

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

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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

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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

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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

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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 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

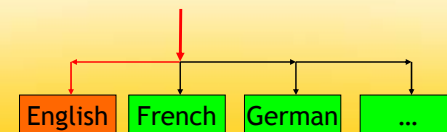
It's The Same, But Different

- Characters - ¿ÀÆÇÊΛΨЯЖФΣ
- 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

- Danger of divergent code line:
 - 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!

Localization Technology

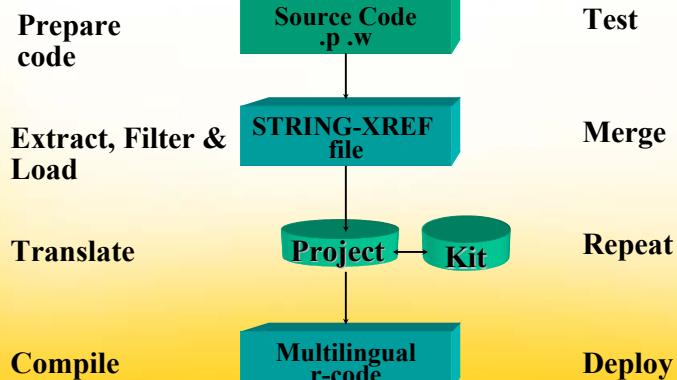
Localization 101



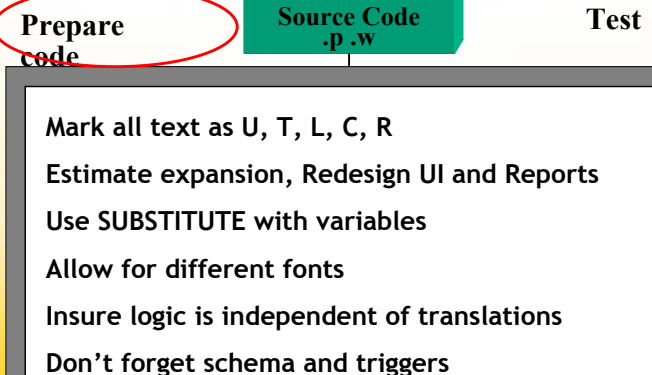
Brief Comparison!

Progress's Approach
XenCraft / ABLE's Solution

TranMan Translation Process



TranMan Translation Process



TranMan Translation Process

Prepare
codeSource Code
.p.w

Test

Extract, Filter &
LoadSTRING-XREF
file

Merge

Recompile the world and produce string-xref
Experimentally Adjust filters
Parse and Load the string-xref file

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TranMan Translation Process

Send out text and other materials for translation
Visual Translator is unfamiliar so difficult to quote
Doesn't have professional translation features
e.g. Fuzzy matching, translation memory
Doesn't exchange with traditional tools, impacting document
and help translation costs.

Translate

Project

Kit

Repeat

Compile

Multilingual
r-code

Deploy

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TranMan Translation Process

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Translate

Fuzzy Matching, not string searching

It is raining. Es regnet.
It rains. Es regnet.
It is raining **outside**. Es regnet **draußen**.

Compile

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TranMan Translation Process

```

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
{0}Click·OK·to·close·the·dialog·box.<0>OKをクリックしてダイアログボックスを開きます.<0>
{0}&
Click·Yes·to·close·the·dialog·box.&
<188{>&
OKをクリックしてダイアログボックスを開きます。&

```

Translate

Fuzzy Matching, not string searching

It is raining. Es regnet.
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Compile

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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

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TranMan Translation Process

*Engineering Costs multiplied
by language:*

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

Test

Merge

Repeat

Deploy

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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

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Localization Technology

Localization 101



Brief Comparison!

Progress's Approach
XenCraft/ABLE's Solution

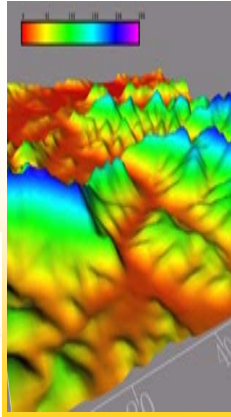
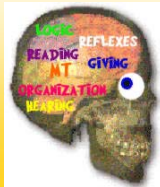
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Skill Sets

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



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Hypothesis: Language \neq Code

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



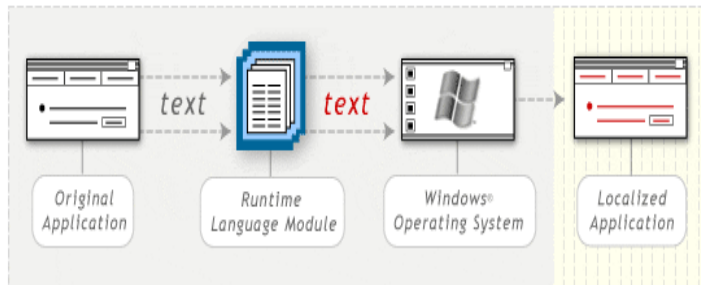
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WizTom for Progress Run-Time

Runtime Process: WizTom for Progress®



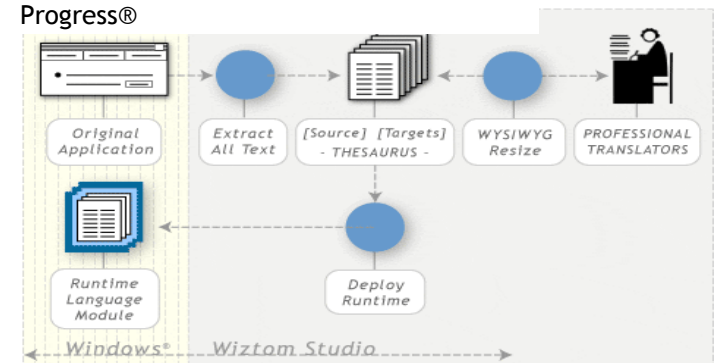
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WizTom for Progress Development

Localization Process: WizTom for Progress®



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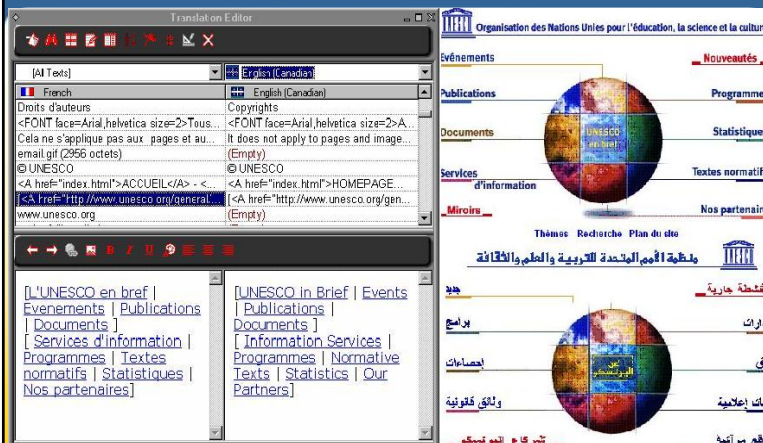
Features-Benefit

| 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 |

The Plan

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

Let's Demonstrate!



WizTom Studio

The whole translation process is managed through the Studio

• Text Extraction:

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



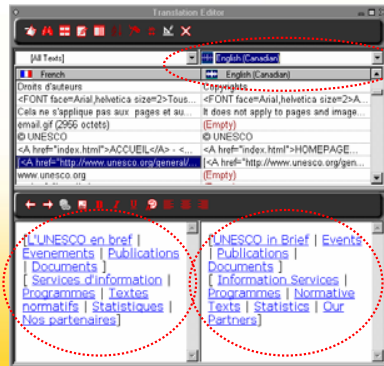
WizTom Studio

- 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



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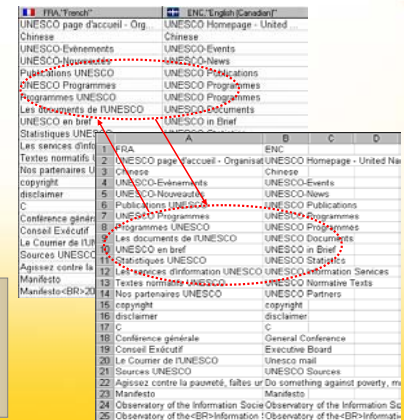
WizTom Studio

- 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...)



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WizTom Studio

- Text Extraction

- Thesaurus Edition

- Import / Export

- Mirror effect:
for RTL languages



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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



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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

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!

Thank You

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