Alphabet Soup:
CAT, CMS, TMS, PIM, & the APIs That Connect Them
Allison Ferch (GALA), Jim Compton (RWS Moravia)
Assertion:

The goals of Digital Experience community and Globalization / Localization community are the same:

To enable that business value can be experienced by everyone around the world as if it was created for them individually, regardless of language and culture.

We are trying to create a global digital experience practice.

But we have some challenges...
Who is Jim?

• ~25-year veteran of the localization industry.
• Have been deeply focused on CMS/TMS integration.
• Manages RWS Moravia’s Partnership Program.
• My mission:

Build a robust ecosystem of technology and services around our clients’ global programs.

Jim Compton,
RWS Moravia
What is GALA?

• Global non-profit trade association with membership of 400 companies (LSPs, tech developers, buyers of translation)
• Non-biased platform for information-sharing and collaboration, training and professional development
• Many organizational partnerships, including TAUS and LTI
Translation Technology Developers

across
Language Technology for a Globalized World.

KantanMT.com
No Hardware. No Software. No Hassle MT.

KILGRAY
Translation Technologies

Lucy
Software and Services

matecat™

MEMSOURCE

Plunet

SDL

SMARTLING

buzzing outside the box

wordbee

XTRF

XTM Cloud
Better Translation Technology
## Multinational Brands

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Why should your Digital Experience program be global?
• responsible for the success of a *global* digital experience “GDX” program?
• creates technology that enables GDX?
• content creators?
• system integrators?
• in a “GILT” (language) industry?
• what else?
the nature of the challenge
Starts with: “How do I translate the content that I’m managing in my CMS?”
API Integration!

- system-to-system communication
- automation
...rise of point-to-point proprietary integrations.
LANGUAGE TECHNOLOGY LANDSCAPE V2018.06

TRANSLATION TOOLS
- CAT-tools
- Translation memory editors
- Dubbing tools

EDITING
- Translation Editors
- Terminology management

TMS
- Business Management for LSPs
- Localization for developers
- Proxy & JS-based website loc for marketers

INTERPRETING TOOLS
- Remote interpreting apps
- Wearables
- Interpreting scheduling

MANAGEMENT
- TMS for LSPs and buyers
- Enterprise TMS from vendors

SCHEDULING
The Consequence of Unnecessary Variation

• Continuous reinvention of the wheel
• Wasted $$!
  • For clients
  • For LSPs
  • For tools vendors
• Loss of operational freedom

Can be a “deal breaker” for the global digital experience mission!
Why (and What Is) TAPICC?
TAPICC stands for: “Translation API Cases & Classes.”

It is:
• an open, volunteer-driven pre-standardization initiative.
• focused on use cases based on translation and language work.

It isn’t:
• an attempt to replicate the functionality of the existing systems.
• an attempt to dictate the actual flow of work through a supply chain or how work gets executed.
The TAPICC Vision

- Common Integration model
- Universal Translation API
- Best practices
- Use cases

My Content
My Tool
Features & Benefits

Agreed upon metadata, use cases, best practices, classes

Go-to place for information and education for ALL stakeholders

Quickly implementable classes and use cases

Reduce cost of integration

Quickly onboard new clients, systems, LSPs

Easily embed L10N in content processes and enterprises
GALA is the *foundation* of the TAPICC initiative.

**Legal Framework**
- The 3-Clause BSD License (BSD-3 Clause)
- Creative Commons Legal Code (CC-BY 2.0)

**Community Engagement**
- GALA forum
- Working groups
- GitHub wiki
- Wide representation from the language industry

**Organizational Documents**
- Project charter
- Working Group Playbook
- Numerous presentations and marketing collateral

[www.gala-global.org/tapicc](http://www.gala-global.org/tapicc)
Initiative is Organized into Four Tracks

1. Business metadata for supply chain automation
   - Harmonize existing business metadata models

2. Exchange on unit level
   - Pass a segment/unit from an editor to a TM/MT or other tool

3. Semantic enrichment of units
   - Terminology, TM, MT, layout for “good enough”

4. Layout representation level
   - Support process with visual context

We’ve been working on this...
...and are ramping-up with this.
TRACK ONE: Big Picture Status

Define Requirements → REST specification → Implementation

We are here.
TAPICC is addressing things like:

- How to model this through a REST API.
- What the metadata should include.
- How to create the payload.
For every TAPICC transaction throughout the chain, at least one system must be an API host.
The Asks

If you **create technology** that enables the creation of global digital experiences...

- Implement the best practices advocated by TAPICC (e.g. XLIFF 2).
- Add TAPICC functionality to your existing API.
- Support integration partners who use the TAPICC standard.
The Asks

If you depend on technology that enables you to create global digital experiences...

• Assert with your technology partners that you want them to support TAPICC in their systems.
The Asks

If you’re a **systems integrator**...

- Use your influence to promote TAPICC on all sides of the integration equation.
- Become an active stakeholder in the TAPICC initiative.
- Support open standards.
The Asks

If you’d like to influence the standard.

• Join the project.
• Actively contribute to the work products.
• Try to use the standard in real-world contexts.
The Asks

For everyone:

• Support that digital experiences should be global.
TAPICC Resources

https://www.gala-global.org/TAPICC

- Project Charter
- Open Source Legal agreement
- Project Statement
- TAPICC Groups
- Various links