



Global Content Management: Creating and Supporting a Global Content Application and Its Surrounding Business Processes

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Insight for global market leaders

Theme of today's presentation

- Globalization is “just” another business issue
- Implications:
 - “Enterprise” systems often stop at national borders, offering much less support for global content and applications than multinational corporations require.
 - Multinational enterprises need to take a more holistic approach to their global IT deployments, treating translation and other international adaptations as transformations like file conversion or content syndication changes.

Global

Market Scope

Single

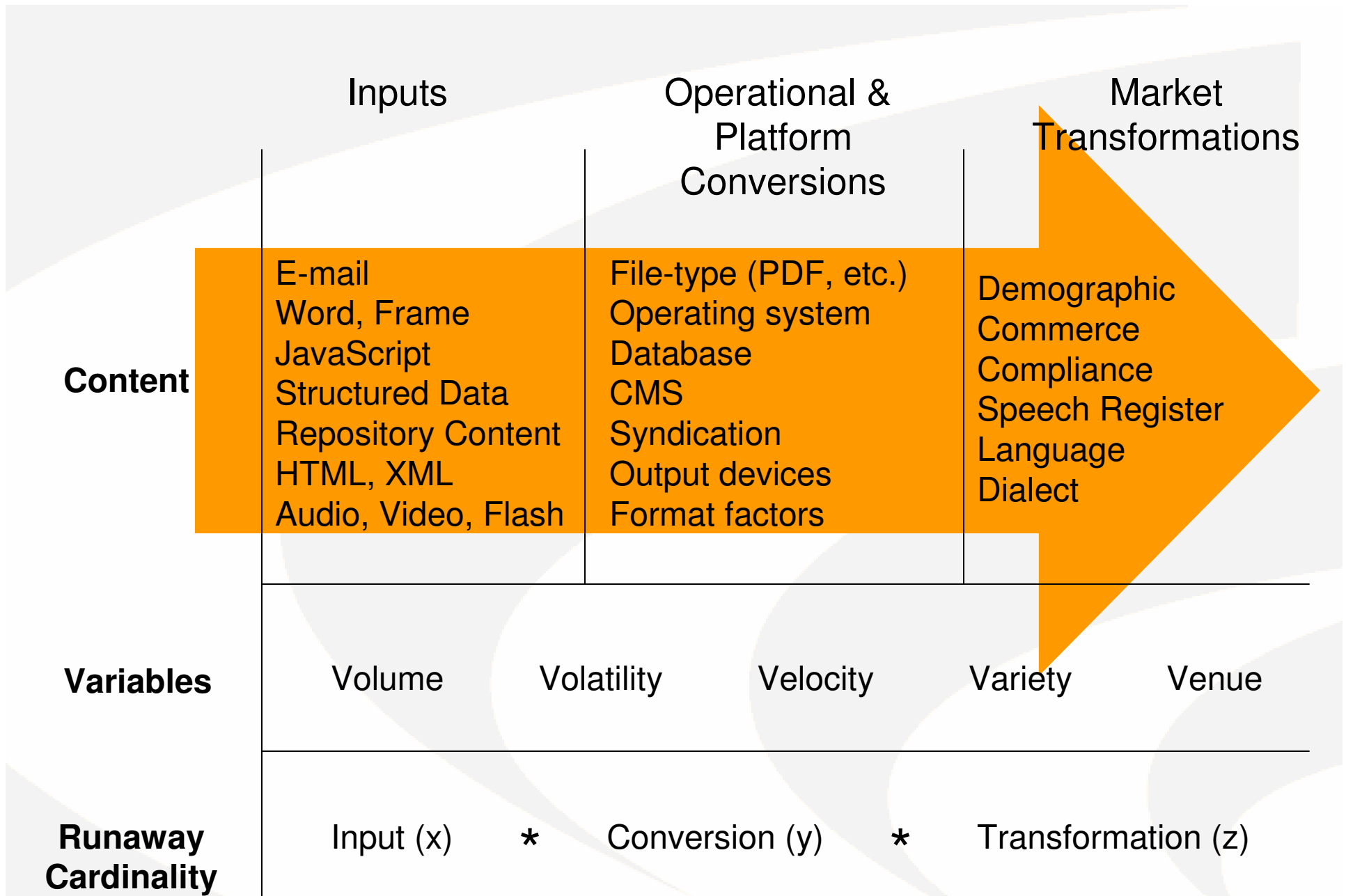
Online Help	Corporate News Competitive Analyses
Training Materials	Catalog Changes Financial Information
Maintenance Guides	Online Commerce Applications Business Intelligence CRM E-Mail
Owner's Guides	FAQ Updates
Pocket Guides	
Printed Marketing Materials PDF Brochures	Local News Chat Support Instant Messaging

Static

Volatility

Volatile

Source: "[Real World Enterprise](#),"
Common Sense Advisory, Inc.



Source: "[Localization Maturity Model](#),"
Common Sense Advisory, Inc.

Checklist for global content management among content management suppliers

Desiderata	Supports	Current state
Openness	Open, documented APIs	Improving
Content transparency	Any content end-to-end	Improving
Localizability	Local business practices	Weak
Localized tools & interfaces	Non-anglophone developers	Weak
Hierarchies	Dependencies between ur-content and derivatives	Improving

Think outside the traditional document and translation scheme for global content

- Effective authoring of code and content
- Marketing transformation
- Engineering remediation
- System optimization

Effective authoring of code & content

Quality source

Clear, understandable text to avoid the GIGO (“garbage in, garbage out”) syndrome.

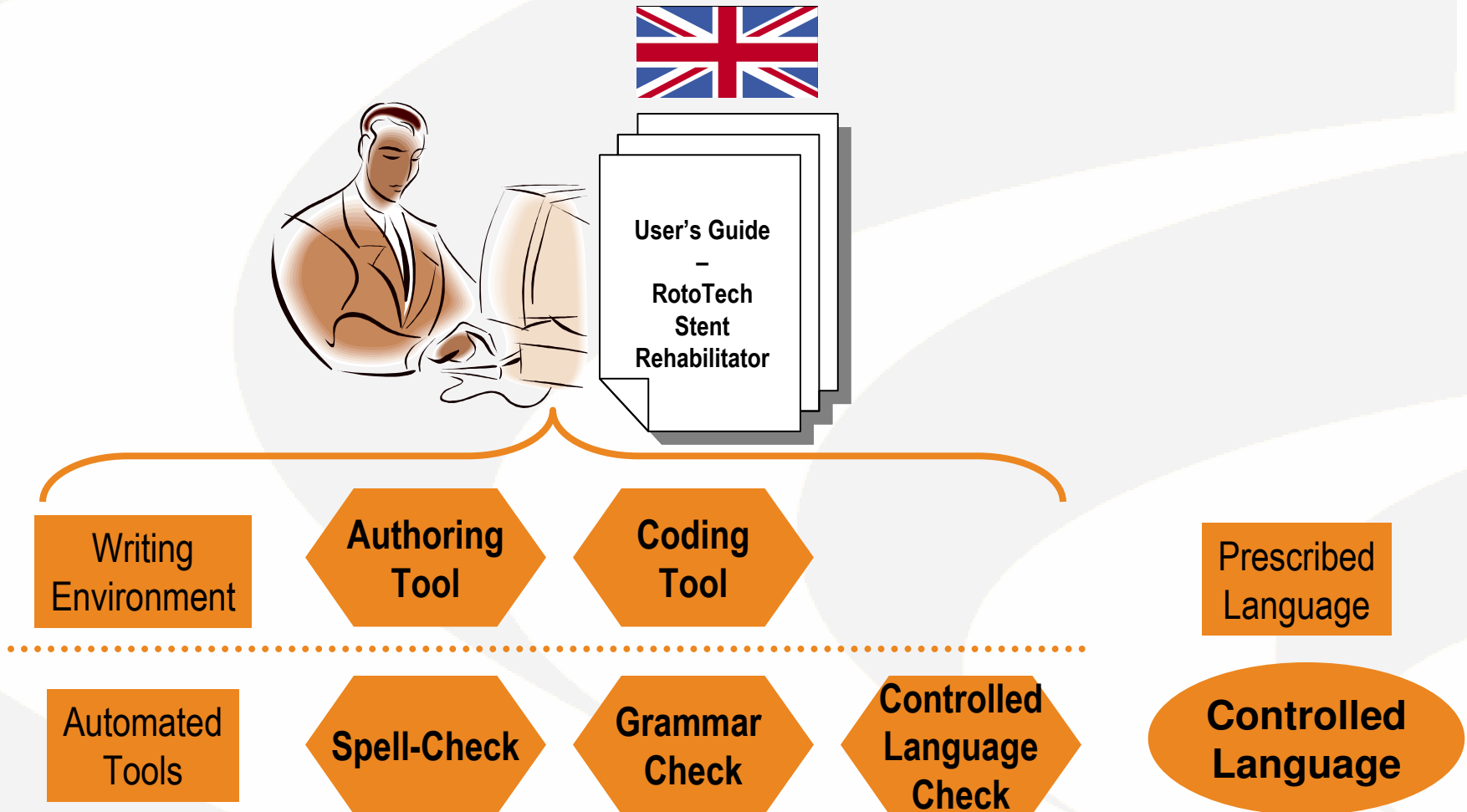
Transform-ready

Content that is ready for re-purposing, translation, and use in other formats, markets, and devices.

Measurable

Compliance with style guides and termbases, monitoring, and reporting.

Author: Start with solid source



Marketing transformations

Customization

Tailored delivery of content depending on medium or if online, ranging from time- or click-actuated differences to profile-driven personalization.

Speech Register

Modification of content dependent on idiolect of target audience, such as the same info tailored to service manual or owner's manual.

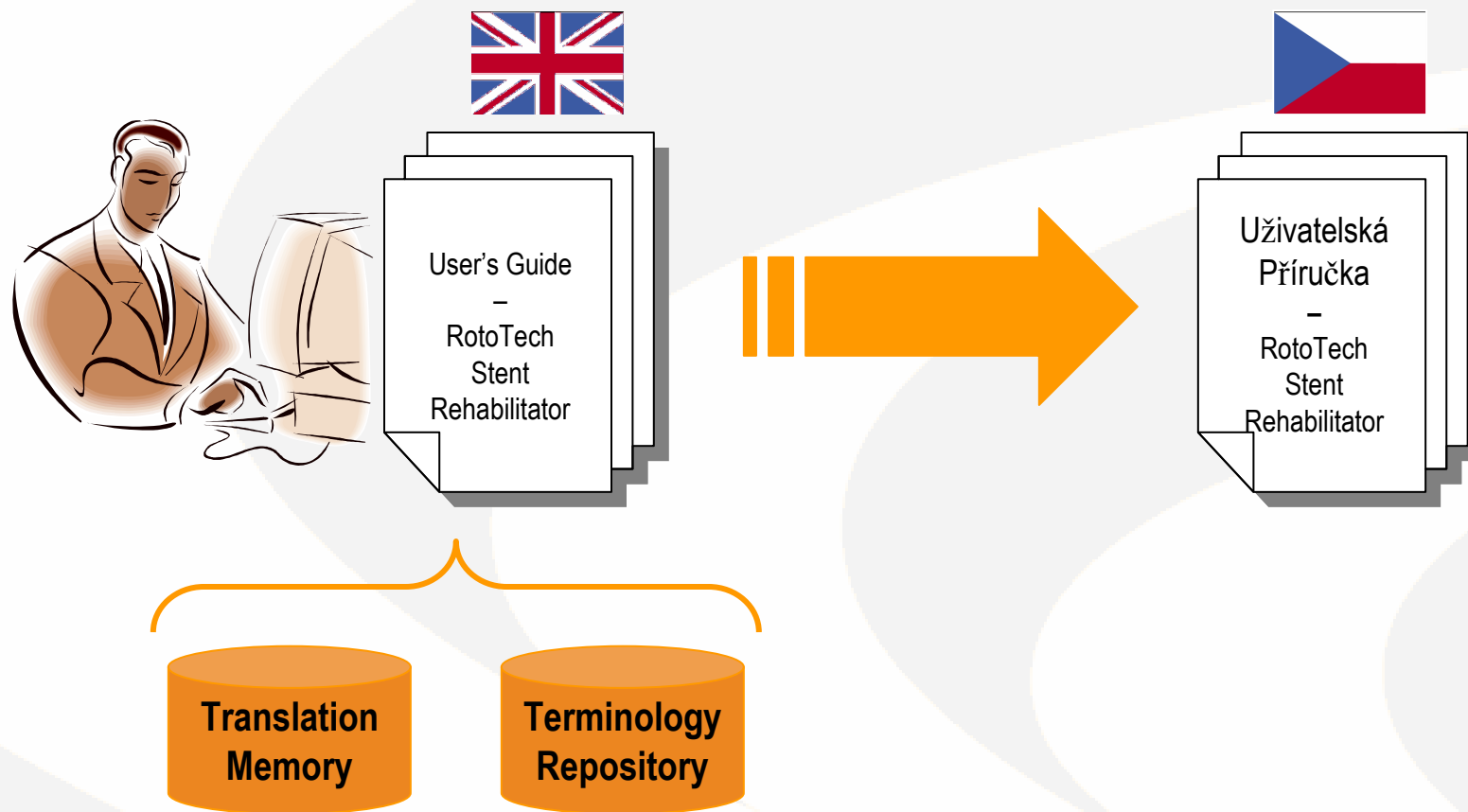
Ethnicity

Modification of content to meet expectations of different cultural enclaves, such as changes to reflect cultural or religious differences.

Language

Translation into whatever language make sense for global market development.

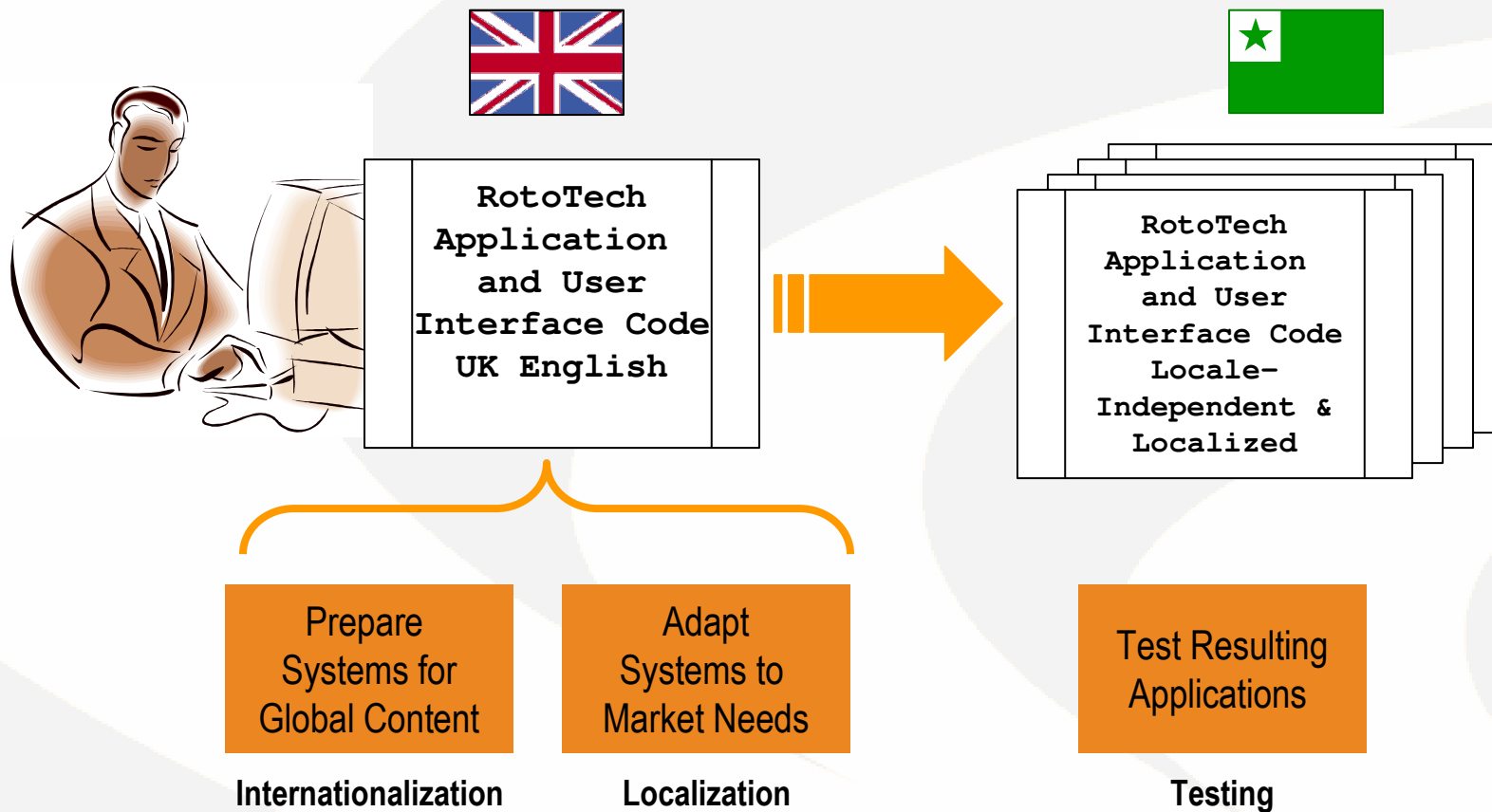
Transform: Adapt content to user and market needs



Engineering remediation

File Type	File type and storage structure changes such as ASCII to UTF; RTF to HTML; HTML to XML; WordPerfect to Word; SQL to Excel; SGML to CMS.
Syndication	Scheduled broadcast of data in different formats for uses such as demand chain, supply chain, online help, or intranet portal.
Form Factor	Summarization or abbreviation of text from a full-screen browser application to a cell phone's small screen to in-car telematics.
Locale Logistics	Changes in information required by different currency, payment, measures or other market-specific business issues and practices.
Regulatory	Added features or modifications required by regulatory bodies (e.g., privacy statements or EU-mandated disclosures for distance selling).

Fix: Remediate infrastructure and applications



System optimizations

Rigor

Create information life cycle solutions with the same attention to design, performance, and scalability traditionally reserved for transactions.

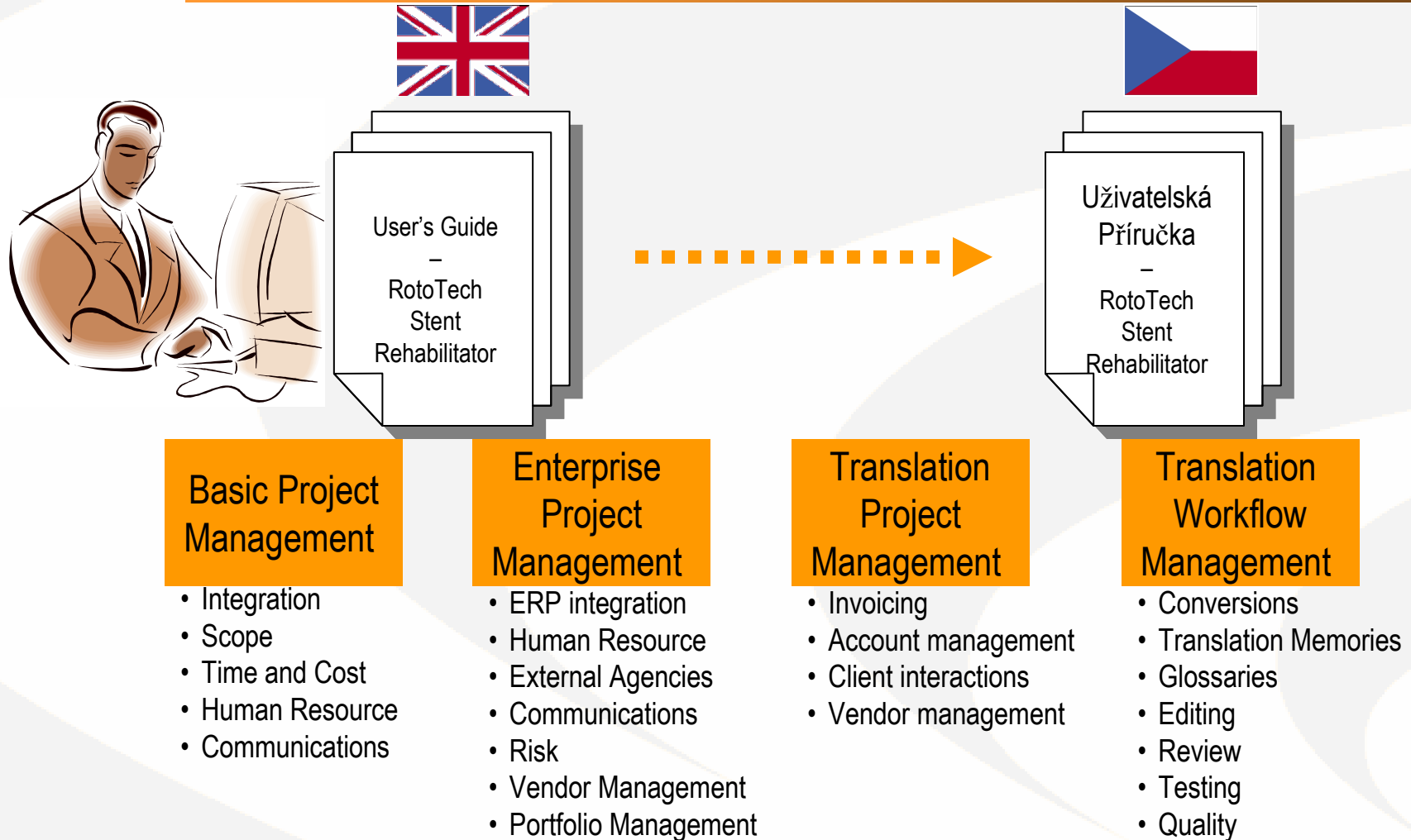
Reliability

Extend reliability, availability, scalability, and security (RAS²) concerns to a 24 x 7 x 365 x global context.

Return on investment

Religiously set metrics and measure them to determine the intrinsic value of source code and content, and their transformations.

Optimize: Manage projects



Conclusions

- Global content value chain unlocks value for other markets
- Organizations need to think about transforming content in many ways, not just translating
- Content architects should think of internationalization, localization, and translation as elements of a broader transformational approach to managing change across applications, websites, and software-driven products.



Thank you.

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www.commonsenseadvisory.com & www.globalwatchtower.com

Research sources:

- “Beggars at the Globalization Banquet”
- “Real World Enterprise”
- “Beyond Global Websites”
- “Business Without Borders”
- “Localization Maturity Model”
- “Developing Products for Global Markets”



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