

# LECTURE

## Terminology & Business

**Gabriele Sauberer**  
**(TermNet)**

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# Content of the Lecture

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- Introduction
- What is the „Terminology Market“?
- How to promote and „sell“ terminology products and services?
- Business Plans
- Conclusions
  
- Discussion (30 Minutes)

# Introduction

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- Topic:  
Terminology & Business =  
Terminology in Business (Applications)
- Goal: Overview & raise awareness & interactive training
- Short introduction of TermNet & myself

# WHAT IS TERMNET ?

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- international non-profit association
- founded on the initiative of UNESCO  
„ to promote the terminology market“
- business and cooperation network of more than 50 members from more than 20 countries:
  - Content, Tools & Service Providers
  - Multipliers

# TERMNET Members - Examples

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- Association for Terminology and Knowledge Transfer (GTW)
- Austrian Computer Society
- Basque Centre for Terminology and Lexicography (UZEI)
- China National Institute of Standardization (CNIS)
- European Central Bank (ECB)

# TERMNET Members - Examples

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- European Multimedia Forum (EMF)
- European Programmes for Training, Research and Technology (DANUBE)
- German Qualifications Federation (Q-Federation)
- Innovation Network Austria
- Lessius Hogeschool, Institute of Applied Linguistics - Translation and Interpreting Studies

# TERMNET Members - Examples

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- National Language Service (NLS)  
Department of Arts and Culture (DAC)
- Public Works and Government Services  
Canada (PWGSC) - Translation Bureau
- SAP
- TRADOS
- University of Applied Sciences Cologne -  
Institute for Information Management (IIM)
- University of Vienna - Centre for Translation  
Studies

# WHAT WE DO

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Main activities for our members worldwide:

- organize joint activities & projects
- provide business opportunities
- promote products and services
- disseminate information & best practice
- raise awareness & present solutions



# WHAT WE DO in (South) Africa

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- TAMA 2003 – International Conference „Terminology in Advanced Management Applications. Multilingual Knowledge and Technology Transfer“
- Terminology Trainings - UNESCO Project „TermTrain“
- Inviting new members (universities, companies, institutions, multipliers)

# HOW TO CONTACT US

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## International Network for Terminology (TermNet) - **New Address:**

- Zieglergasse 28, 1070 Vienna, Austria
- Tel.: +43-1-524-06-06-11
- Fax: +43-1-524-06-06-99
- E-mail: [termnet@termnet.org](mailto:termnet@termnet.org)
- URL: <http://linux.termnet.org>

# Gabriele Sauberer

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Project Manager since 1999

Director since 2002

**Executive Secretary since 2005**



Management, Projects & PR

Studied Eastern European Languages,  
Project Manager & Business Consultant

E-mail: [gsauberer@termnet.org](mailto:gsauberer@termnet.org)

# The Terminology Market

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- Products & Services for the information, knowledge and content industries:
- Terminologies (any subject field), Terminology Applications (e.g. Software Tools), Standards
- Business Consultancy, methodologies (communication, classification, ontologies, etc.), Training & Qualification of Human Resources

# The Terminology Market

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- Target groups & customers
- Public & Private Sectors
- Providers
- Users
- Multipliers, networks, incubators

# How to „sell“ terminology?

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- How to promote and „sell“ terminological products and services?
- Non-profit but business
- Questions of decision makers and business people need to be answered:
  - What is ... ?
  - Why bother ... ?
  - How much ...?

# WHAT IS TERMINOLOGY ?

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- Specialised language
- Specialised knowledge → classification
- Basis of e-commerce, e-health, database & software design, etc.
- Basis of globalisation, localisation, internationalization and translation (GILT)

# What is ...?

**G I L T**  
**L O B A L**  
**N T E R N A T I O N**  
**O C A L**  
**R A N S L A T I O N**



# Translation

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- Rendering a source text in a target language
  - The authors intention and content needs to be rendered correctly
  - Typical Problems: Speed, volume, consistency and processes
- Translation is part of an entire localization process

# Localization ("L10N")

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- Adapting a product to a certain language and cultural region (so-called "locale")
- Content and the product itself can be affected
- Examples: the steering wheels on the "wrong" side. Also: Icons, sizes of dialog boxes, right-to-left languages etc.
- Prerequisite: Internationalization

# Internationalization

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- The product is broken up into:
  - Product core:  
should be language and culture independent  
and to be used globally
  - Variable parts  
which are adapted to a target locale
  - Examples: Cars (steering wheels), paper sizes  
on templates etc.
- Prerequisite: Globalization

# Globalization

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- strategic business decision to market a company's products internationally
- This decision requires the willingness to internationalize, localize and translate.

# WHY BOTHER?

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- **WHY CRITICAL SUCCESS FACTOR ?**

Many possible answers – depending on target groups:

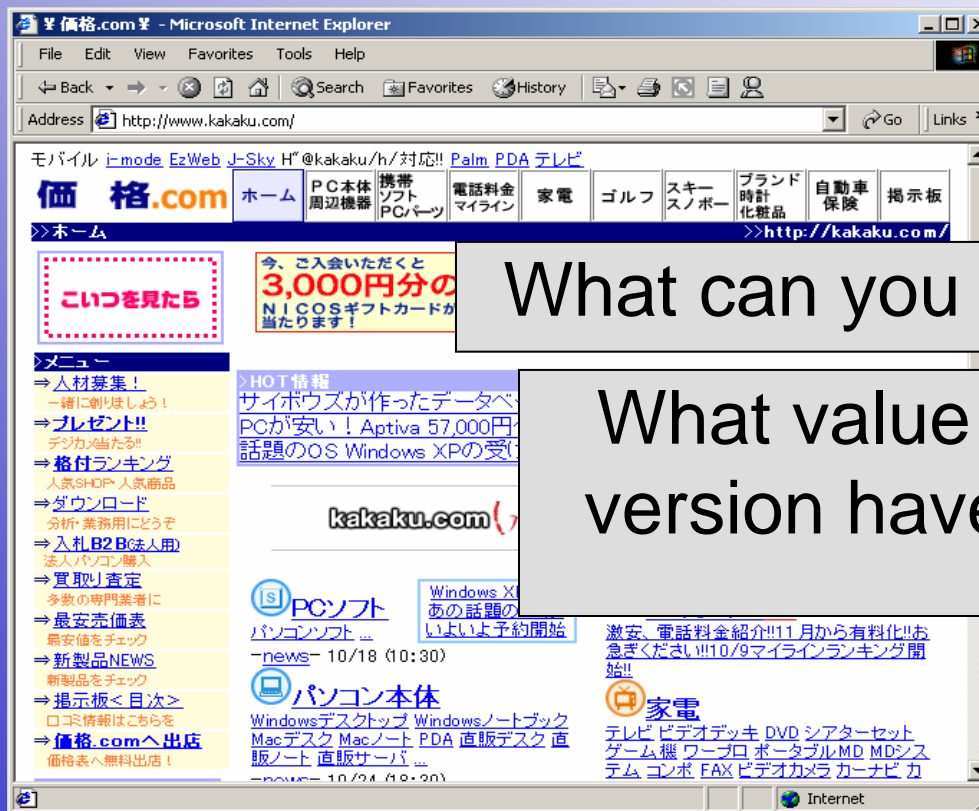
- Old rule: Sell products & services in the language of the target markets
- Costs of content creation & management multiply in multilinguality
- etc.

# WHY BOTHER?

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- Some questions asked by TermNet members to potential clients
- Real life arguments how to sell terminological products & services

# eCommerce ?



What can you purchase here?

What value would a localised version have for the provider?

# Product Cycles ?



How much do you want to delay a product launch because of missing translations?



# Corporate Speech ?



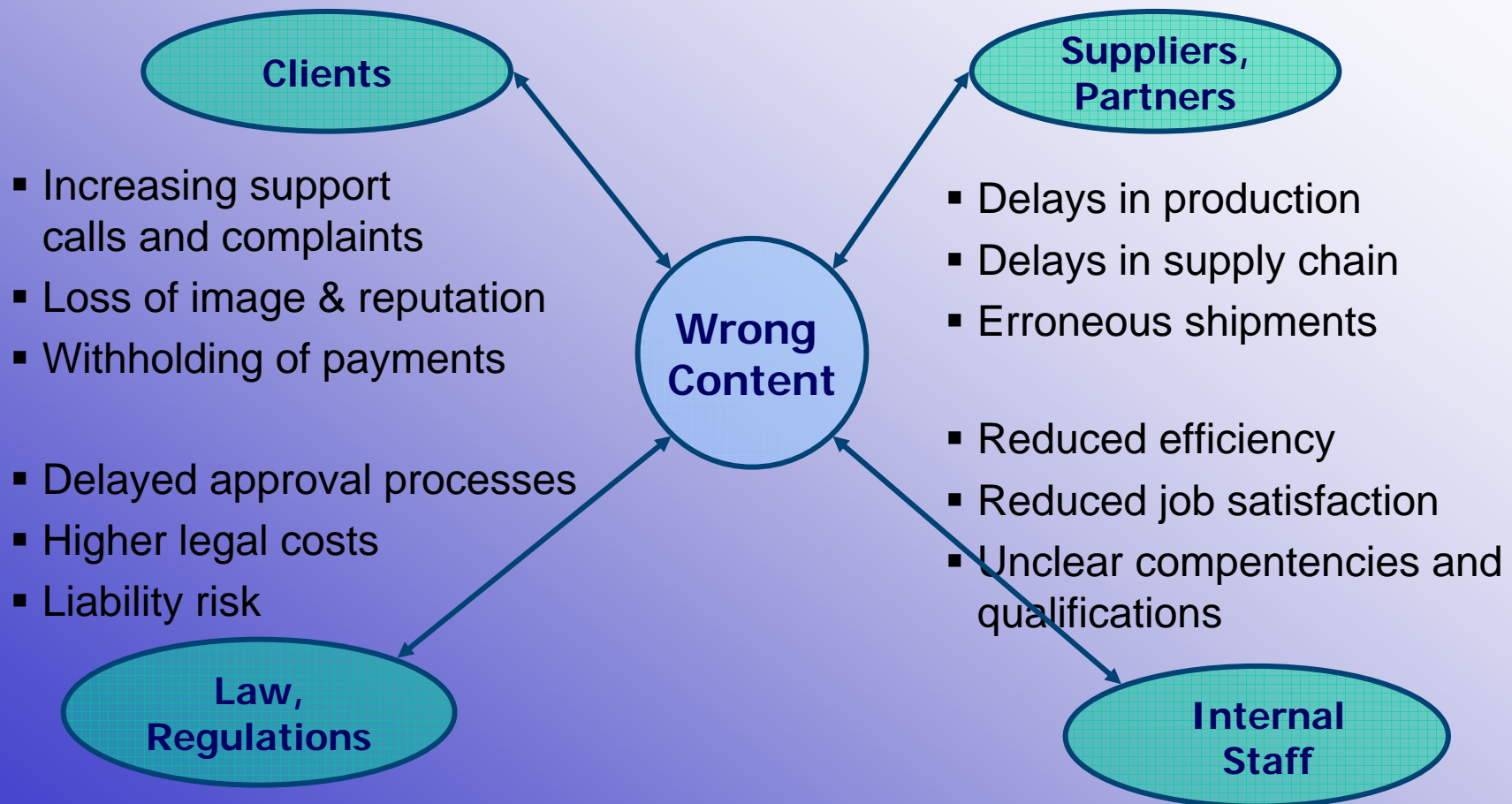
How do you guarantee worldwide Corporate Speech?

# Motivation: Why bother?

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- Consequences of localising / not localising
- Financial: markets, image, customer satisfaction...
- Legal: product liability, investor's relations...
- Marketing: branding and corporate speech
- Internal: communication, efficiency
- Market Opportunity

# Wrong content...



# Cost Involved

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## Items

- Internationalizing the product
  - Localizing contents
  - Building Terminology
  - Translating contents
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- Multilingual correspondence

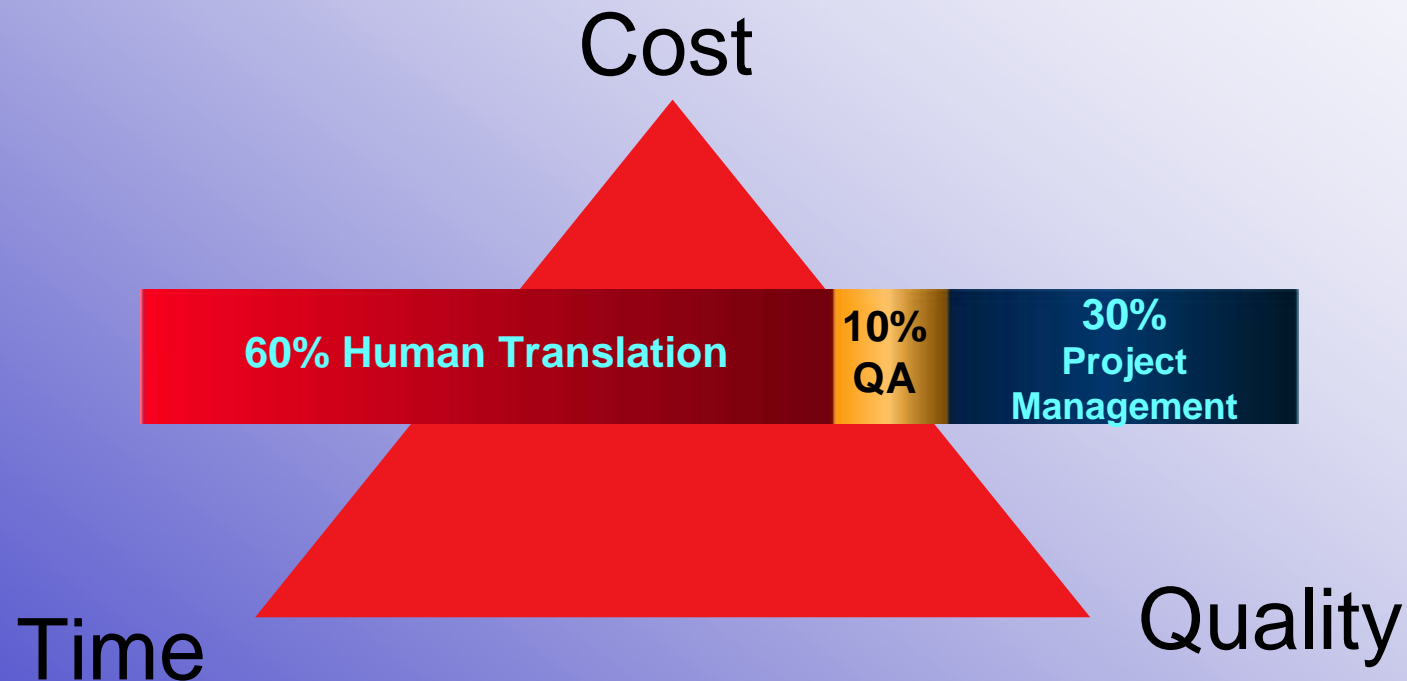
## Costs

- Product-dependent.  
The earlier the better
- Makes translation cheaper.
- Expect half-day position
- Charge per word, line, page... Inhouse or outsource?
- Bilingual staff? Machine translation?

# Costs involved: Example

- eCatalog in 5 languages
- 200 pages
- 1.000 products
- 100 words description
- 100.000 words per language
- Localization (internal): approx. 2.500 €/lang
- Translation: 20.000 €/lang
- Editing / QA / Review: 7.500
- Desktop Publishing: 7.000 €/lang
- Overhead cost: 2.000 €/lang
- **TOTAL: 39.000 €/lang**

# Efficiency & Cost savings is a big issue



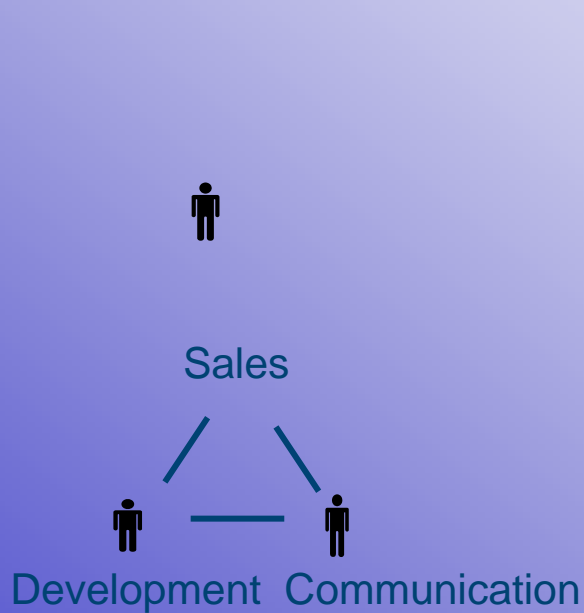
→ Saving 30% = approx. 12.000 € per language!

# Need for harmonization

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- The importance of proper terminology application and the increasing need for harmonization and standardization is shown at the following slides
  - usually understood by business people
  - can be easily adapted to public sector (any organization or department)

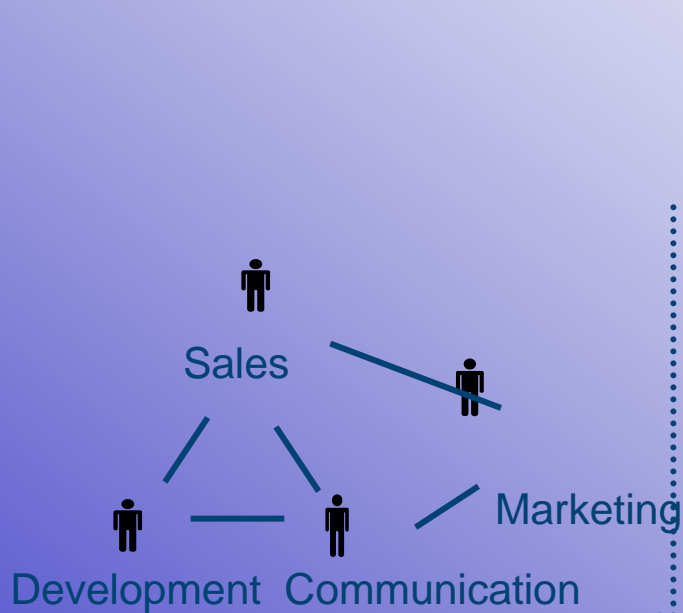
# The Need for Terminology



Standardization

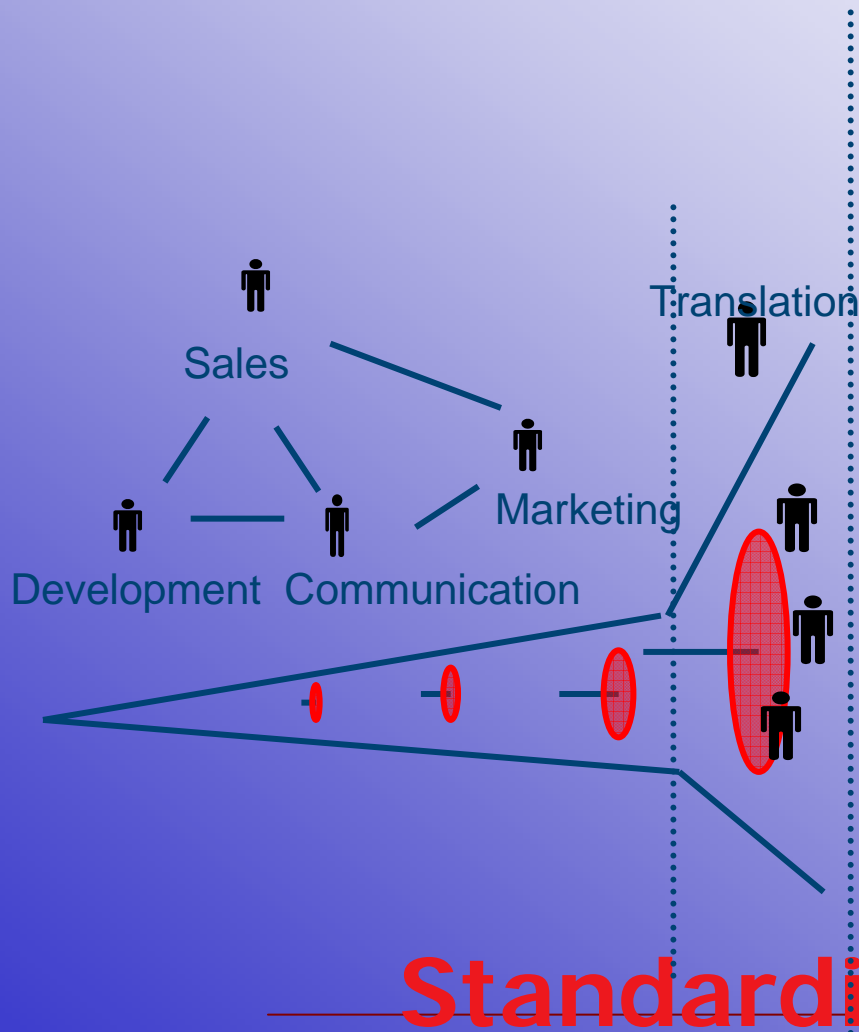


# The Need for Terminology *Terminology* International Network for Terminology

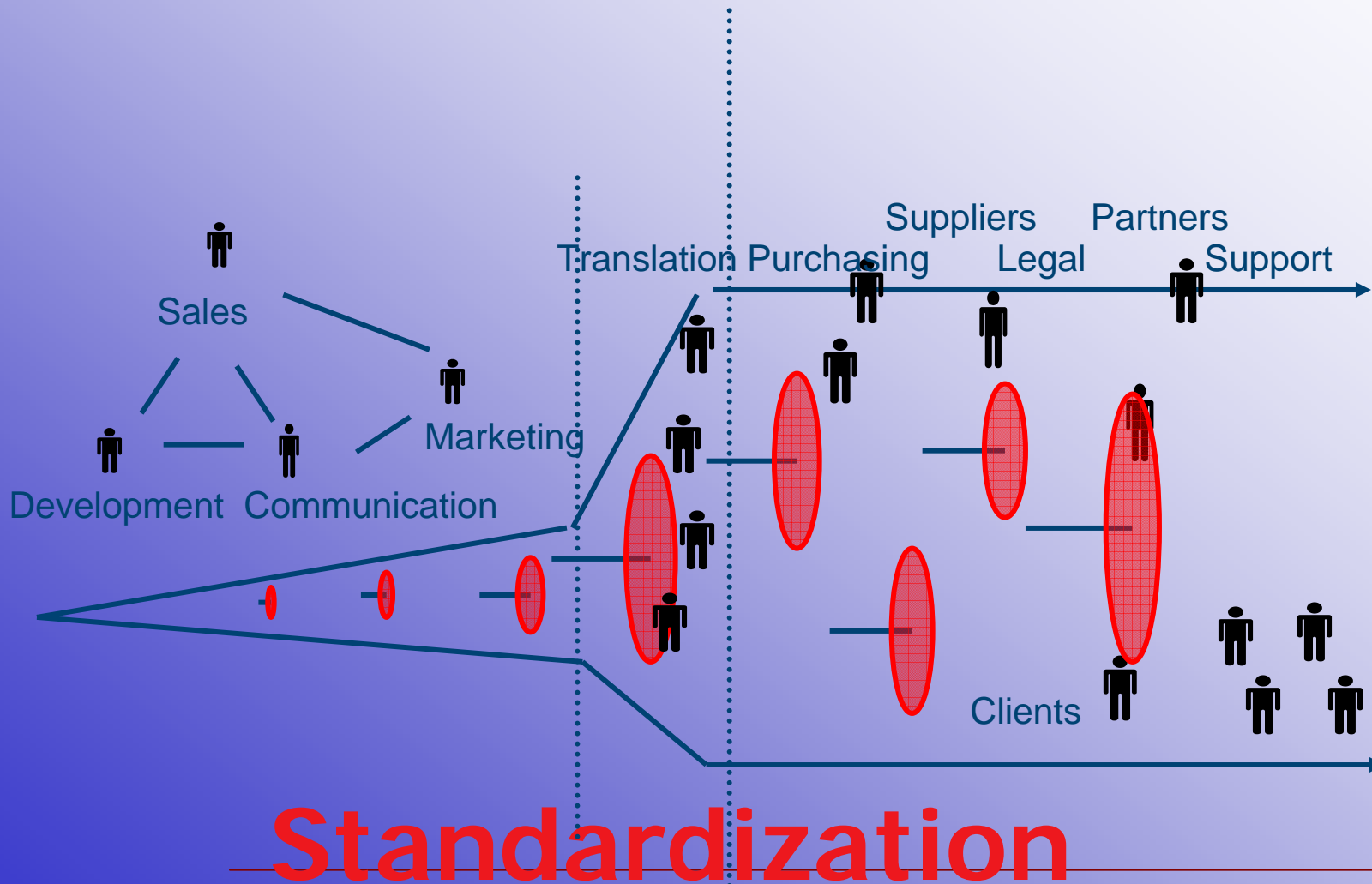


**Standardization**

# The Need for Terminology



# The Need for Terminology



# Conclusion

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- Terminology in / and Business:  
→ Need for a Business Plan

# What is a Business Plan?

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***“A written document that summarises a business opportunity and defines and articulates how the management team expects to seize and execute the opportunity identified.”***

*J.A. Timmons*

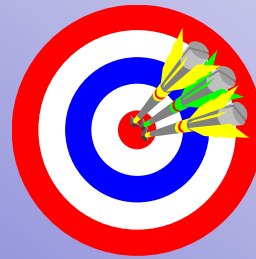
## *Common Outline*

*Based on the presentation of Alex Büchner, Synergy Learning, for the eTTEC Project (European Training Tools for eContent Start-Ups and SME's Expansion), 2003-10-03*

# 1 Executive Summary

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2-4 pages summing up the main chapters of the business plan and: The Offer



# 1 Executive Summary

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- Most important part of the business plan: Catch - or lose - the interest (of investors, sponsors, etc.) right here!
- First page(s) a reader is looking at
- Annotations / quotations
- *Local Language & English*



## 2

# The Product / Service

- Detailed Definition of the Product / Service
- *Position of the Product in the Market*
- The Technological Environment
- Research and Development Work
- *Protection and Issues of Intellectual Property Rights (IPR)*
- *Standards and Regulations*

## 2

# The Product / Service

- *Describe the business benefits*
- *What customer problems do you solve?*
- Keep detailed / technical information (academic articles, white papers, *patents*, etc.) separately (e.g. appendix)

# 3 The Management

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Description of the Management Team:

- *Experiences and Skills relevant to the Business Idea*
- Social Synergies and Team Spirit
- Strengths (and Weaknesses)
- Personal Motivation and Goals

# 3 The Management

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- Show that you are a team
- Show that you have diverse, but supplementary expertise
- Missing key experience is not a problem, as long as it is pointed out
- Consistent CVs
- *Local Management*

# 4 The Market

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- *Description of the Market*
- *Customers*
- *Market Potential and Development*
- *Competition*

# 5 The Marketing Plan

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- Even if you don't have sales & marketing staff / expertise (PPPP):
  - *Product, Place*
  - *Position - Identify Channels (direct vs. indirect) and Price*

→ Show that you will be capable of tackling the issues

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## 6 The Structure

- *Company / Organisation*
- *Outline of company objectives and development for the next 3-5, 5-10 years*
- *Legal Structure*
- *Overhead Costs*
- *Anticipated personal development*



# 10 Financing

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*Financial Plan - Narrative*

*Assumptions*

*Capital Requirements*

*How funds will be used*



# Financing

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- Costs & return on investment
- Project-oriented financing
- Co-financing & sponsoring
- Public private partnerships
- Sustainability

## ***Why do you need a business plan?***

***to:***

- Structure and explain your long term visions
- Define your strategic goals and objectives
- Communicate how to achieve your objectives



# Writing Winning Business Plans

***A vision without a plan  
is a dream***



***Don't dream it,  
plan it!***



# Thank you

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## For your attention!

## Please contribute to the following discussion

## Discussion (30 Minutes)

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- Your questions & comments
- Your experiences
- Your recommendations & arguments
- Best practice examples