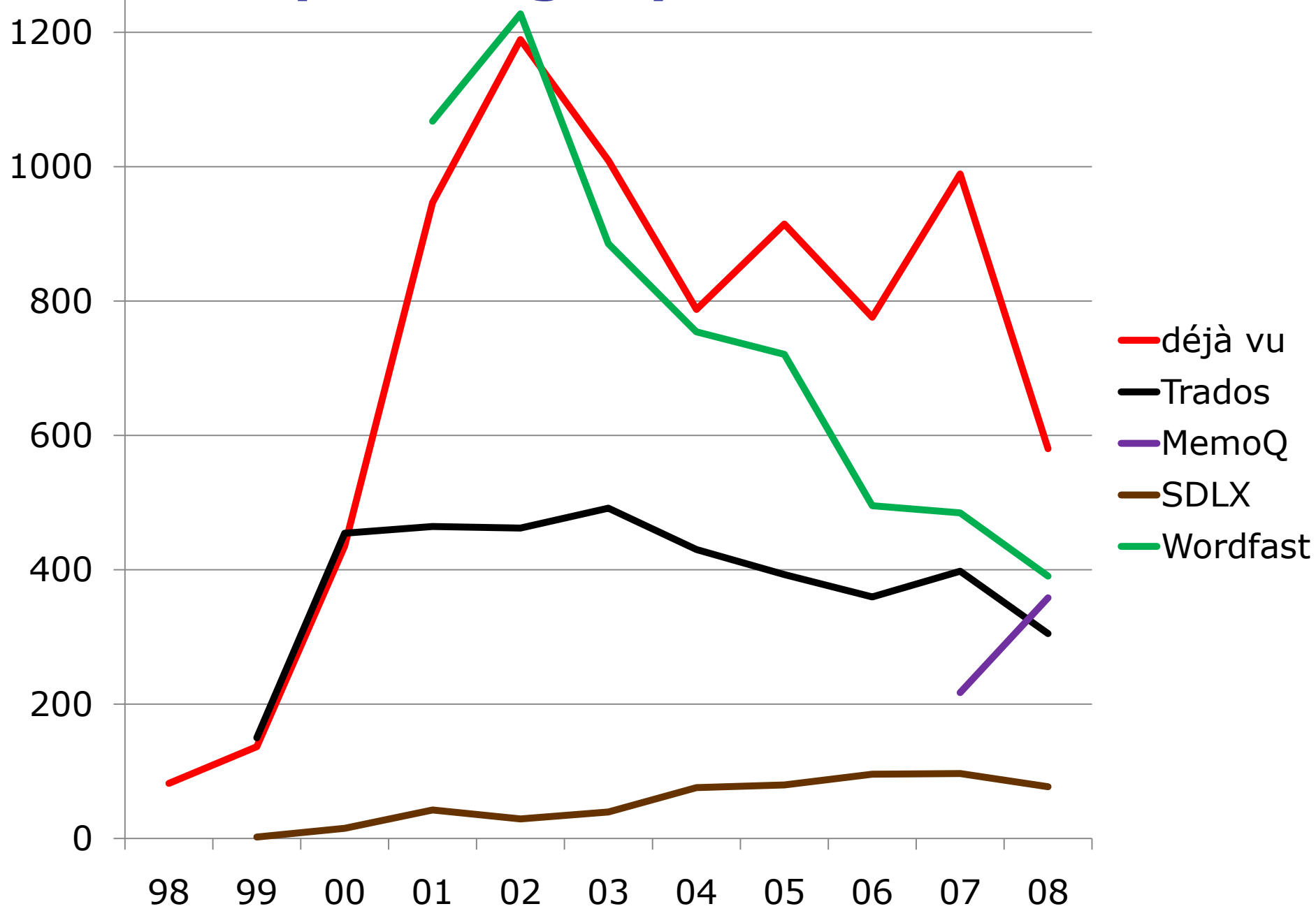
Support - Community

Name	Members	Msg/mth*	activity
Déjà Vu	1915	989	52%
MemoQ	149	217	146%
SDLX	1337	97	7%
Trados	4636	398	2%
Wordfast	5523	485	9%

* Average for 2007



User Group Messages per Month



Desk Top Publishing (DTP)

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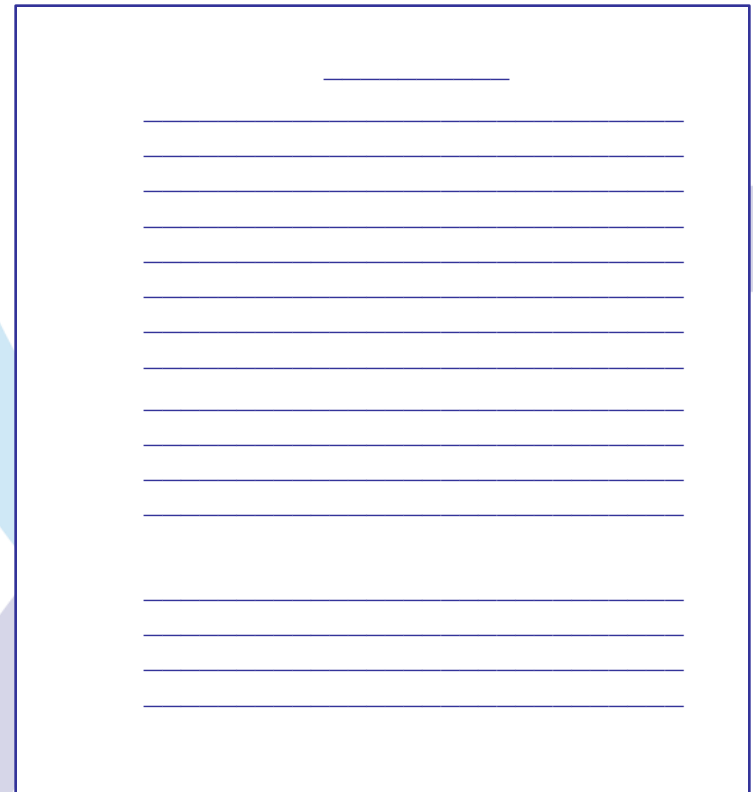
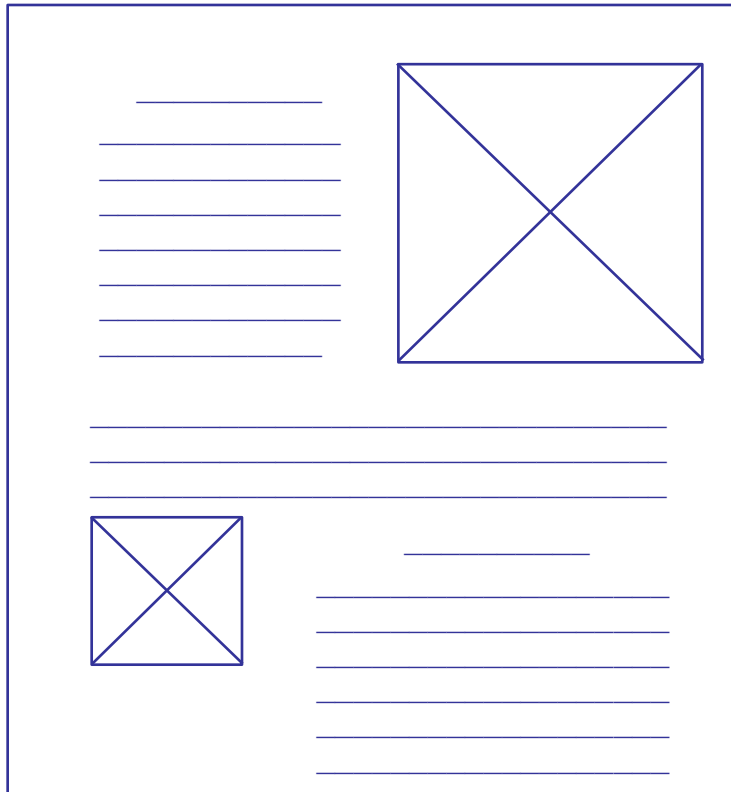


Desk Top Publishing

- Using desktop computers to produce complex layout pages
- Software includes:
 - Page layout tools such as QuarkXPress, Adobe InDesign and FrameMaker
 - And other software such as Photoshop for image manipulation
- DTP can take place on Apple OS X, Microsoft Windows and Unix/Linux



DTP vs. Word Processing



Translation Challenges

- Translators do not usually own or know how to use DTP software
- Text has to be extracted to be translated
 - Manually by copy and paste into a table
 - Using software, such as CopyFlow Gold
- After translation and review text has to be re-inserted in the correct place
- Proof reading may need to be carried out on translated DTP document
- DTP is an opportunity to add value especially with non-roman alphabets



Extracted Text

- When using software the extracted text will usually contain tags
- Tags will either be editable or locked



Translation memory and term bases

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Terminology database



Database of client specific terms



To install the program, please follow the instructions below.

Configuring your fax device



Bitte folgen Sie untenstehenden Anweisungen, um das Programm zu installieren.

Konfiguration Ihres Faxgerätes



Quelle

Ziel

Innensechskantschraube

Kettenrad

Kettenrad

Eintragsnummer **1140**

Fachgebiet Fördertechnik

Substantiv Abstrakta

Erfassung teilweise

Definition Es handelt sich um ein **Kettenrad** mit einem Zahnkranz

Deutsch

Kettenrad

Deutsch

1-fach Kettenrad *n s & p Substantiv Wort -(e)s / "er genormt Pleske Landwehr*

Ling. Anmerkung Kompositum

Grundform Rad

Kontext Die Kette läuft auf dem Kettenrad

Englisch

single chain wheel *s & p Substantiv Wort genormt Hoheisel Meier*

Grundform wheel

Französisch

roue à chaîne simple *f s & p Substantiv Wort genormt Landwehr Landwehr*

Grundform roue

Kontext La roue à chaîne simple ne possède qu'une chaîne

Spanisch

rueda de cadena simple *f s & p Substantiv Spanien Wort genormt Landwehr Landwehr*

Grundform rueda

Kontext La rueda de cadena simple sólo tiene una rueda

Portugiesisch

roda dentada de corrente simples *f s & p Substantiv Brasilien, Portugal Wort genormt*

Landwehr Landwehr

Grundform roda

Italienisch

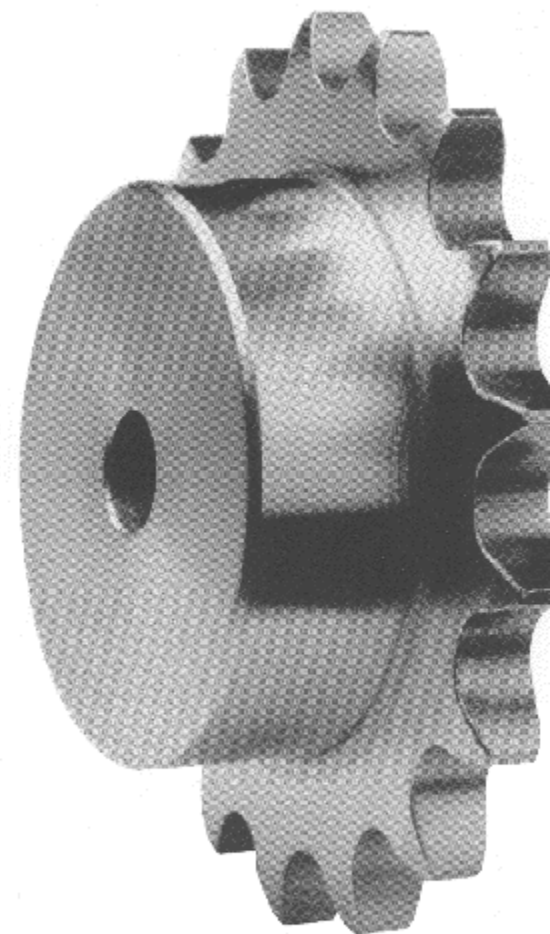
ruota a catena semplice *f s & p Substantiv Wort genormt Bories Bories*

Grundform ruota

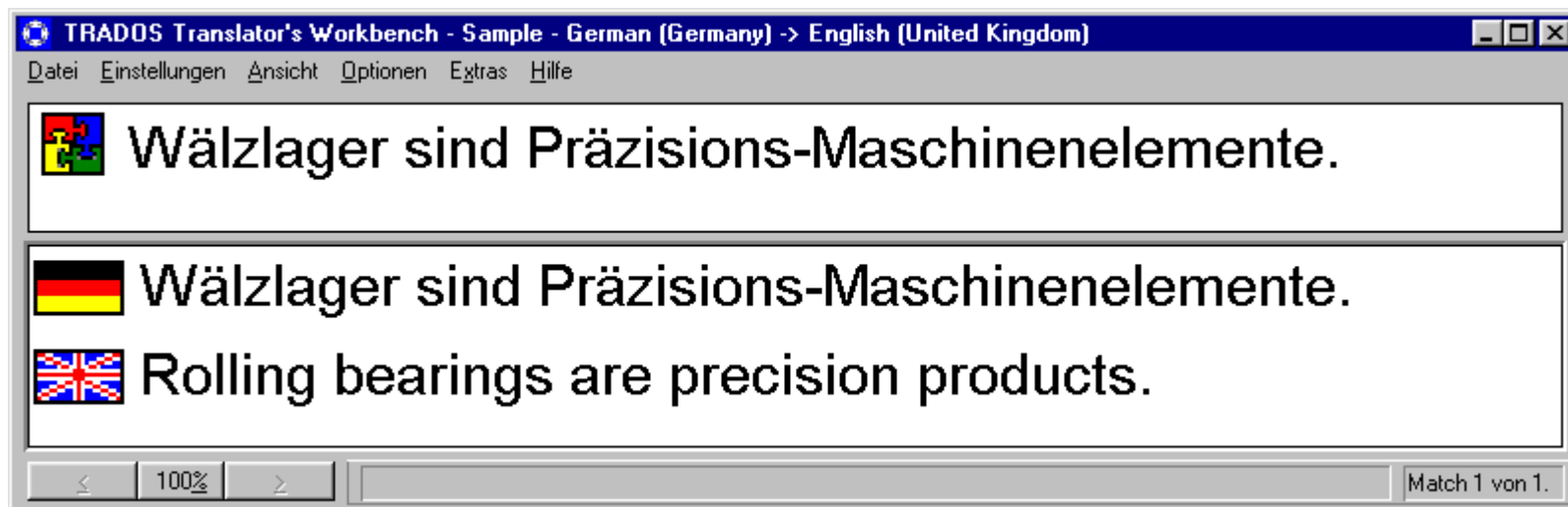
Russisch

одинарная цепная звёздочка *f s & p Substantiv Pavlioukevitch Pavlioukevitch*

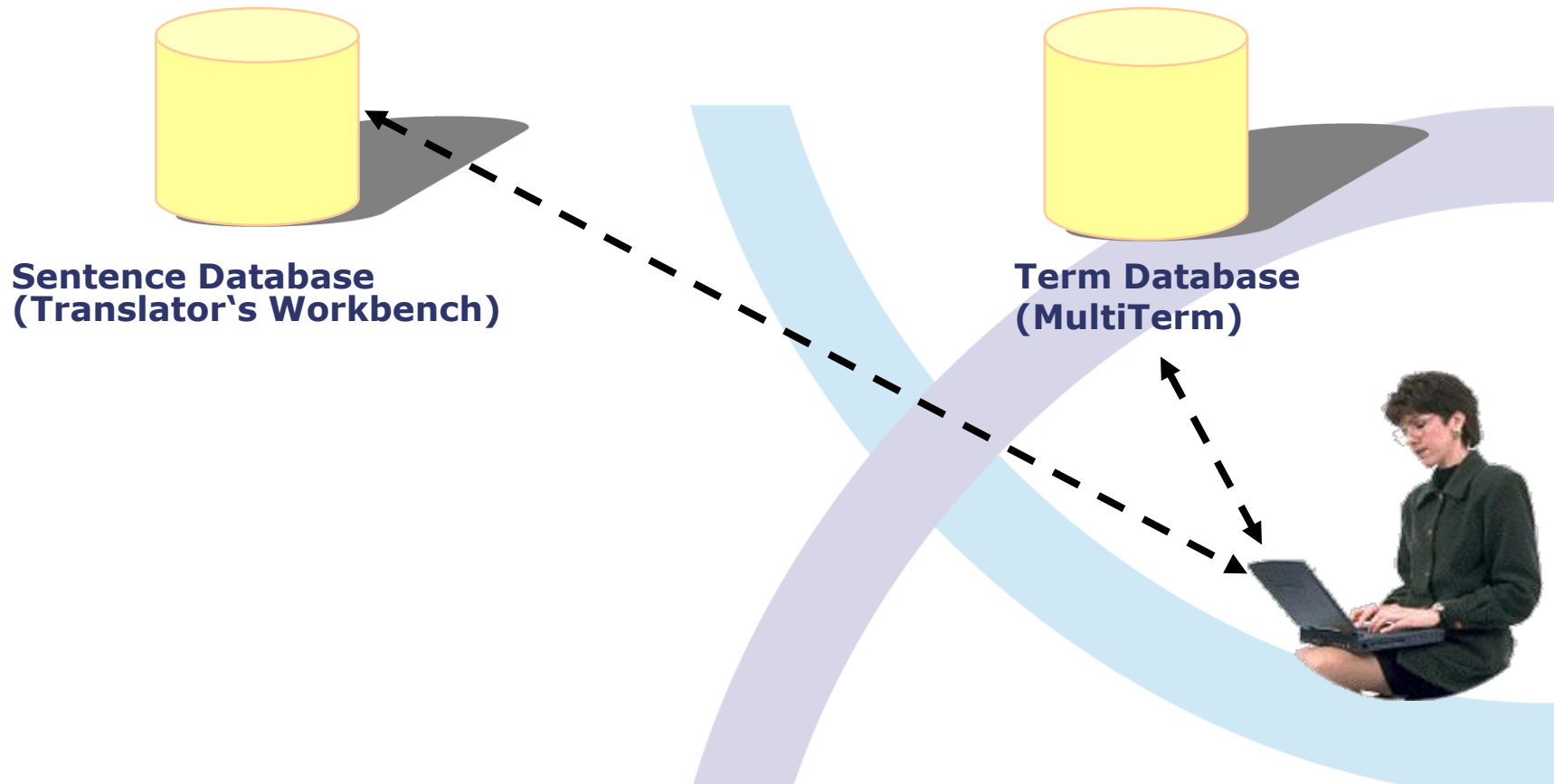
R:Grundform звёздочка



TRADOS Translation Memory



Trados TM and TB Combined



Created on: 17/05/2003, 13:14
Created by: DOUG
Changed on:
Changed by:

The 15th International Japanese / English Translation Conference

The 14th International Japanese/English Translation Conference
第14回英日・日英国際会議

The 14th International Japanese/English Translation Conference

第14回英日・日英国際会議

< 88% >

88% Fuzzy Match → Match 1 of 1

Document1 - Microsoft Word

File Edit View Insert Format Tools Table Window Help Acrobat Trados MultiTerm

120% Normal MS Mincho 10 **B** *I* U

<0>The 14th International Japanese/English Translation Conference<0>第14回英日・日英国際会議<0>

The 15th International Japanese / English Translation Conference

第14回英日・日英国際会議

TagEditor

The screenshot displays the TRADOS TagEditor application window, titled "TRADOS TagEditor - [test_eng *]". The interface includes a menu bar (File, Edit, View, Workbench, Tools, Window, Help), a toolbar with various editing and navigation icons, and a rich text toolbar with bold, italic, underline, and font color options. The main editing area shows a document with HTML tags and text. The text is displayed in two columns: the left column shows the source text in English, and the right column shows the target text in Chinese. The text is highlighted in light blue, indicating it is selected. The status bar at the bottom indicates "Default HTML Settings" and "For Help, press F1".

TRADOS Translator's Workbench - Chinese 1 TM
File Settings View Options Tools Help
Created on: 28/01/2003, 18:55
Created by: DOUG
Changed on:
Changed by:

Minmetals (UK) Ltd has since its establishment enjoyed steady growth in both size and scope of operations, with accumulated business volume now totalling several billion US dollars.

Minmetals (UK) Ltd has since its establishment enjoyed steady growth in both size and scope of operations, with accumulated business volume now totalling several billion US dollars.
TWVN 英國五礦自成立以來，各項業務一直穩步增長，迄今累計營業額已達數十億美元。

Exact Match UK → TWVN Match 1 of 1

TRADOS TagEditor - [test_eng *]
File Edit View Workbench Tools Window Help

100%

B *I* U x² x₂ ABC [font] [b] [i] [u] [color] [size] [font]

Minmetals (UK) Ltd is a leading trader in metals, minerals and metal fabricated products. With a more than 20-year trading presence in Europe, we are a wholly owned subsidiary of the Beijing-based China Minmetals Group.

Minmetals (UK) Ltd has since its establishment enjoyed steady growth in both size and scope of operations, with accumulated business volume now totalling several billion US dollars.
英國五礦自成立以來，各項業務一直穩步增長，迄今累計營業額已達數十億美元。

View TWVN View Preview Preview TVQ Preview

For Help, press F1 Default HTML Settings

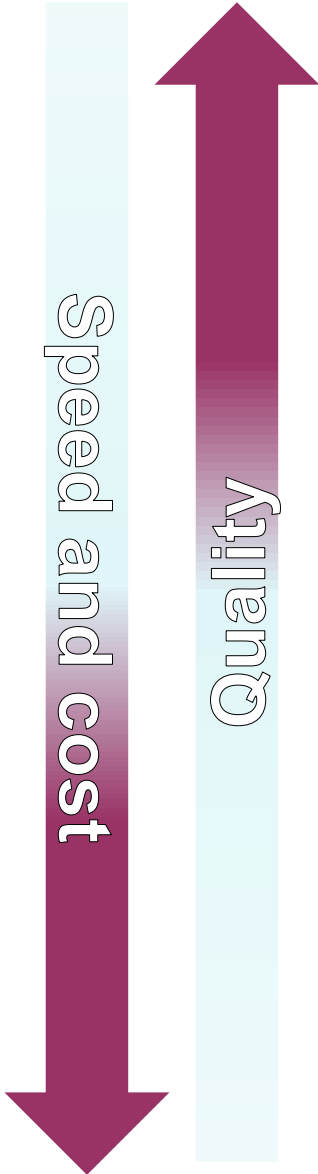
Start [Taskbar icons] 22:28

Machine Translation (MT)

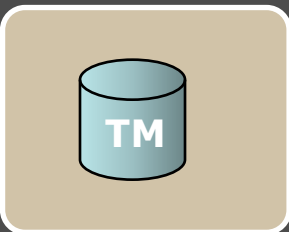
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Your Control*



Machine Translation^{C1}

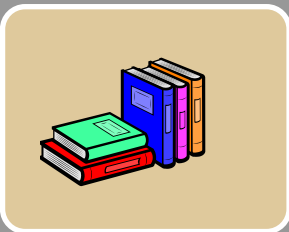


Human Translation



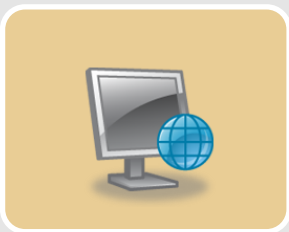
MT + Translation Memory

- Machine Translation with company dictionaries
- Integration with Translation Memory (TM)



MT + Dictionaries

- Machine Translation
- With company specific dictionaries



Raw Machine Translation – (MT)

- e.g. free web based MT services such as Google and Babelfish

Sample Translation Tools

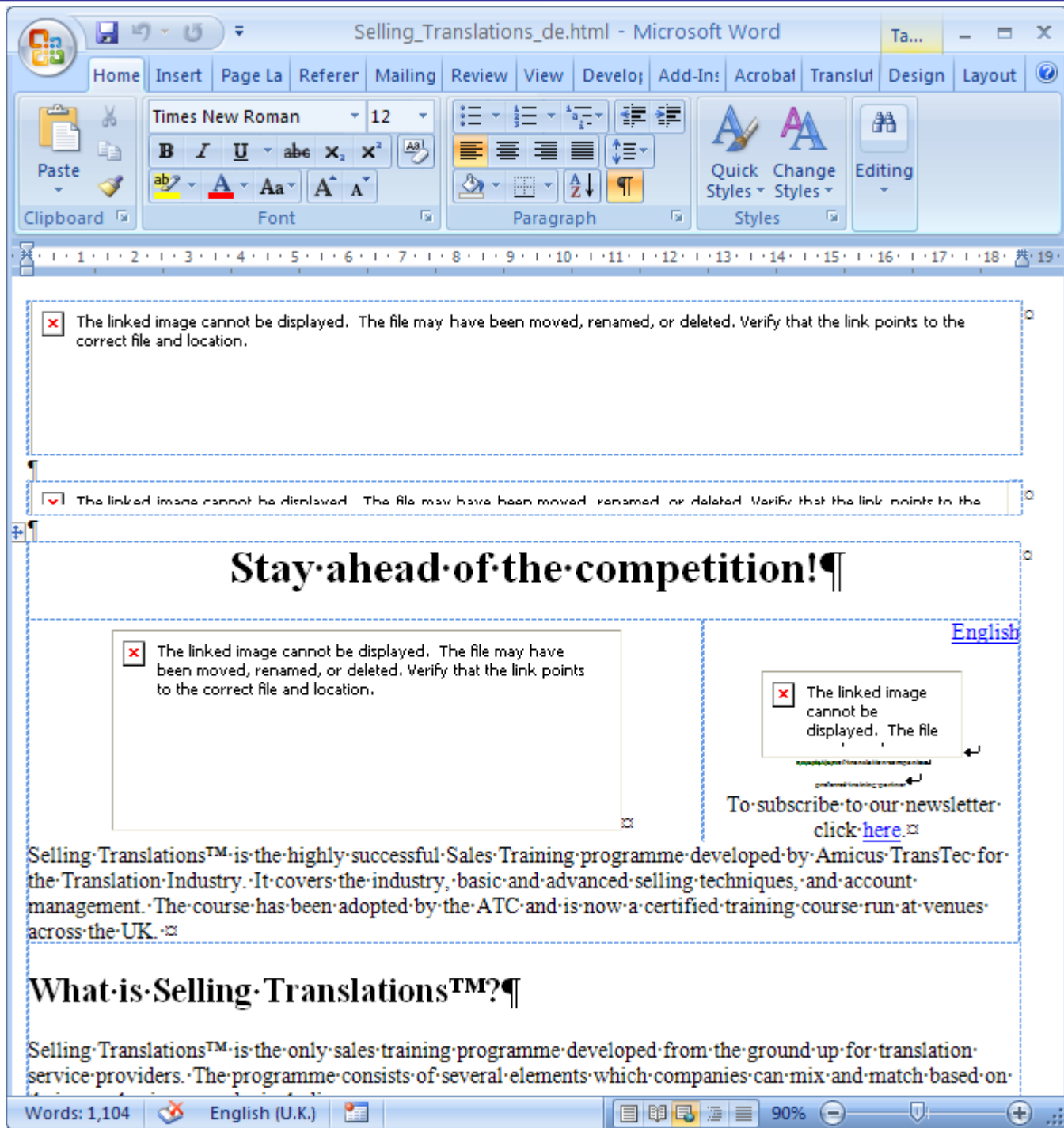
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Translation tools

- No tool (Microsoft Word)
- SDL Trados Microsoft Word interface
- SDL Trados TagEditor interface
- SDLX interface
- MemoQ
- WebBudget XT (Quote and translate)







 The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

 The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the

Stay ahead of the competition!

 The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

[English](#)

 The linked image cannot be displayed. The file

To subscribe to our newsletter click [here](#)

Selling Translations™ is the highly successful Sales Training programme developed by Amicus TransTec for the Translation Industry. It covers the industry, basic and advanced selling techniques, and account management. The course has been adopted by the ATC and is now a certified training course run at venues across the UK.

What is Selling Translations™?

Selling Translations™ is the only sales training programme developed from the ground-up for translation service providers. The programme consists of several elements which companies can mix and match based on

SDL Trados Translator's Workbench - Master ENDA 0108

File Settings View Options Tools Help

Created on:
Created by:
Changed on:
Changed by:

Are the course materials available in German?

available *Microsoft terms*
tilgængelig

No match!

GB → DK

Selling_Translations_de.html - Microsoft Word

File Edit View Insert Format Tools Table Window Help Trados MultiTerm Trados

Type a question for help

135% Read Times New Roman 18

Course: Travel time is only charged on single training days or non-Greek nights.

{0>

Are the course materials available in German?

<{0(>

Er kursusmaterialet tilgængeligt på tysk?

<{0

Draw AutoShapes

Page Sec At Ln Col REC TRK EXT OVR Danish



C:\Documents and Settings\...\SDLX memory ENDA.mdb

<none>

Default: <none> 25

- 1 Selling Translations for German speaking translation service providers
- 2 Selling Translations, sales course, sales for translation companies
- 3 Selling Translations for German speaking translation service providers
- 4 Stay ahead of the competition!
- 5 banner
- 6 main body header.
- 7 Business People Running
- 8 English
- 9 association of translation companies | preferred training partner |
To subscribe to our newsletter click [here](#).
- 10 ATC Logo
- 11 Selling Translations™ | is the highly successful Sales Training programme developed by Amicus TransTec for the Translation Industry.

- 1 Salg af oversættelser for tysktalende udbydere af oversættelsestjenester
- 2 ^
- 3 Salg af oversættelser for tysktalende udbydere af oversættelsestjenester
- 4 ^
- 5 ^
- 6 ^
- 7 ^
- 8 ^
- 9 ^ ^ ^ ^ ^ ^ ^ ^ ^ ^
- 10 ^
- 11 ^ ^





Project manager Selling_Translations_de

Translation results

Selling Translations for German speaki... 1 Salg af oversættelser for tysktalen...

Selling Translations for German speaking translation service providers

Salg af oversættelser for tysktalende udbydere af oversættelsestjenester

Pro Cli

ENDA_Master Lone

01/10/2008 15:57:53 101%

Source Target

	Source	Target	Progress	Status
1.	Selling Translations for German speaking translation service providers	Salg af oversættelser for tysktalende udbydere af oversættelsestjenester	0%	✓
2.	banner		0%	✗
3.	main body header.		0%	✗
4.	Stay ahead of the competition!		0%	✗
5.	Business People Running		0%	✗
6.	English		0%	✗
7.	ATC Logo		0%	✗
8.	association of translation companies		0%	✗
9.	preferred training partner		0%	✗
10.	To subscribe to our newsletter click {1} here {2}.		0%	✗
	Selling Translations™ {1} is the highly		0%	✗

Translation preview

✗ banner

✗ main

Stay ahead of the

✗ Business

Selling Translations™ is the highly successful Sales Training pro
 Translation Industry. It covers the industry, basic and advanced
 course has been adopted by the ATC and is now a certified tra

What is Selling Translations™?

memory, localization, localisation, internationalization, internationalisation, gilt, mt, tm, l10n, i18n" />
 <meta name="Description" content="Selling Translations for the professional translation industry." />
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 <meta name="distribution" content="global" />
 <script language="JavaScript">
 <!--
 function breadCrumbs(base_delStr,defp,cStyle,tStyle,dStyle,nl) { // by Paul Davis - http://www.kaosweaver.com
 loc=window.location.toString();subs=loc.substr(loc.indexOf(base)+base.length+1).split("/");
 document.write("Home "+<span
 class="+"dStyle+">'+delStr+' ");
 a=(loc.indexOf(defp)==-1)?1:2;for (i=0;i<(subs.length-a);i++) { subs[i]=makeCaps(unescape(subs[i]));
 document.write("'+subs[i]+' "+<span
 class="+"dStyle+">'+delStr+' ");
 if (nl==1) document.write("
");document.write("'+document.title+'");
 }

| |
|---|
| Meta |
| text/html; charset=iso-8859-1 |
| Alt |
| banner |
| Input and select |
| Scripts |
| <a href=" |
| OnMouse |
| User |
| Text |
| Selling Translations |
| Home |
| Selling Translations Course |
| ATC Certified Course |
| In-House & Customised Training |
| Consulting |
| Tele-Selling for Translation Companies |
| Selling Translations in the UK |
| Selling Translations for Web Site Translation |
| Selling Translations in North America |
| Selling Translations in German |

| Info | Source | Target |
|-----------|---|---|
| File name | C:\Documents and Settings\Doug Lawrence\Desktop\GERNet ITI Translating Websites for freelance Translators\Sellingtranslations_webbudget\www.sellingtranslations.com\index.html | C:\Documents and Settings\Doug Lawrence\Desktop\GERNet ITI Translating Websites for freelance Translators\Sellingtranslations_webbudget\www.sellingtranslations.com\index.html |
| Meta tags | text/html; charset=iso-8859-1 | text/html; charset=iso-8859-1 |
| Text body | Selling Translations | Selling Translations |
| Meta tags | Selling Translations, translation software, translation tools, translation memory, localization, localisation, internationalization, internationalisation, gilt, mt, tm, l10n, i18n | Selling Translations, translation software, translation tools, translation memory, localization, localisation, internationalization, internationalisation, gilt, mt, tm, l10n, i18n |
| Meta tags | Selling Translations for the professional translation industry. | Selling Translations for the professional translation industry. |
| Meta tags | This Document is copyright Amicus TransTec Limited | Dieses Dokument ist urheberrechtlich geschütztes Material von Amicus TransTec Limited |
| Meta tags | English | English |
| Meta tags | English | English |
| Meta tags | all | all |

Software Localisation Tools

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Your Control*



Software localisation tools

- WYSIWYG – including dialog resizing
- Used by software developers, TSPs and Freelancers
- TM and TB features
 - 100% matches, fuzzy and pre-translate, concordance, glossary import and maintenance
 - Links / import with help and docs TM & TB
- Project and file management
- Create new target files / project



Software localisation tools

- Quality Assurance features
 - Truncated / overlapping text
 - Spell checker
 - Accelerator (access/hot) key assign/check
- Bitmap and binary editor
- Customizable parsers
- Code page assignment



Sisulizer Screen Shot

Sisulizer 1.0 - C:\Documents and Settings\Administrator\Desktop\Sisulizer\Translation-Project\Sisulizer.slp

File Edit View Project Validation Column Row Tools Help

Japanese

デフォルト翻訳メモリオプション

オプションの作成

- 大文字小文字を区別(c)
- 余白の削除(w)
- 特殊文字の削除(s)

最大STRING長

OK キャンセル デフォルト(D) ヘルプ(H)

| Flags | Path | Status | Original | Japanese |
|-------|----------------------|----------|------------------------------------|------------------|
| | Caption | Complete | Default Translation Memory Options | デフォルト 翻訳メモリオプション |
| | CreateOption Caption | Complete | ·Create options· | ·オプションの作成· |
| | CreateOption | Complete | Keep & case | 大文字小文字を区別(&c) |

Time Message

9:59:36 PM Loading file "C:\Documents and Settings\Administrator\Desktop\Sisulizer\Translation-Project\Sisulizer.slp"

9:59:44 PM Elapsed time 8382 ms

Output Validation Results Statistics Node Comments Text Editor

1 / 6

References

- GerNet/WM Group Work and Playshop 3-5 October 2008 – The University of Aston
- Pablo Muñoz Sánchez Electronic Tools for Translators in the 21st Century, Translation Journal and the Author, 2006
- Compendium of Translation Software directory of commercial machine translation systems and computer-aided translation support tools, John Hutchins, The European Association for Machine Translation
<http://www.hutchinsweb.me.uk/Compendium.htm>
- Translation Memories Survey 2006: Enlightening users' perspective, Imperial College London, Elina Lagoudaki
- See also Wikipedia and the Yahoo Groups





More about ...

The 
Language Show
31st Oct - 2nd Nov 2008 Olympia, London

www.thelanguageshow.co.uk/

Events


MemoQ™

See us at "**The Translator
as Strategic Partner**"
Conference November
21st/22nd 2008

Our web sites

www.sellingtranslations.com



www.whytranslate.com



www.amicus-transtec.com


MemoQ™

www.memoq.co.uk

ATC sales training



October, November

Our newsletters

[Amicus TransTec Newsletter](#)



[Selling Translations™ Newsletter](#)

Government

Passport to export
www.passportwm.co.uk



Export Communications Review
www.britishchambers.org.uk/exportzone/ecr



Business Link

www.businesslink.gov.uk



Doug Lawrence

doug@amicus-transtec.com

Tel: +44 (0) 1562 74 66 32

Mob: +44 (0) 7711 555 602