

The GALA Standards Initiative

The GALA standards initiative promotes the effective use of standards for international and multilingual content, builds awareness of best practices for their implementation, and helps the localization community make open standards work.

Standards enable industries to progress by removing barriers of inefficiency and incompatibility. Open standards enabled the internet to expand dramatically from its humble beginnings. Other industry sectors, like database solutions, have been similarly revolutionized by open solutions. So too can localization be transformed by the meaningful and pervasive use of standards.

With over 100 standards applicable to the localization industry, we do not suffer from a “lack of standards,” yet the standards we have are not meeting our needs. Lack of clarity and inconsistency, standards that aren’t used, new or changing technologies, and new requirements all result in increased costs, lower quality for end users, and general industry confusion. **The GALA standards initiative will change this situation.**

What Will the Initiative Do for You?

Participation in GALA’s standards initiative will deliver many benefits. For example:

For buyers of language services:

- **Clarity and consistency** in using standards to **simplify processes, reduce costs, and improve quality**
- **Reduced confusion and streamlined interaction** with service providers through standard process definitions

For service providers:

- **Lower costs and effort** spent on manual workarounds and incompatible tools
- **Improved ability to articulate service offerings** and ensure that they meet customer needs

For technology providers:

- **Ability to focus on your unique value** for users rather than on supporting too many formats
- **Higher market visibility** for tools that support standards

For translators:

- **Greater freedom in tool choice**
- **Less time spent on manual tasks** and **more clarity** in dealing with customers

For everyone:

- **More consistency between standards** through better coordination of efforts
- **Improved access to best practices** for using standards

The GALA standards initiative is something new for the localization industry.

It addresses the full spectrum of standards efforts to include:

Coordination of standards work

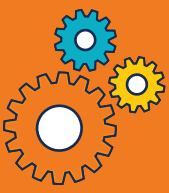
- Coordinating standards-development activities between various bodies
- Representing the needs of language-technology users in standards committees

Education and Training

- Providing information on relevant standards, use cases, and benchmarking
- Detailed training programs on how to make the most of standards in production environments

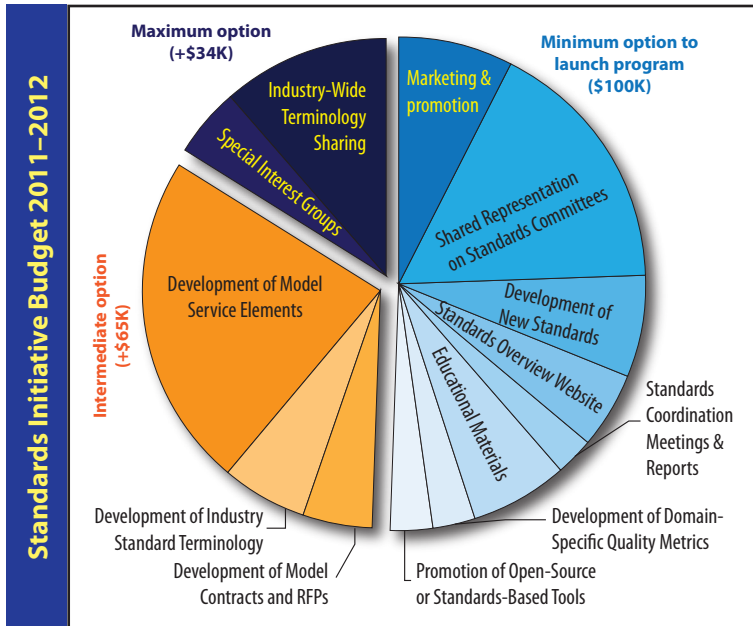
Promotion and Development

- Developing and promoting best practices for technology use on the client side
- Promoting standards-based tools and processes for critical business operations like procuring translation



Standards Need Your Support

A serious, sustainable effort requires professional staffing and infrastructure. GALA has developed a comprehensive standards plan, with a budget and concrete deliverables. How much the initiative can achieve, however, depends on financial contributions from the industry. We are asking for your support to help drive real results in standards for the localization community as a whole.



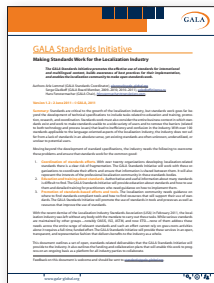
All financial contributors will be recognized on the initiative’s website, in marketing efforts associated with the initiative, and in other promotional materials.

Make your contribution to a better future today!

The GALA standards initiative is a non-profit effort organized by the Globalization and Localization Association (GALA). All financial records for the initiative are open to the public and anyone may participate in initiative activities.

Get Involved

Please consider supporting the initiative with your time and efforts. To find out more, contact Dr. Arle Lommel, GALA Standards Coordinator, at standards@gala-global.org or visit our website at www.gala-global.org/standards.



Download the GALA standards plan and learn more about the initiative at www.gala-global.org/standards

The initiative needs your financial support!

Companies and individuals are encouraged to support the work of the initiative, with suggested annual contributions as follows:

- Contributor Level (\$200)
- Supporter Level (\$1000)
- Charter Level (\$5000)

All contributions to the standards initiative’s annual fund will be recognized on the initiative’s website, with higher levels receiving additional exposure.

Contact standards@gala-global.org or visit www.gala-global.org/standards

