

Localization Roadmap

01

Chaos

- Localization is performed manually or in an ad-hoc manner
- No workflow or technology
- No dedicated buyers or vendors
- Inefficient, time-consuming, and prone to inconsistencies

03

Early internal technology stack Optimization with translation tools annels

- **Cost and speed improvement with CAT**
Every localization team begins its technology journey with the adoption of translation memory tools (TMS and CAT) to store and reuse translations, improving speed and cost.
- **Quality assurance tools**
Professionals in localization know how difficult it is to achieve high quality across multiple languages at scale. They add quality assurance practices and tools that detect and fix errors and terminology inconsistencies. Advanced teams begin measuring quality in a structured way, which calls for specialized LQA dashboards.

05

Machine translation

- **Postediting workflows**
 - Machine translation post-editing (MT) reduces costs by an additional 20-60%
 - 2-4x daily productivity for translators
- **No human in the loop workflows**
 - Develop a content matrix separating translatable by the level of quality requirement. Translate some with a fully automated workflow without human involvement
 - Increase the amount of information available across different languages, and increase language coverage.

07

Mature globalization platform

- Fully developed and integrated localization platform requiring little manual intervention
- Automated content flow
- Algorithmic decision making based on data
- with data, automated workflows, content stratification, measurable performance:
- Exploration of emerging localization technologies and trends
- Expansion into new markets, languages, or content types
- Continuous adaptation to remain competitive and meet evolving business needs

02

Clear roles

- Team members, providers, and workflows are established, and clear roles and responsibilities are defined among team members
- A basic workflow for localization projects is set up.
- Teams that do not wish to internalize technology and stay with one translation vendor remain on this level perpetually.

04

Automated content flow with CMS connectors

With a translation management system in place, localization teams start to automate file flow. They set up content pipelines for marketing, product, technical documentation, customer support, and other functions. Integrations replace the need to manually send files via email and upload translations to the final system. However, given the fact that an average company has at least 10 different content management systems, content flow automation takes a long time and a lot of resources.

06

Measured performance per language

- Add content monitoring tools to track localized content performance per language
- Data-driven decision-making for resource allocation and process improvements