

TCD NEWS

Featured Topic: The LTC Organiser – a Translation/Localisation Project Management Tool

Volume 3, Issue 1 • March 2001

From the Editor

Welcome to the first edition of the TCD Newsletter for 2001! This newsletter will serve primarily as a platform on which we promote the second TCD Members Conference, to be held June 1 - 3 in Colorado Springs. Full details of where the event will be held and how to reserve a space can be found within along with a registration form. I look forward to seeing you all there!

Suzanne Robinson of Liaison Multilingual has been doing sterling work organizing the conference, checking out hotels, gathering ideas for speakers and generally pushing and cajoling to make it all happen. I know she would love to hear from anyone with an idea for a presentation – please contact her directly at liaison@ecentral.com if you have any suggestions.

As is pretty standard for organizations like ours, things have been fairly quiet since the ATA conference in September, which I guess is indicative of us all having our heads down and working hard. Although I do hear that Division Administrator Steve Iverson has been having health problems – get well soon Steve!

We also have the results of the deliberations of the TCD Best Practices committee. We have included in this month's newsletter a first draft of the Code of Best Practices as presented to the TCD at the ATA conference. Any feedback should be directed once again to Suzanne Robinson.

Finally, the featured article for this issue explores a tool designed specifically for project management of translation assignments – the LTC Organiser. Something much-needed in this industry as I know only too well! I spent several years looking over the shoulder of translation company owners or managers in Europe and the USA to see how they had automated their project management system. I saw an amazing spectrum of devices from simple, outdated DOS-based programs to unwieldy MS Access databases. In the end, we opted to develop our own customized solution. The LTC Organiser offers a viable off-the-shelf alternative. Dr. Adriane Rinsche of LTC has been invited to present at the Colorado Springs conference on the subject of electronic project management.

Robin Brown, editor.

About TCD

The Translation Company Division (TCD) is a division of the American Translators Association (ATA).

Mission Statement

To promote, develop and guide our rapidly changing industry through the cooperation of our membership.

Newsletter

TCD News is the newsletter of the TCD. Readers are encouraged to submit articles, which are subject to editing. Articles reflect the opinion of the authors only, and do not represent the views or opinions of the editor or the administrator of the TCD.

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See page 5 for more information

Organising translation and localisation work is time consuming and expensive. Errors can occur at many levels, and the human memory is limited. A typical localisation, translation (or interpreting)

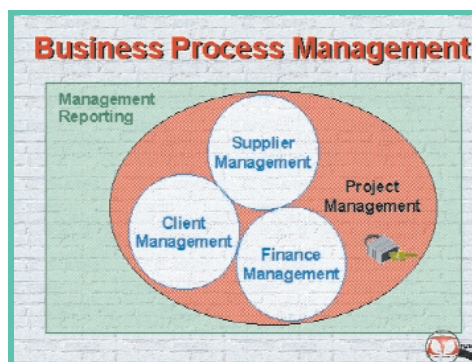
manager is responsible for a broad range of very time consuming tasks. Tasks like budgeting, project co-ordination, client contact, resource management, establishment of deadlines and generation of quotes are integral parts of project management.

Therefore, translation and localisation companies are in need of automating the relevant business processes as much as possible, making them transparent within the organisation, and providing as much information as viable and sensible to the customers and suppliers in the outside world. It is necessary to manage a human resources database with employees and subcontractors as well as a client database with addresses and a considerable amount of valuable additional information for efficient customer relationship and supplier relationship management. Currently, many translation and software localisation companies use several pieces of software to manage their business processes. However,

suppliers and customers should be combined in an integral environment and matched in a project

LTC Organiser is designed to reduce translation and localisation management costs...

tracking system which contains all relevant project information, all deadlines of all parties concerned, and all financial information. This then allows management to check at any given time what progress is being made by whom at any point in the production chain, what the status of any given project might be, what cost benefit



relationships can be obtained, and where the company is going in general.

A tool that can make any or all of these tasks even slightly more manageable should be welcomed by any translation and localisation company.

The Language Technology Centre, based in Kingston, Surrey, in Britain has

developed such an integrated software environment and developed a tool called LTC Organiser that could possibly revolutionise business process management of translation and localisation

companies. LTC Organiser is an innovative business process management and workflow control software tool that supports and enables multilingual translation projects.

The current version of the tool covers translator, client, software and project management databases. The tool, which also contains import and export facilities, a finance module, a report module and a quick wizard, succeeds in consolidating all the integral elements of the management of multilingual projects, either locally or via the web.

LTC Organiser is designed to reduce translation and localisation management costs, decrease the time to market, and maximise the benefits derived from human and technical resources.

The presentation at the TCD Members Conference in June will describe the most important aspects of an integrated solution, such as

- client management
- translator management
- project management

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Following is the draft of a *Code of Best Practices (TCD Code)* which was approved by TCD members at the 2000 ATA conference in Orlando. We are now open to thoughts from the rest of our membership. The intention is to encourage TCD companies to always conduct business in a manner which our organization finds appropriate for our industry. For this code to have any real value, criteria will have to be determined to offer a “credentialed” category of TCD membership, much as ATA accredits translators and interpreters.

This process will not be easy — it will involve the establishment of credentialing qualifications, a procedure for evaluation, and renewal requirements to maintain its significance over time — all of which must meet with ATA approval. This goal may prove to be unattainable, but enough enthusiasm was expressed in Orlando to suggest that it is worth trying. The benefits could include credentialing as an indication of business integrity, and involvement in decisions on the use of credentialing fee proceeds (e.g. an industry PR campaign).

Your input is sincerely appreciated – suggestions

and comments should be sent to me at your earliest convenience. We hope to further the *TCD Code's* refinement at the June conference; if you are unable to attend, your suggestions/comments will be incorporated into our points of discussion. Keep in mind that the *TCD Code* is intended to accompany the *ATA Code of Professional Conduct and Business Practices*. Therefore, please avoid suggestions that would be redundant or cumbersome.

Thanks to the Best Practices Committee and to all who shared their thoughts – you are making the *TCD Code* a reality!

Suzanne Robinson,
liaison@ecentral.com ♦

DRAFT

ATA/TCD

Code of Best Practices

Member companies shall offer their services in accordance with the American Translators Association *Code of Professional Conduct and Business Practices*.

Member companies shall only supply translation/interpretation which has been prepared by competent professionals, and will make every reasonable effort to assure quality control.

Member companies shall safeguard the confidence of both present and former clients and shall not disclose or use these confidences to the disadvantage or prejudice of such clients, or to the financial advantage of the member company.

Member companies shall not unjustifiably criticize work done by other translation/interpretation companies in order to solicit business.

Member companies shall not make misleading claims in their literature and advertising material.

Member companies have a general duty of fair dealing toward their existing and past clients, fellow members, other members of the translation/interpretation profession and members of the public.

Member companies shall not engage in any practice, nor conduct themselves in any manner detrimental to the reputation and interest of the American Translators Association or the Translation Company Division thereof.

June TCD Meeting

Suzanne Robinson, Liaison Multilingual

Dear TCD members,
We have made arrangements for the second annual TCD Members Conference to be held June 1–3, 2001. The first conference for our division, held in Minneapolis last June, was a great success. The general feeling was to continue to plan these conferences on an annual basis to discuss industry concerns and innovations – so hopefully many of you will be able to fit a trip to Colorado into your already full schedules.

Our purpose is to use this time to be productive cooperatively. We have seen that open communication in this network strengthens each of us. There is so much business to be done in our field and so many new advancements to be aware of — it is refreshing to set aside competitive interests, to work and learn together.

Location

This year's conference will be held at the Wyndham Hotel, on a hillside just north of Colorado Springs. It's approximately 20 miles from the airport — cabs are about \$32, with shuttles ranging in price from \$30 for four to \$55 for fourteen.

Program

Friday, June 1

The program begins on

Friday evening, from 7:00pm to 10:00pm. A buffet dinner will be served, followed by basic introductions and announcements of interest.

Saturday, June 2

Saturday morning begins with continental breakfast, followed by presentations and round-table discussions throughout the day. Lunch and afternoon snacks will be served at the hotel. You're on your own for dinner, with suggestions for good restaurants in the city. Although the Wyndham is about 7 miles out of town, a complimentary shuttle makes the 10-minute trip continuously from 6:00am to 11:00pm daily.

Sunday, June 3

Sunday breakfast will be served from 7:00am to 8:30am. We will continue discussions for a short time afterwards to address any burning issues that have arisen during the conference.

Conference Fees & Reservations

Please see the attached form for details.

If you expect to attend the conference, but cannot commit to a reservation by March 30, please send us a note indicating your interest. We will hold a few rooms after the March 30 deadline, but it will be a

busy time in Colorado Springs, so rooms may not be available after those few are taken.

Presentations & Discussions

We are open to your suggestions for presentation topics and round-table discussions. We are considering inviting vendors to have display booths in an area adjacent to our meeting rooms for a \$500 fee. Any input on this point or suggestions for vendors who might be interested are welcome.

Please submit your recommendations to Bill & Helen Graeper of Certified Language International at bill@clilang.com. We want a program that reflects your interests & concerns in the dynamic field of language. Come prepared for lively discussions

We anticipate an enthusiastic turnout, so **please** make your reservations early.

Suzanne Robinson,
liaison@ecentral.com ♦



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- finance management
- translation software management
- reporting facilities
- security and user management
- directory management
- sort and search facilities
- Web facilities: working from distributed sites
- Web forms: giving customers and suppliers access to their records in LTC Organiser via the internet.

In addition, usability and customisability issues will be examined.

A powerful tool like this allows, for example, the sales force to concentrate on customer relationship management via the client database, the project managers to take advantage of the translator database facilities, the accountant to import purchase orders, invoices and quotations into the accountancy environment, and the directors to assess global trends and statistics, arranged in reports which can be generated from any combination of data in the database.

Dr. Rinsche is employed full-time at The Language Technology Centre Ltd as Managing Director. She has overall responsibility for the company, financial planning, organisational tasks, choice of tools, and workflow control.

Dr. Rinsche has more than 10 years experience in the translation and language engineering industries and has a Ph D in Computational Linguistics from Bonn University, Germany. She founded LTC in 1992, and has worked as a language engineering consultant for multinational companies, the European Commission and OVUM. She was appointed evaluator for several Calls for Proposals of DG XIII of the European Commission.

American Translators Association Financial Translation Conference

May 18-20, 2001

Hosted by New York University's SCPS Translation Studies Program

On Friday we will offer financial translation background sessions in English. On Saturday and Sunday, financial translation specialists will present language-specific sessions.

Participants will be asked to sign up for a specific language pair, but will be free to attend sessions in other languages. Languages offered will be based on early registration figures (mid-February cutoff) as well as availability of speakers specializing in financial translation.

Please send suggestions for speakers (any language pair) and offers to serve on the organizing committee in any function (**we need your HELP**), and sponsorship offers/ideas to: msgreenfield@compuserve.com

Platinum level sponsor: Eriksen Translation

Continued from front page

Have you moved?

Don't miss out on important announcements. Please contact ATA (see below) if your contact information has changed.

Membership information

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TCD listserv subscriptions

<http://www.ata-divisions.org/TCD/listserv/email.cgi>

Your message will be distributed to the whole TCD membership.

Newsletter Advertising

Contact robin@netcomms.dk

Submit articles to
robin@netcomms.dk

ATA Translation Company Division 2nd Annual Conference Registration Form

Wyndham Hotel, Colorado Springs, Colorado • June 1-3, 2001

Name: _____ ATA Membership #: _____
(Last) (First) (Middle)

Employer: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Conference Registration Fees:

	<i>Full Conference</i>	<i>Saturday Only</i>	
Early Bird (by Friday, March 30th, 2001)	\$180.00	\$130.00	\$ _____
After March 30th, 2001	\$210.00	\$160.00	\$ _____

Conference Registration Signature: _____ Date: _____

Conference registration must be made by check, payable to ATA/TCD, and returned with this form to:

Robin Burch
The GEO Group
679 North Shore Drive
Eau Claire, WI 54703

Ph: 715-858-9960
Fax: 715-858-9961
robinb@thegeogroup.com

Hotel:

As of March 30, The Wyndham will continue to offer rooms at our special conference rate based on availability. Make your reservations early, as availability is limited.

Room charge per night: \$117.83 (\$109+tax) x _____ nights = Total Payment: \$ _____

Specify: King or 2 Queens *Smoking preference:* Smoking or Non-smoking

Sharing with: _____

Please make room reservations by contacting the hotel directly. Mention the ATA Translation Company conference.

The Wyndham Hotel can be reached by phone at (719) 260-1800 and fax at 719-260-6911

If you have questions, please contact Robin (see above) or Suzanne Robinson by phone at 800 990-1970, and email at liaison@ecentral.com.

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Place
stamp
here

TCD NEWS

To: