Panel Discussion: Integration

Theory & Practice
The Panel:

- Emre Akkas
  - Chief Localizer, Globalme
- Robinson Kelly
  - CEO, Clay Tablet Technologies
- Loïc Dufresne de Virel
  - Localization Strategist, Intel Corporation
- Bob Donaldson (moderator)
  - Principal, Carson Strategy Group
  - Chief Technology Strategist, text & form
The Topic: Integration

• Purpose & Goals
  – Why bother?
• How Size Matters
  – Complexity vs. ROI
  – 現場 (Genba)
• Technology Perspective
  – Localization ecosystem
  – Practical examples (tools & approaches)
  – Role of standards
• Limitations of Integration Technology
It takes more than technology

Beware low hanging fruit!

Integration requires careful, visionary leadership
CMS with TMS

Emri Akkas
CMS-TMS Integration

Robinson Kelly
Beyond open source and into the Enterprise...

• Is it THAT easy in the commercial CMS world?
• So, when IS it worth it?
• Do standards help?
Do commercial CMS’s integrate easily?

• Typically, “no”
• Sometimes “not even close” or “never”
• What are the implications?
• What are the fixes?
And... it’s all about the CMS!

- It’s where content “lives”
- It’s where projects start and end
- It’s where cost controls matter
- It’s where users WANT their statuses

And yet...

- It’s the HARDEST integration point, “lite” doesn’t cut it
When is integration worth it?

For the CMS owner...

• Speed to market
• Time to web
• Volume exceeds resources
• A compelling event (launch, redesign, CMS change)
When is integration worth it?

For the LSP...

• When your clients want to!
• When the volume of content exceeds your PM resources
• When the client has “time to web” challenges
• When you want to look like a hero
The LSP as Integration Hero

• You can differentiate yourself (everyone else is!)
• You can access more content ($$!)
• You can drive down PM costs
• You can improve service levels
• You prove to clients you care
• You embed yourself as a process expert
Beware of the “Lock-in” trap
Beware of the “Lock-in” trap

• One to one connections are “captive”
• If anything (CMS version, TMS or TMS version) changes – what do you do?
• Clients - How do you use more than one vendor?
• LSP’s – how do you compete?
Better to have some sort of “hub” or ESB in the mix...
Standards – of any help yet?

- HTML – how’d that work out?
- It’s still early days
- There are many “integration points”
- There are many opportunities for success
- They are utterly necessary for scalability
- Everyone has to play
CMS-TMS Integration

Loic Dufresne de Virel
"We want it tomorrow!"

Shoot me now.

"Everyone on my team already has a full time job. Gimme more positions!"

"...and we want ponies for everyone!"

I'm in hell.

I'm right there with ya.

No ponies!
Intel TMS Translation File Uploader

* Select a ZIP file: 

* Select TMS Configuration: 2011_TEST 

* Specify job name: 

Enter job description: 

Specify due date: 

* required 

Clear Submit
THANK YOU
It is never too early to start, but be sure you know where you are going
Audience Questions?

- What have you tried? Did it work?
- What worries you about the topic?
- What did you just learn and what follow-up question do you have?
- What is your next step toward integration?
- What is your favorite color?