

Introducing: WizTOM for Progress (aka Bill and Tex's Excellent Adventure)

New England Progress User's
Group Meeting

September 22, 2003

Tex Texin & Bill Kirtz



Page 1



Add Languages to Your Applications

- American Hispanic population
 - Fastest growing minority in U.S.
 - 37 Million (13%) July, 2001 Census
- American French-speaking population
 - 11 Million (4%) in U.S., 2000 Census
 - CA, LA, MA, MI, NY Biggest populations
 - 7 Million more in Canada, mostly Quebec
 - 25% Canada
 - Losing ground to Chinese



Page 3



Bill Kirtz bkirtz@ableinnovations.com,

Tex Texin tex@XenCraft.com

Agenda Introducing WizTOM for Progress

- Introductions
 - Bill Kirtz
 - Tex Texin
- Adding Languages to Your Applications
- Why Applications are not Localized
- Localization with TranMan
- Localization with WizTOM for Progress
- Demonstration



Page 2



Add Languages to Your Applications

- 21 Million Americans “limited English”
 - 2000 Census
- Markets Important to Progress Space
 - Cost-sensitive, Productivity-Oriented
 - Blue-collar workers (e.g. manufacturing)
 - Direct to end-users (online retail, schools)
 - Legislation: (Healthcare, Financial, etc.)
- Localization = Customization
 - Give clients their own customized application



Page 4



Add Languages to Your Applications

- Potential for other opportunities!
 - 300M Spanish-speakers worldwide
 - Mexico, S. America, near and buy American
 - France 60 Million, Worldwide 100 Million
 - 300 Million (international) English speakers

OK, I'll say it... Go Global!

Why Applications Are Not Localized

It's The Same, But Different

- Characters - ȝѧԾӮѰЯЖӮ
- Fonts - Mincho, GulimChe, ...
- Measurement Systems
- Language Meaning
 - Cancel- abort vs. undo
 - Print- noun vs. verb
- Usage
 - Word order, endings, plurals



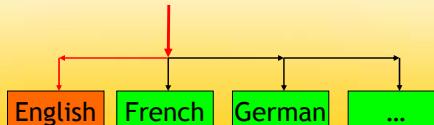
Why Applications Are Not Localized

- It's not that easy to go global!
 - Business Issues
 - Unfamiliar waters- legal, business practices
 - Communications misunderstandings
 - Time zone and logistic difficulties
 - Shipping and delivery problems
 - E.g. postal codes, expensive returns

Why Applications Are Not Localized

Danger of divergent code lines:

- Separate compilations/builds
- Wasteful, additional QA cycles
- Language-specific code patches
- Confusion in Support



Why Applications Are Not Localized

- And what about other languages in U.S.?
 - Applications not designed for localization
 - Progress Localization tools do not scale

It's too costly
What if the localization tools reduced requirements for advance design and cost?

Then it is a business opportunity!



Page 9



Localization Technology

Localization 101



Brief Comparison!

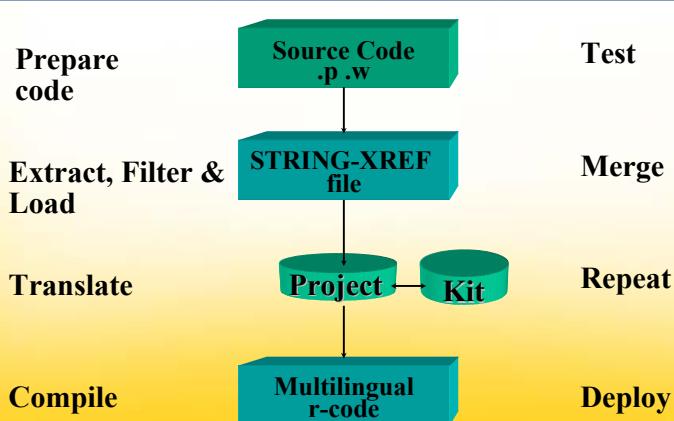
Progress's Approach
XenCraft/ABLE's
Solution



Page 10



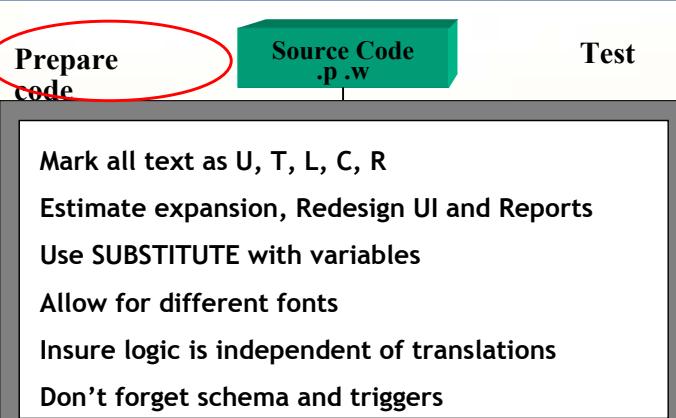
TranMan Translation Process



Page 11

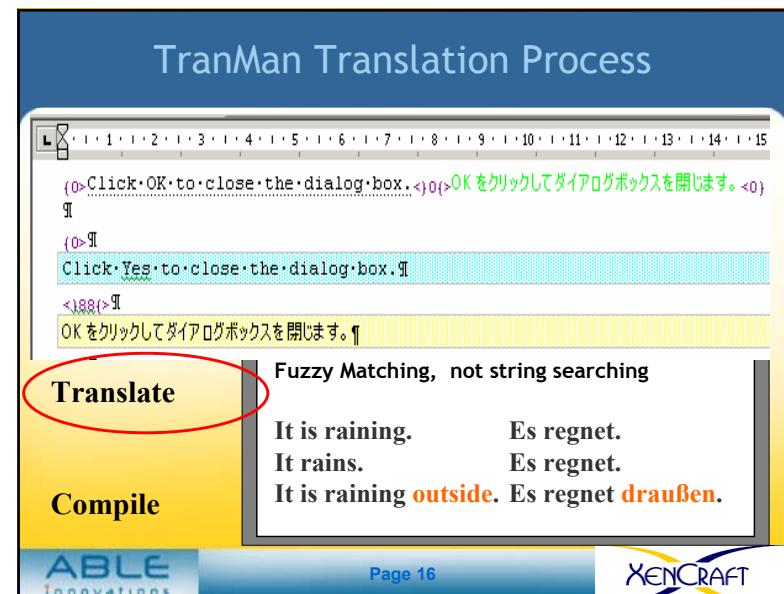
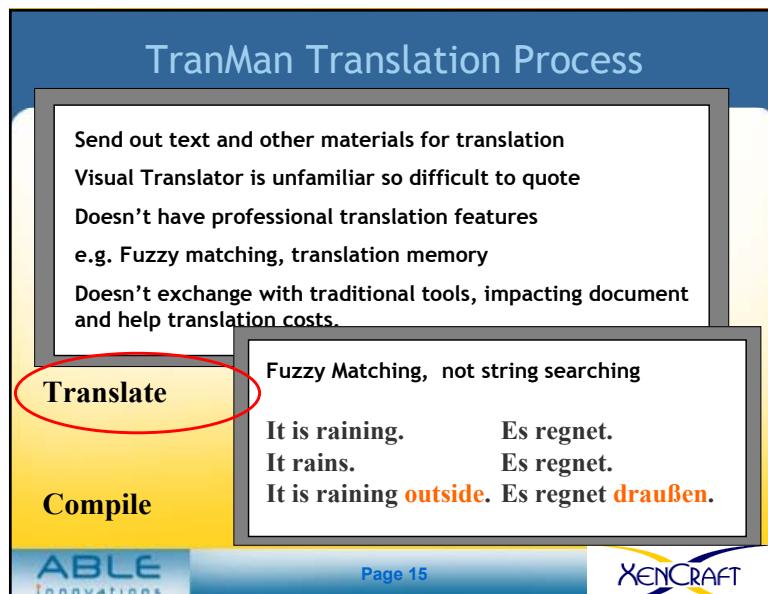
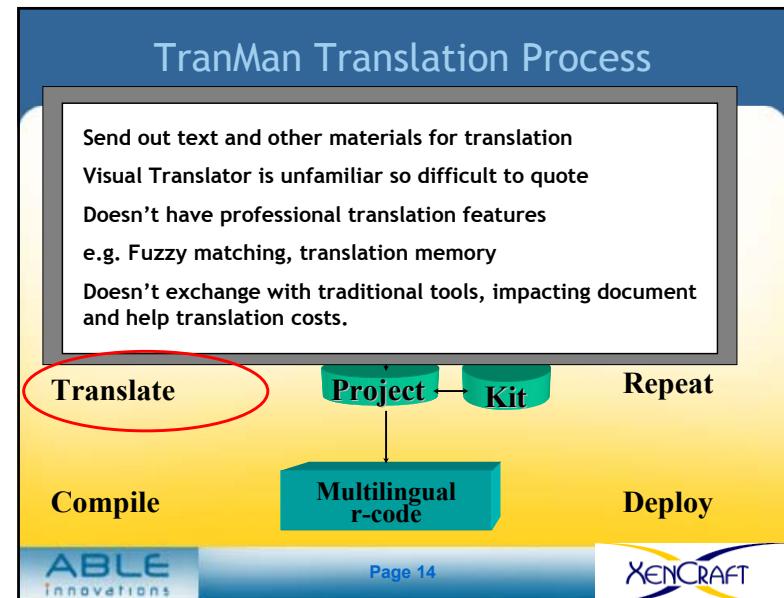
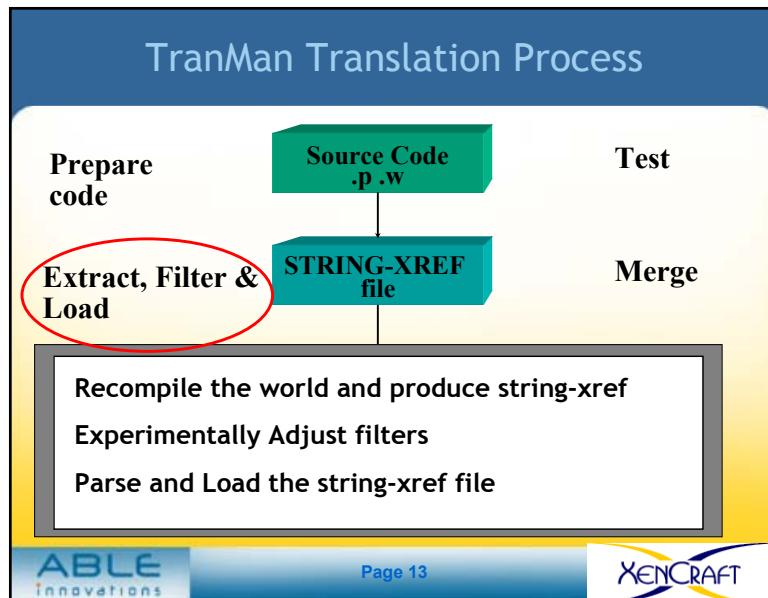


TranMan Translation Process



Page 12





TranMan Translation Process

Recompile the world and produce r-code
Creates a large footprint
Doesn't address active-x, or third party software

Compile

Multilingual
r-code

Deploy

ABLE
Innovations

Page 17

XEN CRAFT

Test

Merge

Repeat

Deploy

Engineering Costs multiplied by language:

- ✓ Functional/Regression Testing
- ✓ Linguistic Quality Testing
- ✓ Screen Metrics Testing
- ✓ Error Handling Testing
- ✓ Administration

ABLE
Innovations

Page 18

XEN CRAFT

TranMan Translation Process

The process is both labor and computer resource intensive
It does not leverage professional translator capabilities
It requires frequent iterations to get right
Source edits interfere with engineering.
Ongoing development requires resynchronization with translation
Costs grow with the number of languages

Test

Merge

Repeat

Deploy

ABLE
Innovations

Page 19

XEN CRAFT

Localization Technology

Localization 101

Brief Comparison!



Progress's Approach
XenCraft/ABLE's Solution

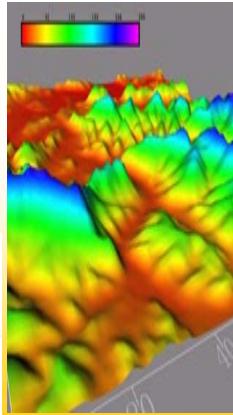
ABLE
Innovations

Page 20

XEN CRAFT

Skill Sets

- GUI is a surface phenomena
 - Visual
 - Graphic
 - Typographical
 - Less of an engineering task
- Linguistic vs. Engineering Skills
 - Right brain/ Left brain



ABLE
Innovations

Page 21

XEN CRAFT

Hypothesis: Language ≠ Code

- Localization is not a programming task
- Linguistics is not programming
- Localization is not an engineering issue
- Abstraction is a solution



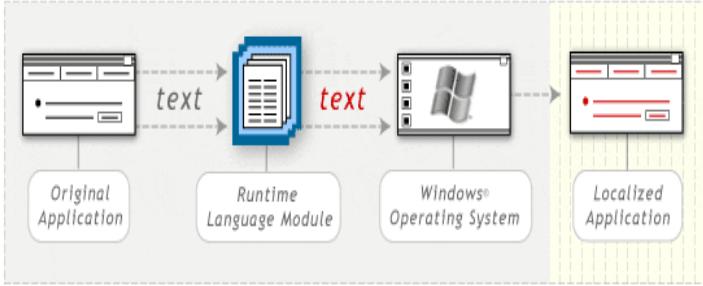
ABLE
Innovations

Page 22

XEN CRAFT

WizTom for Progress Run-Time

Runtime Process: WizTom for Progress®



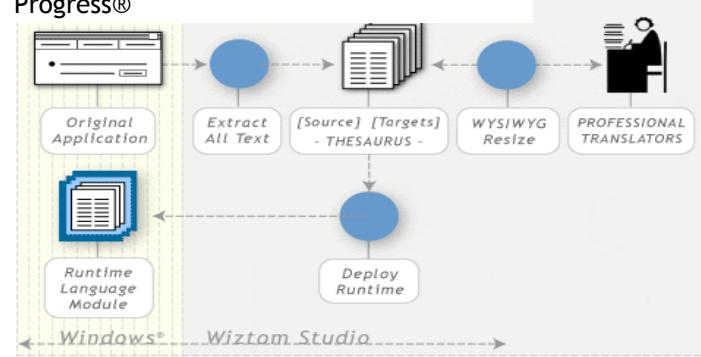
ABLE
Innovations

Page 23

XEN CRAFT

WizTom for Progress Development

Localization Process: WizTom for Progress®



ABLE
Innovations

Page 24

XEN CRAFT

Features-Benefit

Feature:	Benefit
1. Leaves core application totally unmodified...	1. Engineering focused on functionality; single-pass functional QA
2. Single build, No code divergence	2. No multiple builds, no language-specific patches, no support headaches
3. “Plug & Play”	3. Add languages anytime, customers add own terms
4. unnecessary to wait for “gold-bits”	4. Enables “Sim-Ship”: the industry’s Holy Grail

ABLE
innovations

Page 25



Let's Demonstrate!



Bill Kirtz bkirtz@ableinnovations.com, Tex Texin tex@XenCraft.com

The Plan

1. Reduce translation & update costs
2. Minimize engineering re-work
3. Reduce time-to-market
4. Reduce QA

ABLE
innovate180

Page 26



WizTom Studio

The whole translation process is managed through the Studio

- Text Extraction:

- ✓ from the running site / application
- ✓ from the source code if available



ABLE
innovations

Page 28

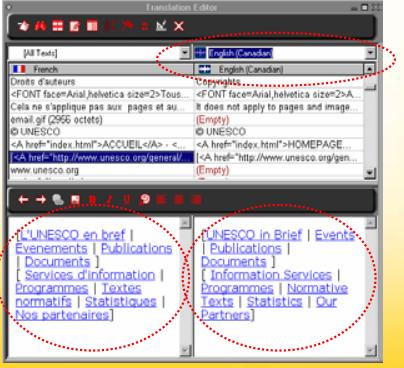


WizTom Studio

- Text Extraction
- Thesaurus Edition

After parsing various sources, Studio separates content from the code and displays only rich text formats to translators.

- ✓ Add / remove languages
- ✓ Translation modification
- ✓ Integrated translation memory



Page 29

XENCAST

WizTom Studio

- Text Extraction
- Thesaurus Edition
- Imports / Exports

- ✓ translation work can be shared between different translators
- ✓ existing translations can be re-used
- ✓ use of dedicated translation memory tools (Trados, Deja Vu...)



Page 30

XENCAST

WizTom Studio

- Text Extraction
- Thesaurus Edition
- Import / Export
- Mirror effect: for RTL languages



Page 31

XENCAST

WizTom Studio

WizTom Studio allows real time translations with a direct view of the results on the application.

- Text Extraction
- Thesaurus Edition
- Import / Export
- Mirror Effect
- Contextual Translation



Page 32

XENCAST

Best Practices

- Program local, deploy global
- Eliminate unnecessary QA
- Focus on competitive functionality
- Support all locales with English staff
- Plug & Play as required
- Manage terms as required



Page 33



Thank You
Tex Texin & Bill Kirtz

XenCraft
781-789-1898
tex@xencraft.com

ABLE Innovations, Inc.
781-848-5229
bkirtz@ableinnovations.com



Page 35



Bill Kirtz bkirtz@ableinnovations.com, Tex Texin tex@XenCraft.com

XenCraft and ABLE Innovations

- The XenCraft and ABLE Partnership
 - Experts in Internationalization
 - Experts in Localization
 - The only companies focused on Globalization of Progress Applications!
 - We can help you add languages to your Progress applications
 - We can help you go Global!



Page 34

