

# TAUS Annual Plan 2010

SHARED VISION, COMMON GOALS, CONCRETE RESULTS



## TAUS & TAUS DATA ASSOCIATION

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The translation industry today is only a fraction of its potential size. Everyday millions and millions of users - consumers, citizens, patients, customers and taxpayers - search for information, and end up frustrated because information is either not available in their language or only in the surrogate form of machine translation.

The dramatic gap between demand for local language support and the supply of translations from a limited workforce of a few hundred thousand professional translators can only be bridged by technology, innovation and industry collaboration.

The Translation Automation User Society (TAUS) is an advocate for the translation industry. Our mission is twofold:

1. Increase the size and the significance of the translation industry
2. Help the world communicate better

In five years, TAUS has established a strong global community focused on translation automation, localization business innovation and industry collaboration. In this short period the perspective on machine translation has changed drastically. Rejected by most practitioners until only a few years ago, the technology has been adopted by 37% of 211 companies responding to a recent TAUS survey, with over 80% of the remainder aiming to adopt within two years.

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As a result, TAUS is expanding its role from its missionary work to hands-on operations. The TAUS Data Association (TDA) was established in June 2008 as a spin-off of TAUS with the unique purpose of developing a global repository for the hosting and sharing of language resources. In June 2009 TDA launched the platform with easy-to-use TM sharing services and a sophisticated Language Search Engine, free and open to the public.

The world is finally waking up to translation automation. The use of free online translation continues to grow rapidly, and machine translation output far exceeds the production capacity of the translation industry. Words are becoming cost-free. We are entering a new era where translation operates as a real-time self-service utility. Perceived as both threat and opportunity, this transformation leaves many translation industry stakeholders in a state of profound confusion.

TAUS exists to support entrepreneurs and principals in the translation industry to define new strategies. In order to foster growth and value for its members, TAUS will offer a new range of services in 2010, including the Tracker, consultancy and workshops. We shall continue to document case stories and best practices, and we shall have Executive Forums in Asia, Europe and our Annual User Conference and TDA General Meeting in North America. At the same time, TDA will grow into the super-cloud of language resources.

*“We are moving from cost of ownership to profit through sharing. Industry collaboration is key to innovation and growth in the translation industry.”*

***Jaap van der Meer, Director and Founder of TAUS.***



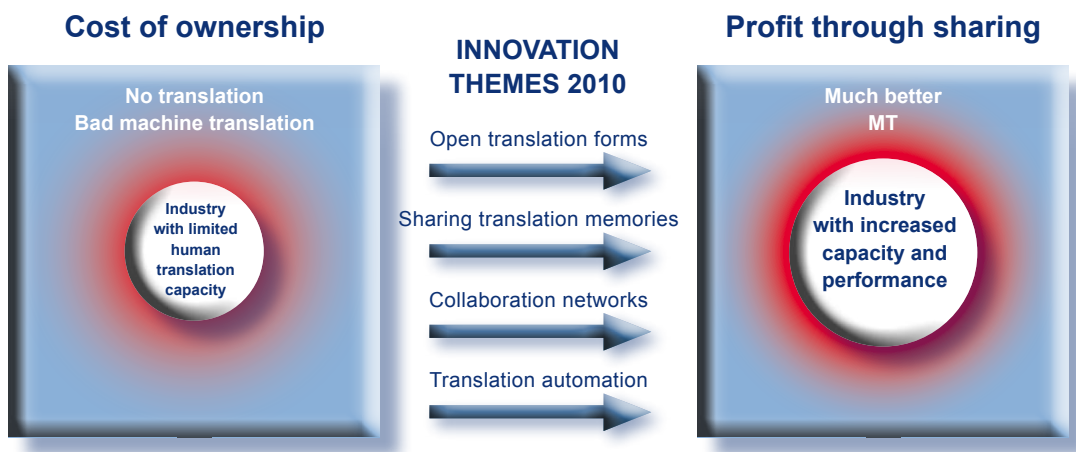
## PROFIT THROUGH SHARING

The barriers are shifting. The *free* global economy, heralded by visionaries, has already made a profound impact on the translation business. Why pay for news and information, and why pay for translation, if you can get it for free? People click the online machine translation buttons some 50 million times every day. Absolute linguistic quality is less important than the use-value people derive from it.

The barriers are shifting. Translation memories, long protected like the crown jewels, are now shared in open database systems. Every translator can steal or borrow translations. These collaborative sharing platforms may be more or less legitimate, but either way it will be hard to stop the trend. The barriers are shifting and the threats to maintaining and developing a profitable business are becoming painfully clear to translators, language service providers, technology developers and executives in charge of localization and globalization. How can I deliver reliable and competitive localization services to my internal clients?

*We are moving from cost of ownership to profit through sharing. Industry collaboration is key to innovation and growth in the translation industry.* If we look beyond the barriers, the opportunities are greater than the threats. After all, aren't these same barriers – high cost, control, ownership – also constraints on growth, innovation and profit?

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In its 2010 plan, TAUS will focus on concrete scenarios for upgrading translation practices and facilitating growth. The wide availability of free but low-quality translation will further stimulate demand for high-quality, personalized services. Machine translation technology will have to improve, not just for generic language pairs, but by tuning and customizing solutions for specific industries and sectors. This will create new jobs and help multitudes of new translation customers.

Open translation platforms will remove the friction, stimulate adoption and create value in different ways. Sharing translation memories will improve quality, increase translation efficiency and stimulate the development of new value-added services. Opportunities for growth in the translation industry have never been greater.

## THEMES & FOCUS 2010

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Globalization is going social, generating explosive growth in both information users (customers) and producers. In its current configuration, the translation industry lacks the capacity to respond to this rapidly growing demand for translation.

Rooted traditionally in a culture of creativity and craftsmanship, the sector has been slower in adopting technology than other industries, and more inclined to maintain and nurture proprietary business models. It is time to change.

The transition to open, more collaborative business models and the adoption of state-of-the-art translation technology is creating opportunities for new services and growth. TAUS supports this transition by delivering research and convening industry meetings. In 2010, we will focus on four key enablers of change.

### 1. Mastering open translation platforms

Following the 2008 TAUS White Paper on Localization Business Innovation, TAUS dedicated an Executive Forum in Edinburgh in March 2009 to the theme of Open Translation Platforms. We invited technology and service providers to present proposals for translation platforms that would meet certain requirements for openness and collaboration as outlined in our White Paper.

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‘Openness’ covers three different interpretations (**open**<sup>3</sup>): open source software, open interfaces between software components from other vendors, and open access for all translators and translation service vendors.

TAUS’ role in this industry conversation is not to opt for any particular system, but simply to stimulate idea-sharing and open up perspectives for new collaborative business models. As documented in our White Paper and in the follow-on 2009 Localization Business Innovation Roadmap Market Survey, the key conceptual move is to separate ‘infra’ from ‘lingua’.

The ‘infra’ (translation technology) should be equally open to all ‘lingua’ resources (translators as well as translation memories). This entails the use of standards and a genuine commitment to end lock-in pricing and service models.

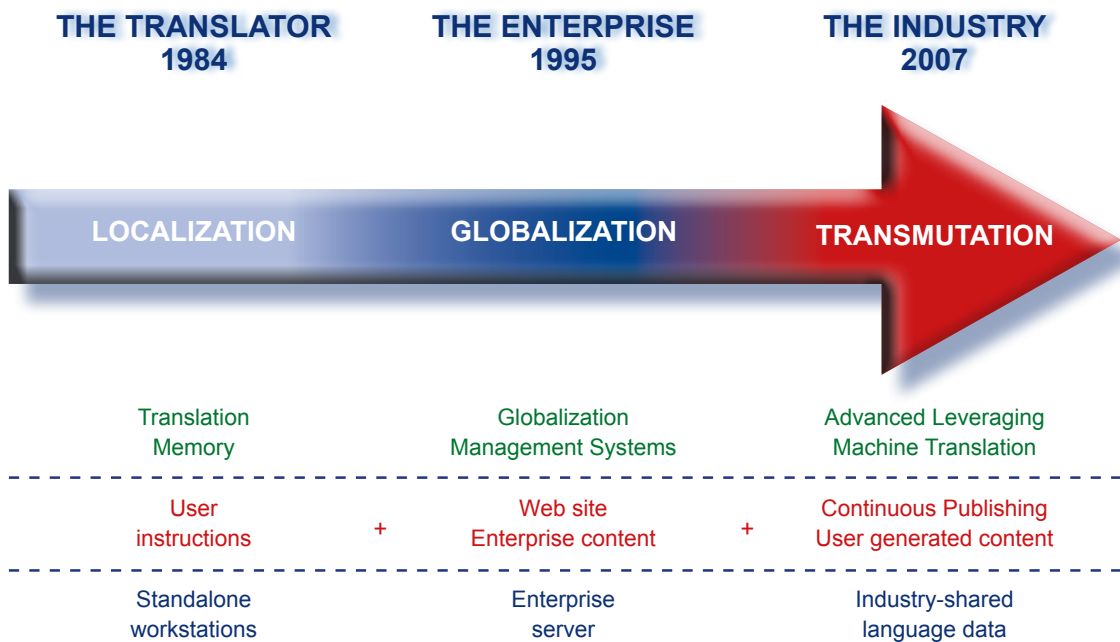
The ‘Open Translation Platform’ change scenario is key to growth and innovation. In 2010, TAUS will document various technologies that meet open<sup>3</sup> criteria and ensure the topic stays on the agenda at TAUS Executive Forums and other meetings.

## 2. Sharing translation memories

The TAUS Data Association is the logical consequence of a long development process that started in the early 1980s with the invention of translation memory software as a productivity tool for translators.

In the mid-nineties translation memories started to migrate to enterprise servers, allowing customers to benefit from the savings in recycling previously translated materials. The discovery of the value of very large volumes of translation memories for the training of statistical machine translation systems led to a proposal to organize a special TAUS Summit in March 2007 in Taos, New Mexico, to explore the opportunities for an industry-shared repository of translation memories.

This progression from translator to enterprise and now to an industry-wide cloud is irreversible. Language data are becoming of decisive importance for the training and improvement of automated translation solutions.



The 'Sharing translation memories' change scenario breaks new ground in the localization industry. TAUS initiated this fundamental shift and will continue to lead with research on best practices and user cases, while focusing on the development of Collaboration Networks.

### 3. Forging Collaboration Networks

As cost-free, automatic translation gradually becomes more widespread, market differentiation and unique value propositions can best be found in specializing and personalizing translation solutions.



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TAUS has identified seventeen major industry categories, each with further sub-domains. In 2009 we began to organize Collaboration Networks for several industries, bringing key players together and helping them work together on such tasks as streamlining industry terminology, training machine translation engines, and using advanced leveraging techniques.

In 2010, TAUS will help niche market operators find global buyers and aid these buyers to identify specialized engines and solutions. These Collaboration Networks will be crucial for upgrading the quality of automated translation and creating new growth opportunities for the translation industry through a better understanding of industry-based linguistic specifications.

### 4. Multiplying opportunities for translation automation

Translation automation was the initial focus of TAUS when it was established in January 2005. At that time there was a handful of generic MT engines for companies to choose from, and work involved documenting different approaches to MT technology and best practices in post-editing MT output.

Going forward, we predict the emergence of hundreds of new machine translation engines that instead of being generically applied to a specific language pair will be customized to the needs of specific industries. For example, the availability of industry-shared translation memories will allow new market entrants to develop an MT engine that works on the content of just one industry with only a few language pairs.

In 2010, TAUS will address this central theme of the changing MT landscape by introducing a new MT tracking service. TAUS Tracker will provide timely information about which new engines are coming available, how they operate and perform, how they are offered and maintained, and which pricing and business models apply.

## SERVICES

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### TAUS Tracker

TAUS Tracker is a new online service available via the member portal. Registered users can search the TAUS data base of translation automation solutions to read about specifications for different tools, pricing models, use cases, best practices and feedback and advice from other users. In addition to MT engines, the regularly updated database will contain information on other translation automation solutions and related services.

### TAUS Consultancy

In 2010 TAUS will also start making consultancy available to members. This consultancy service is restricted to providing advisory for translation automation architectures, change management, evaluation of machine translation output, and automated solution offerings. TAUS can also be engaged by members to formulate and present automated translation strategy for C-level management, and provide expert support when establishing cross-industry alliances.

### TAUS Workshops

To address user needs for operational translation automation, TAUS offers workshops to help members become efficient in technology deployment. These address two different profiles: Introductory and Expert attendees. In 2010, three standard one-day workshop programs are on offer in each category, associated with the Executive Forum venues:

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#### Introductory workshops

1. Introduction to translation automation
2. Best practices in post-editing
3. How to improve your leveraging

#### Expert workshops

1. Implementing open source translation systems
2. Customizing SMT
3. Evaluating MT quality

Customized in-house programs can also be made available.

## EVENTS

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TAUS will continue with its Executive Forum program with one meeting each in Asia, Europe and the USA during the year.

TAUS Executive Forum & Workshops	Tokyo, Japan	April 14-16
TAUS Executive Forum & Workshops	Copenhagen, Denmark	May 19-21
TDA General Meeting	Portland (OR), USA	October 6
TAUS Executive Dinner	Portland (OR), USA	October 5
TAUS User Conference & Workshops	Portland (OR), USA	October 6-8

## TAUS RESEARCH PUBLICATIONS

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Research in 2010 will focus on the four themes for Localization Business Innovation outlined above, and will be closely linked to the agendas of TAUS workshops. The following will be published during the year:

### Technology briefings

In-depth analyses of specific technologies on offer and in development. TAUS has scheduled Briefings on (among others): Systran, Spoken Translation, Knowledge Accelerators, LanguageLens, and AppTek.

### Best practice guides:

Keeping up with the changes in everyday's work environment, TAUS maintains a series of best practices guides, among others:

1. Introduction to translation automation/MT (update)
2. Post-editing best practices (update)
3. How to increase your leveraging
4. How to evaluate MT
5. How to customize SMT
6. How to implement open source solutions

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### White papers

These explore different perspectives in a particular area with a strategic outlook and overview of industry findings and TAUS recommendations. TAUS has scheduled among others the following white paper in 2010: *Localization Business Innovation. The 2010 Perspective and Market Findings.*

### Use cases

Our Use Case reports will zoom in on real-world experiences of implementation, customization and usage of translation automation technologies in provider and buyer organizations. In 2010 we shall publish a selection of the most successful Use Cases in the industry.

### Collaboration network briefings

TAUS has begun to develop Collaboration Networks in Finance, Healthcare, Pharma and Telecom.

In 2010, we shall initiate activities in a number of other industries. We shall then publish Briefings for each separate industry, giving an overview of the specific challenges and opportunities for MT and terminological collaboration in that industry, together with a schedule of activities. These Briefings will be available to all TAUS members who wish to play an active role in the Collaboration Network.

### TAUS website and news flashes

Registered users can download all our publications from the TAUS web site. The site also publishes regular news flashes and TAUS perspectives on developments in translation automation and strategies.

## TAUS

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TAUS is the think tank for the translation industry, serving as an outsourced research function for buyers and providers of translation services and technologies.

### Advisory board

Aiman Copty (Oracle), James Douglas (Microsoft), Karen Combe (PTC), Jessica Roland (EMC), Fred Hollowood (Symantec), Francis Tsang (Adobe).

### Members

See the TAUS web site ([www.translationautomation.com](http://www.translationautomation.com)) for an up-to-date member directory.

### Membership program

TAUS offers three levels of subscription:

1. Global. For large users of language services and technologies and global service and technology providers.
2. Corporate. For users and providers of language services and technologies.
3. Tracker. For users of the new TAUS Tracker service

	Global	Corporate	Tracker
Named users	15	5	1
Maximum number of delegates at an event*	15	5	
Registration discounts	50%	50%	
Registrations included	1	0	
Access to all reports	Yes	Yes	
Access to tracker	Yes	Yes	Yes
Discussion portal	Yes	Yes	
Profile on website	Yes	Yes	
Annual subscription	€ 7,500	€ 3,500	€ 500
Additional user	€ 300	€ 500	

*\*If capacity permits*

## TAUS DATA ASSOCIATION

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TDA is a global not-for-profit organization providing a neutral and secure platform for sharing language data. Members share translation memories and glossaries and in return get access to the data of all other members. TDA is a super cloud for the global translation industry, helping members to improve translation management, fuelling translation automation and facilitating localization business innovation. TDA is a sister organization of TAUS.

## TDA Services

TDA offers three basic services:

1. TM Sharing allows members to upload translation memories, using industry and private index categories, to share them with suppliers, customers and other members.
2. Data Pooling allows members to make selections of translation memories in the TDA repository for use in their translation activities or for training of translation technologies or any other purposes.
3. Language Search is a free and public service allowing anyone – translators, professionals and even end-users – to quickly search the complete TDA repository for translations of terms and phrases. Search results are presented in context with selection options on attributes such as data provider, owner of the data, part-of-speech, etceteras.

TDA also offers a widget for the Language Search Engine – allowing everyone to access this powerful tool directly from their desktop – as well as APIs for all three services allowing TDA members to integrate access to the TDA repository from within their own translation tools.

## Supervisory Board

Will Burgett (Intel), Chris Wendt (Microsoft), Melissa Biggs (Sun Microsystems), Valérie Gilbert (Cisco) Jessica Roland (EMC), Francis Tsang (Adobe), Gilles Martel.

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## Members

See the TDA web site ([www.tausdata.org](http://www.tausdata.org)) for an up-to-date member directory.

## Membership program

Membership is available to all stakeholders in the global translation industry. Special and corporate members are likely to be large buyers and providers. Special members will want to guide the TDA growth strategy. Regular members are likely to generate or spend below one million US dollars/Euros each year from/on translation.

Associate membership allows companies to join with the backing of an industry association, which is a special, corporate, regular or founding member. Professional membership is for individual consultants or practitioners. Academic membership is for universities and associated research institutes.

	Special	Corporate	Regular	Associate	Professional	Academic
<b>Admission fee</b>	€ 15,000	€ 3,500	€ 2,000	€ 250	€ 0	€ 0
<b>Annual contribution fee (see discounts)</b>	€ 3,750	€ 3,750	€ 1,500	€ 375	€ 75	€ 375
<b>Votes</b>	10	1	1	0	0	0
<b>Minimum submission</b>	5M or 25%	2M or 25%	2M or 25%	1M or 25%	No	No
<b>Data pooling / year</b>	Unlimited	Unlimited	5M words	2M words	No	5M words
<b>Registered users</b>	Unlimited	Unlimited	5	1	0	5

## TEAM

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**Jaap van der Meer**, director of TAUS and TDA, a language industry pioneer and visionary, who started his first translation company in The Netherlands in 1980. In 1987 his company INK published the first desktop term extraction and translation memory software. He inspired and funded the founding meetings of the LISA organization for the localization industry. He was president and CEO of ALPNET. Jaap is a regular speaker at conferences and author of many articles about technologies and translation and globalization trends.

**Yan Yu**, TDA director of development, is responsible for the development of the TDA application. Before joining TDA, he was with Idiom Technologies for seven years and held a number of management positions. Prior to Idiom, he was a Managing Principal Consultant at Oracle Consulting, where he focused on developing web applications. He holds a B.S. and a M.S. degree in Mechanical Engineering from Louisiana Tech University, and a M.B.A. degree from Louisiana State University in Shreveport. He is based in San Francisco, California.

**Rahzeb Choudhury**, consultant for TAUS, previously worked in strategic development roles in the financial services and information sectors, researching, analyzing, planning, successfully managing and reporting on change for growth. He holds a B.A. (Hons) in Economics and Philosophy from Leeds University, UK. He lives in Amsterdam, the Netherlands.

**Andrew Joscelyne**, writer and consultant for TAUS, has frequented the European language industry for over 15 years, working as a journalist, consultant, analyst and writer. He has helped coordinate awareness raising projects on language technology for the European Commission, edited trade journals on translation and technology and carried out market research into automation solutions for various organizations.

**Donna Parrish**, TDA technical manager, is co-organizer of Localization World and publisher of MultiLingual Computing & Technology. Prior to her work at MultiLingual Computing, Inc., she was a computer programmer for 25 years. This was preceded by a stint teaching junior high school mathematics. Donna holds a degree in mathematics from Peabody College of Vanderbilt University.

**Andrew Pimlott**, lead software engineer at TDA. Andrew was one of eight founding engineers of Idiom Technologies. He co-architected two major revisions of Idiom WorldServer. After Idiom, He went on to become a founding member of NexPlan, where he served as the Chief Software Engineer. Andrew holds a A.B degree in mathematics from Harvard University, Cambridge, MA. He is based in San Francisco, California.

**Ana Crisostomo**, TAUS/TDA e-marketing, is a hand on multimedia, social media, CRM and SEM specialist with highly successful stints at MTV, TomTom, and Canon, amongst others.

**Anne-Maj van der Meer**, TAUS administrator, works part-time for TAUS. She is studying English language and culture at the University of Amsterdam, where she follows classes on literature and linguistics.

