

Alphabet Soup:

CAT, CMS, TMS, PIM, & the APIs That Connect Them

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GALA

Globalization &
Localization Association





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



Lionbridge

 TRANSPERFECT



SDL 



we localize 
doing things differently

 **RWS**
Moravia

 **CYRACOM**
Language Solutions

AMPLEXOR
EMBRACE THE FUTURE



RR DONNELLEY

 **pactera**

CAPITA
Translation and interpreting

 **CSOFT**
Opening World Markets Together



 **CERTIFIED LANGUAGES**
INTERNATIONAL

Akorbi
LANGUAGE TECHNOLOGY PEOPLE

 **SeproTec**
MULTILINGUAL SOLUTIONS

CONCORDE
LANGUAGE COURSES
INTERPRETATIONS
TRANSLATIONS

 **xplanation**
we care about your words

Translation Technology Developers



Multinational Brands



Why should your Digital Experience program be global?

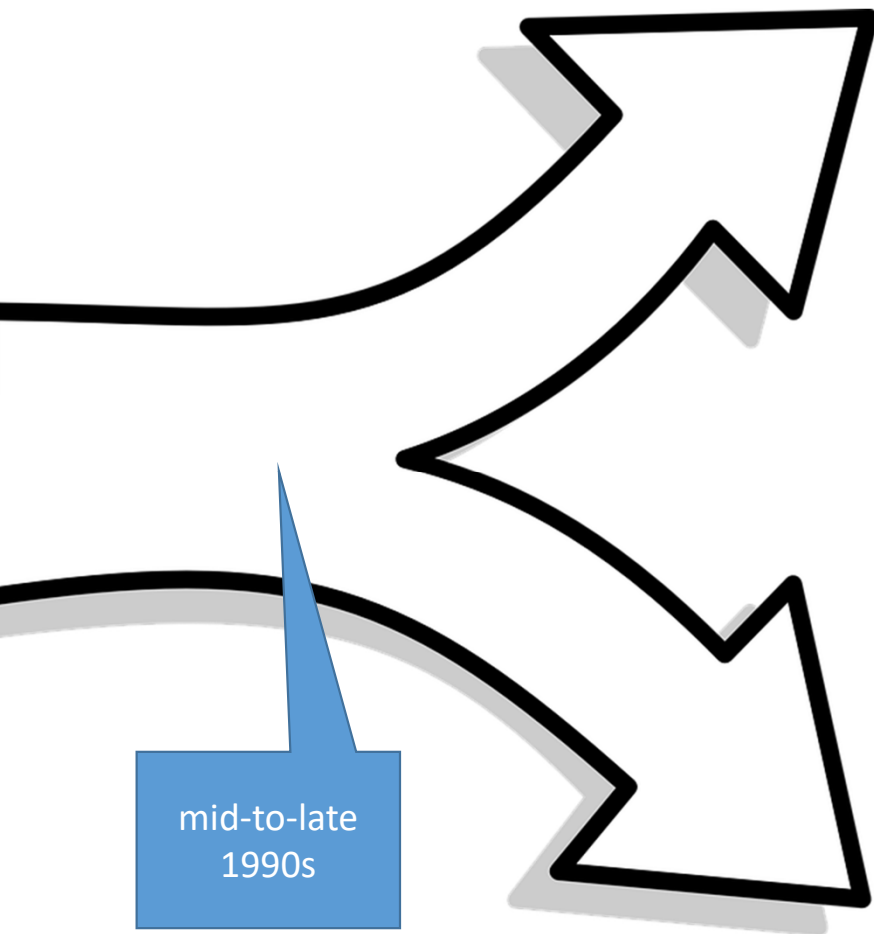


- responsible for the success of a *global* digital experience “GDX” program?
- creates technology that enables GDX?
- content creators?
- system integrators?
- in a “GILT” (language) industry?
- what else?



A low-angle photograph looking up at a utility worker on a metal tower. The worker is wearing a white shirt, blue pants, and a bright orange safety vest. They are surrounded by a dense, chaotic web of black power lines that crisscross the frame. The background is a clear, bright blue sky. The perspective emphasizes the height and complexity of the task.

the nature of the challenge



content management

tech and practices



translation management

tech and practices

Starts with: “How do I translate the content that I’m managing in my CMS?”

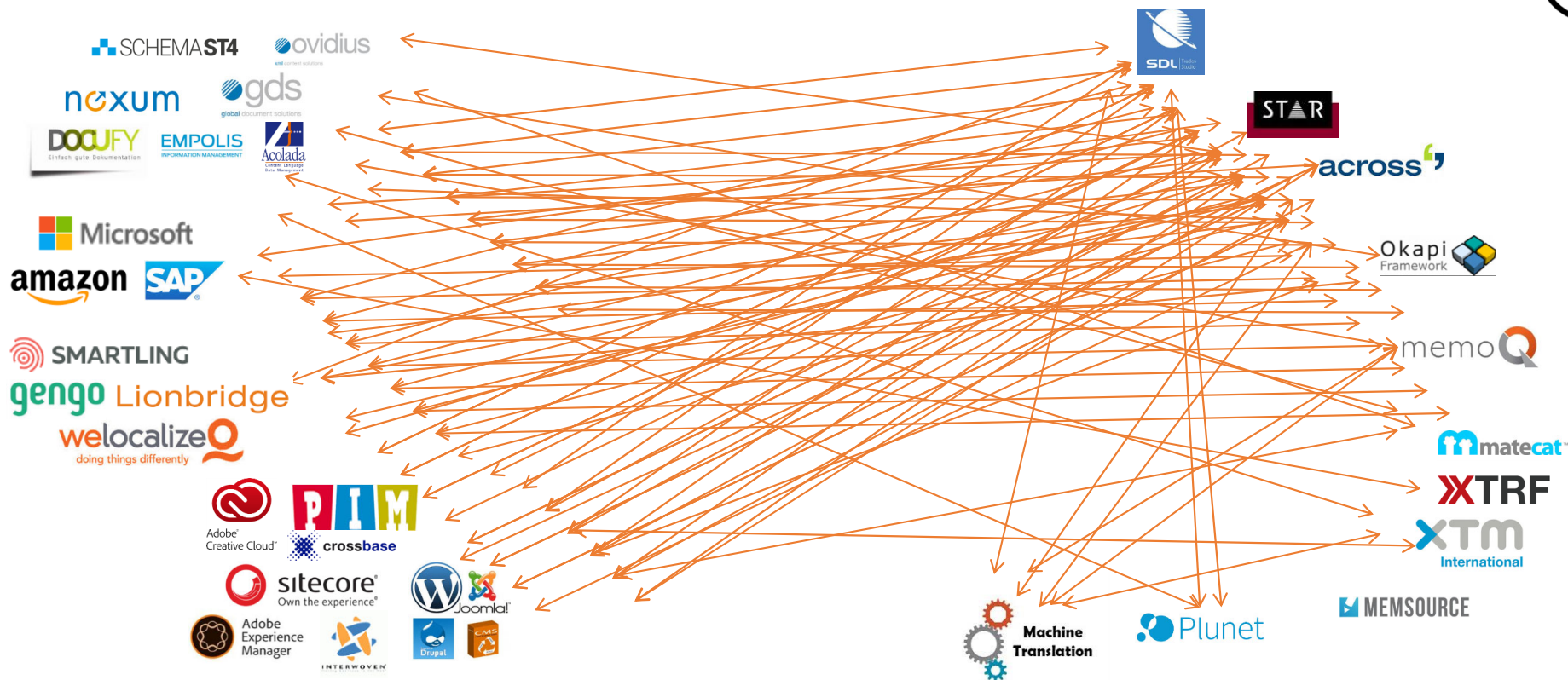


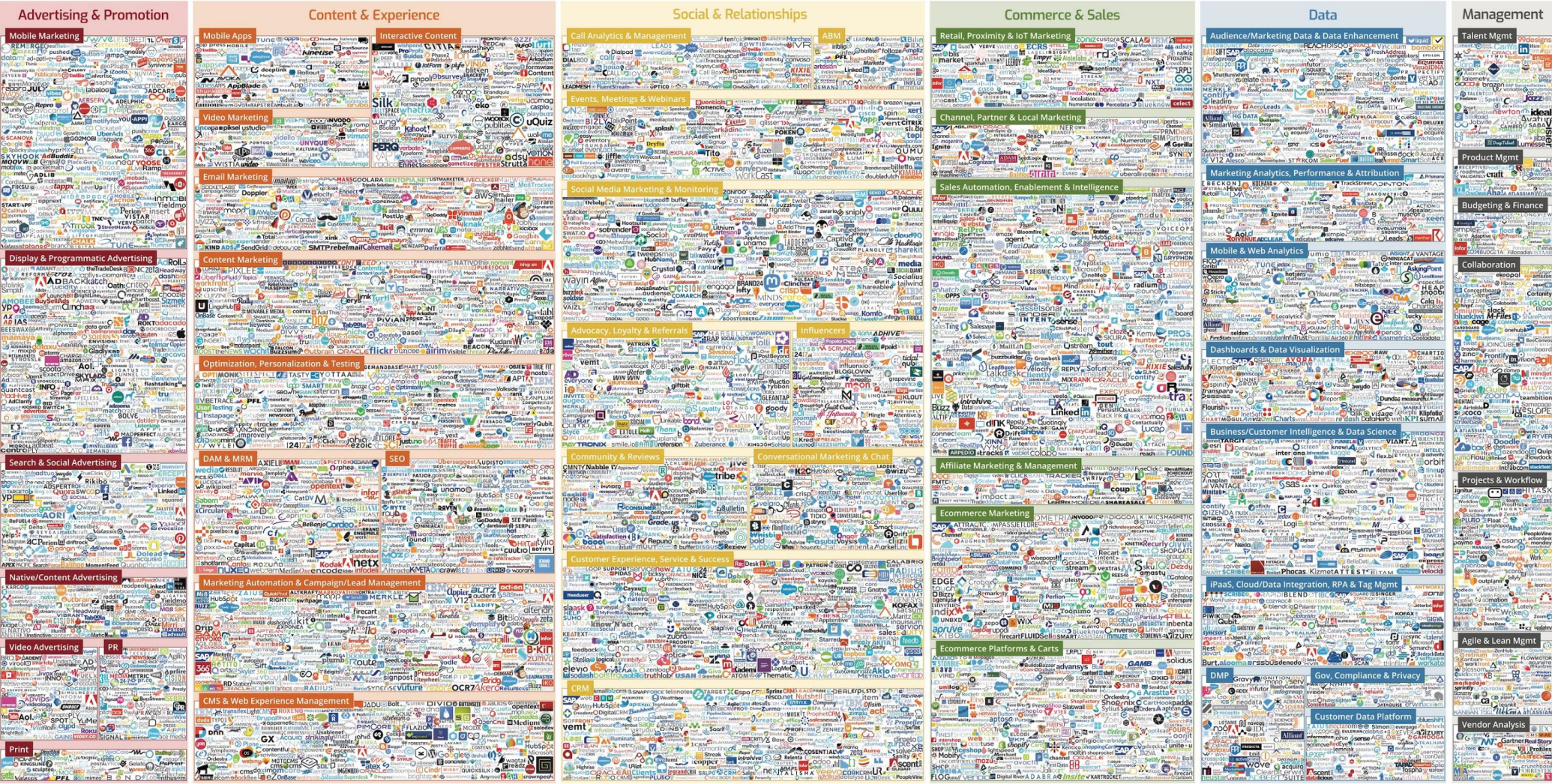
API Integration!



- system-to-system communication
- automation

...rise of point-to-point proprietary integrations.

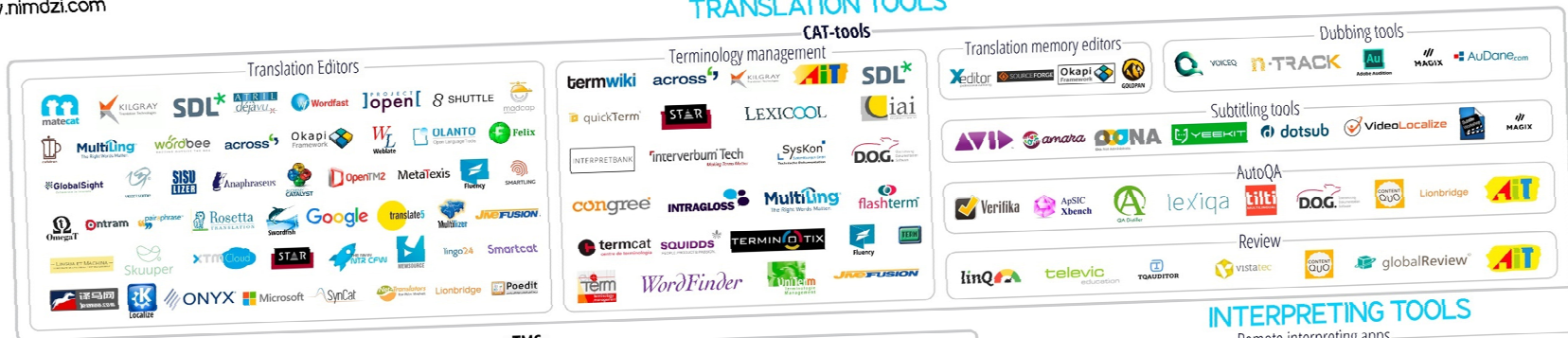




LANGUAGE TECHNOLOGY LANDSCAPE v2018.06

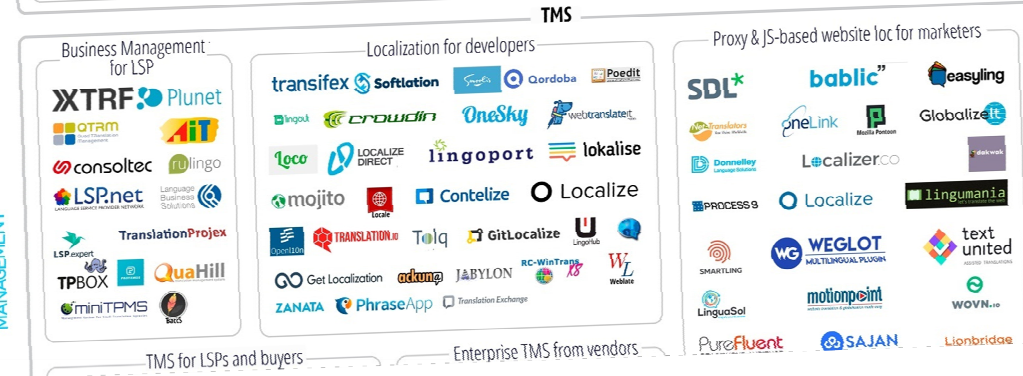
TRANSLATION TOOLS

EDITING



TMS

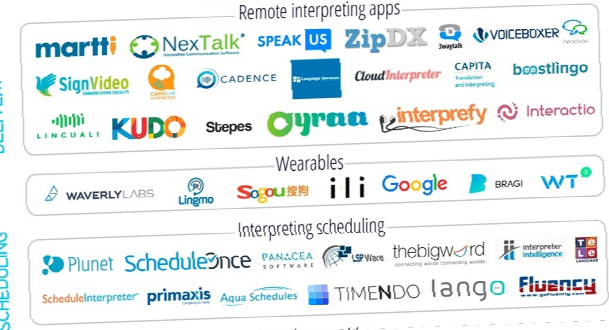
MANAGEMENT



INTERPRETING TOOLS

DELIVERY

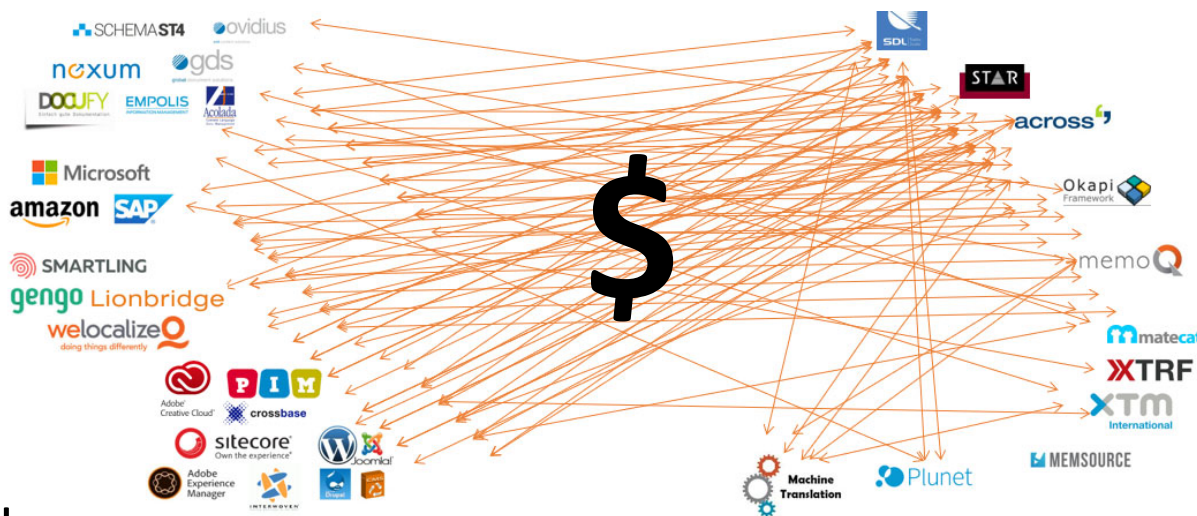
SCHEDULING



The Consequence of Unnecessary Variation

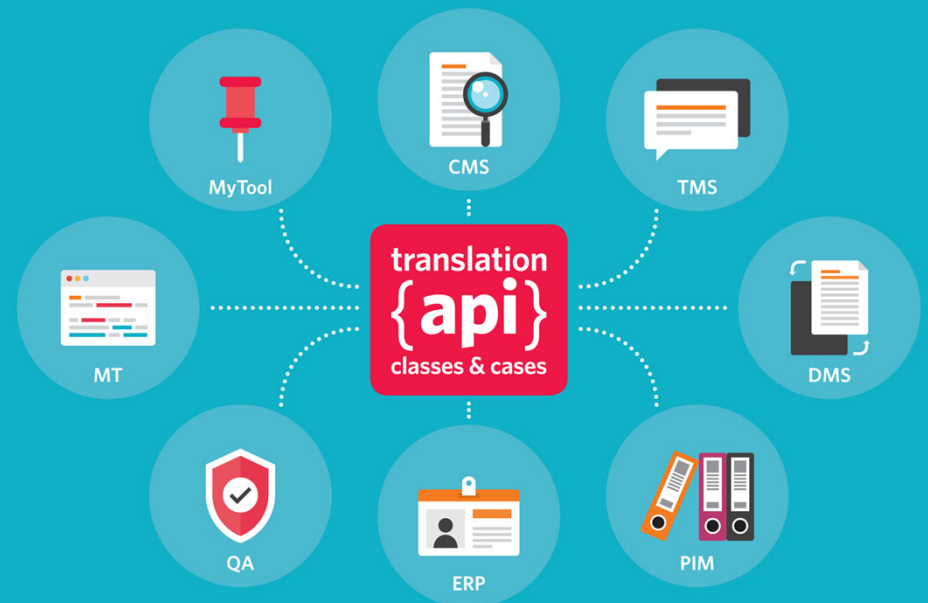


- Continuous reinvention of the wheel
- Wasted \$\$!
 - For clients
 - For LSPs
 - For tools vendors
- Loss of operational freedom



Can be a “deal breaker” for the **global digital experience** mission!

Why (and What Is) TAPICC?



TAPICC stands for: “Translation API Cases & Classes.”

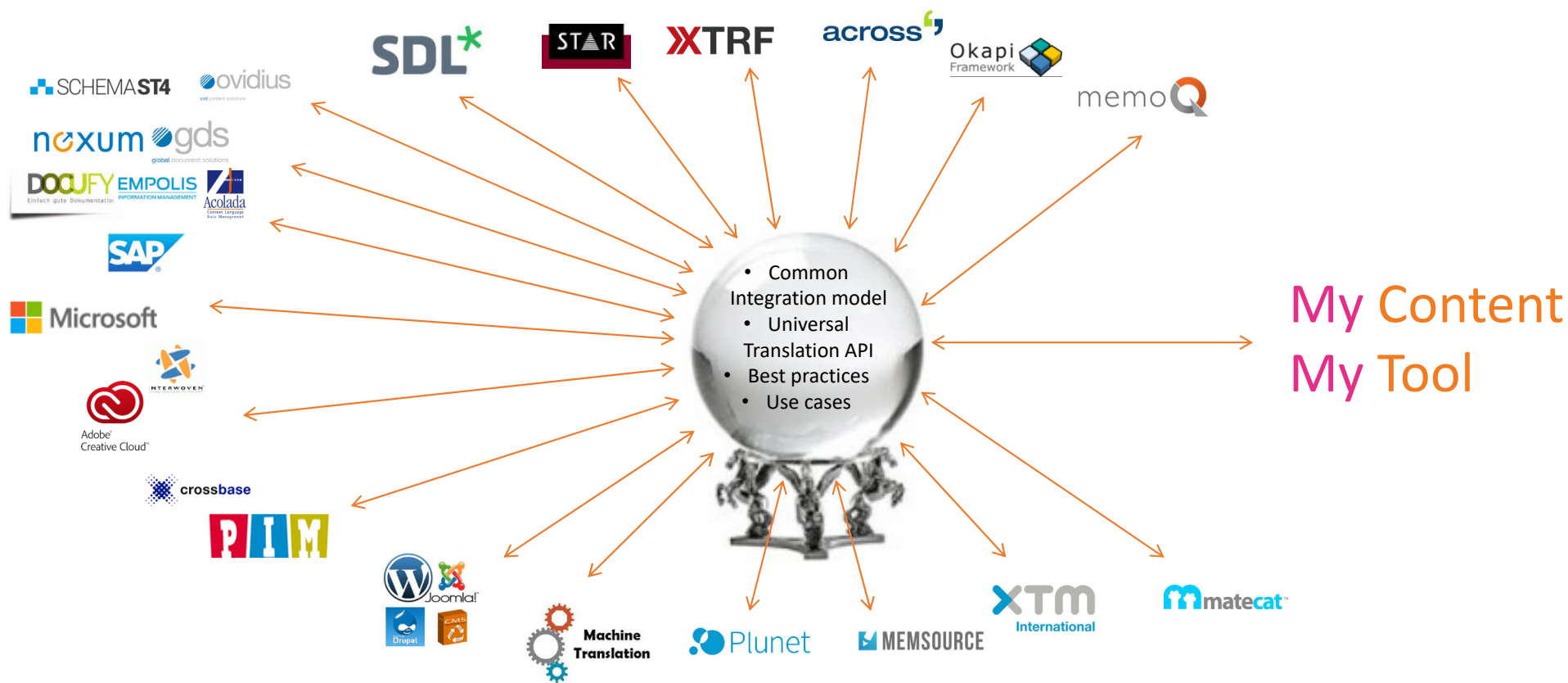
It is:

- 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



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 (Open Source)

- 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

Initiative is Organized into Four Tracks

We've been working on this...

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”

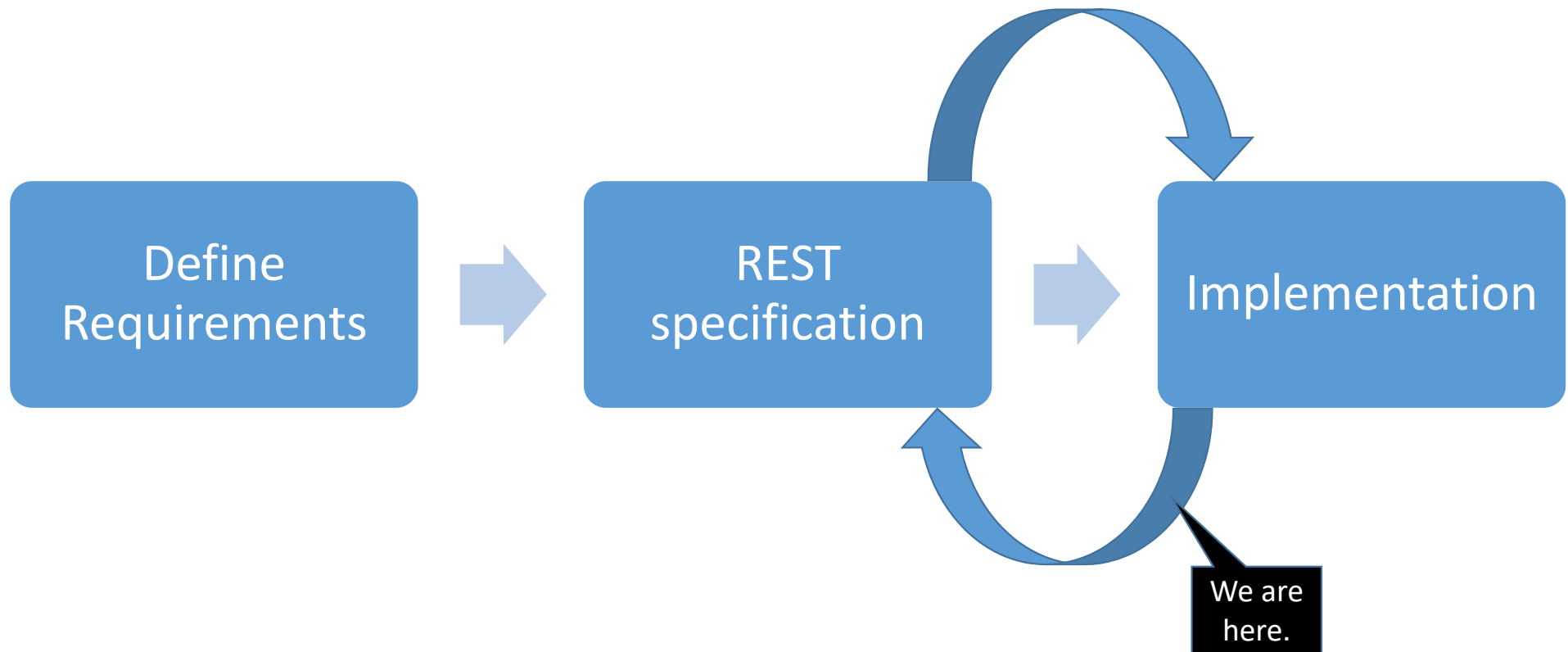
...and are ramping-up with this.

4

Layout representation level

- Support process with visual context

TRACK ONE: Big Picture Status



Content Management World

Localization / Translation World

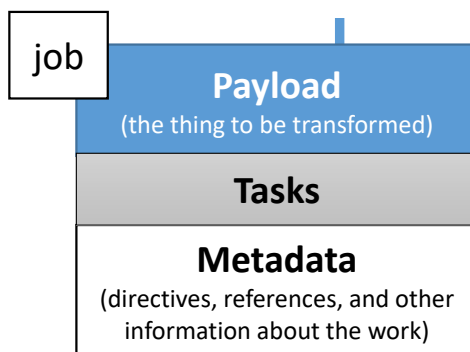
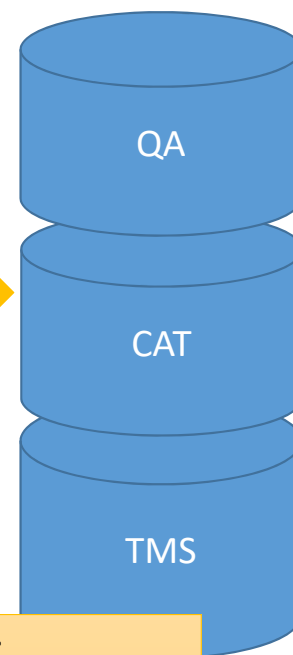
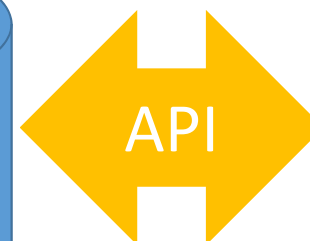
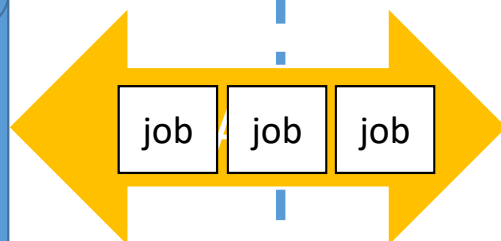
content

en

fr

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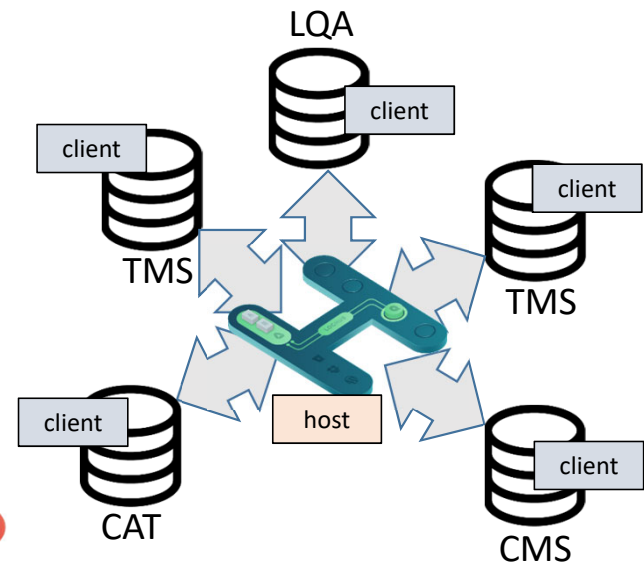
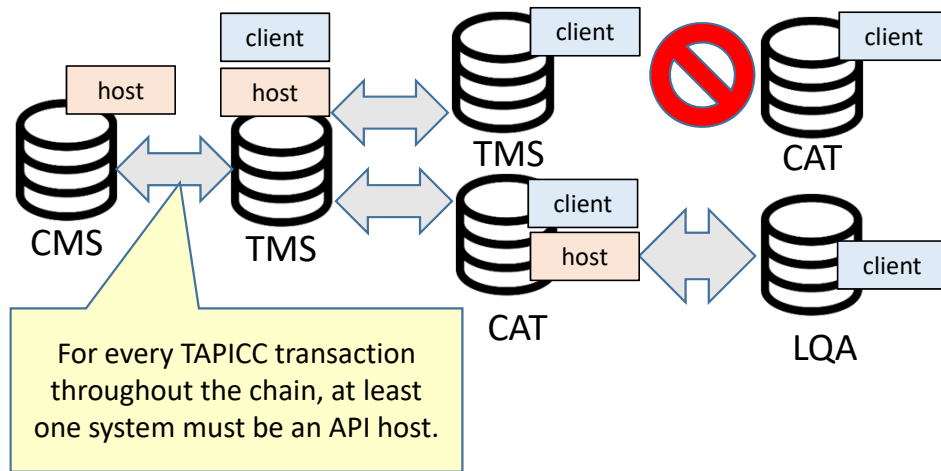
jp



TAPICC is addressing things like:

- How to model this through a REST API.
- What the metadata should include.
- How to create the payload.

System-to-system Model Versus Middleware Model



xilli

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