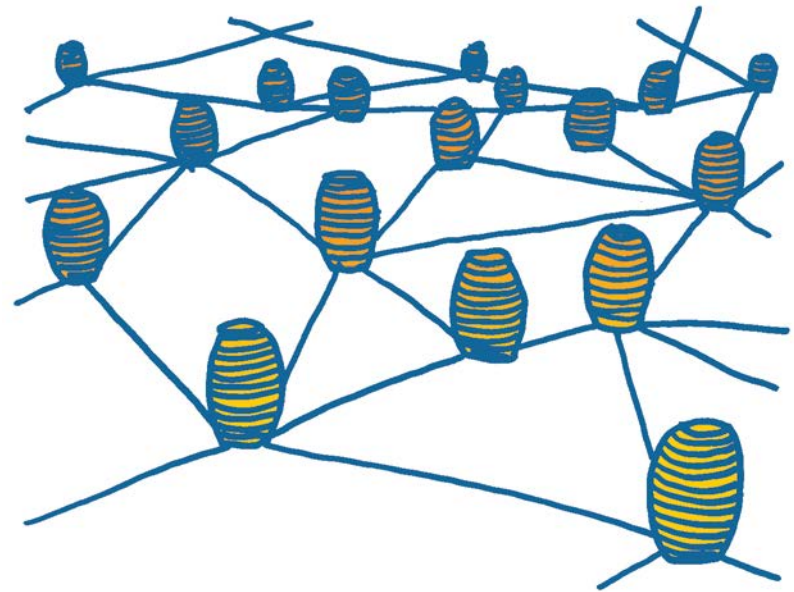


2nd XLIFF Symposium

28 September 2011, Warsaw, Poland

Building consensus on the future of XLIFF

Rahzeb Choudhury
Operations Director
TAUS



XLIFF – TAUS Role

Why is TAUS working on XLIFF now?

XLIFF has been highlighted by each TAUS member group – buyers, service and technology providers – as (potentially) important to their operations

Current 2.0 requirements gathering period provides an opportunity for improvement on what is possible with current XLIFF specifications

What does TAUS aim to do?

Engage stakeholders in the requirements gathering, be an arbiter on non proprietary needs

Foster environment for better adoption patterns than currently



XLIFF – TAUS Activity

Market Survey

July – Undertook survey in partnership with the OASIS XLIFF TC to better understand adoption, usage and needs at a high-level

Buyers Consultation

September/October – More detailed consultation with translation buyers

(Do we) Propose to Analyze Variances in Current Implementations

November/December – Proposed to do this following the buyers consultation



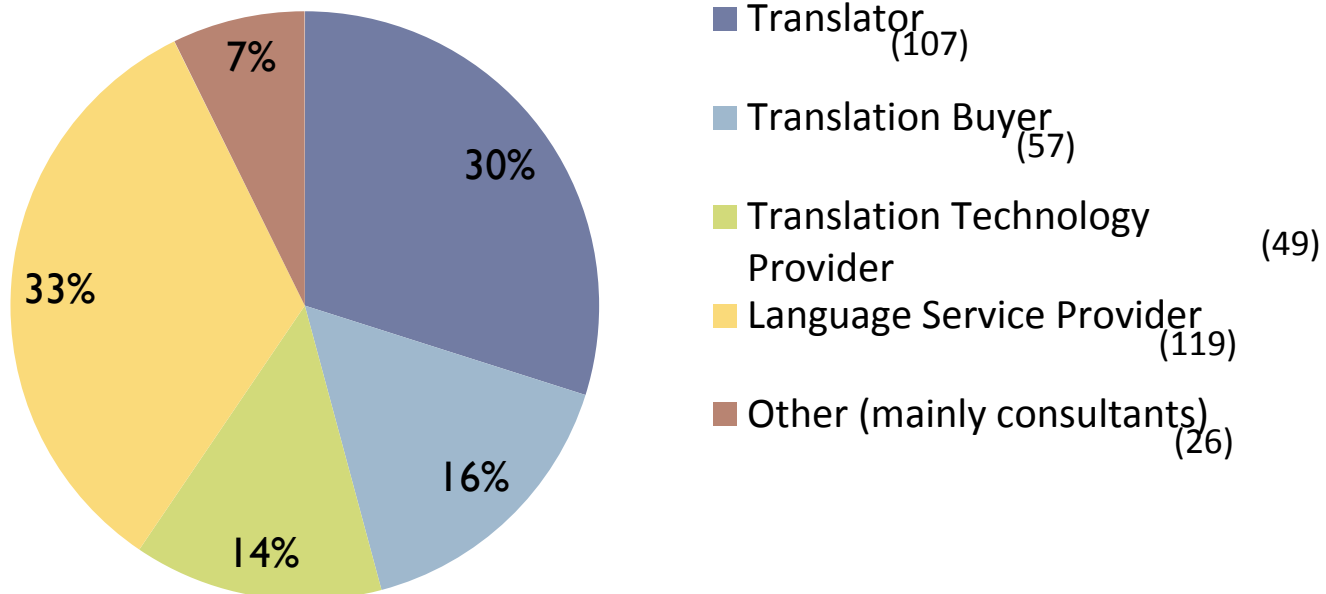
Market Survey on XLIFF

Respondents/Demographics

434 respondents from 37 countries

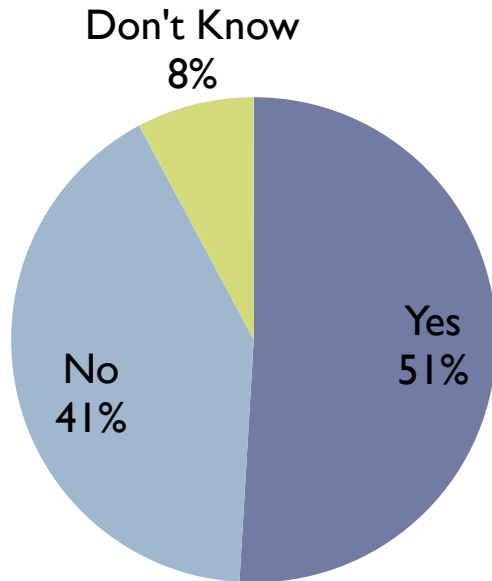
85% from Europe and North America

I am a/work at a:

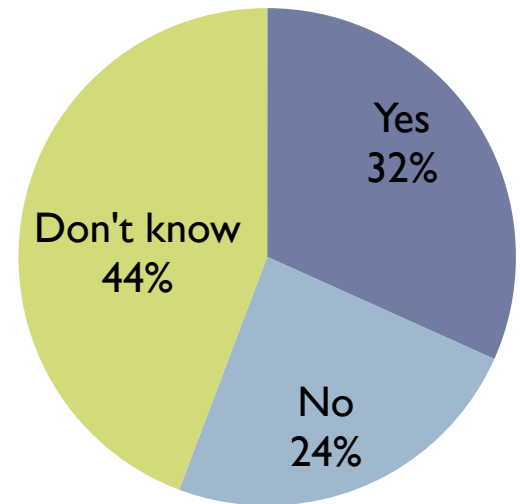


Market Survey on XLIFF Adoption/Intentions

Are you currently using XLIFF as part of your process?



For the 41% (178) that answered "No":



Do you believe XLIFF will be used as part of your process within the next 12 months?



Market Survey on XLIFF Adoption – by group

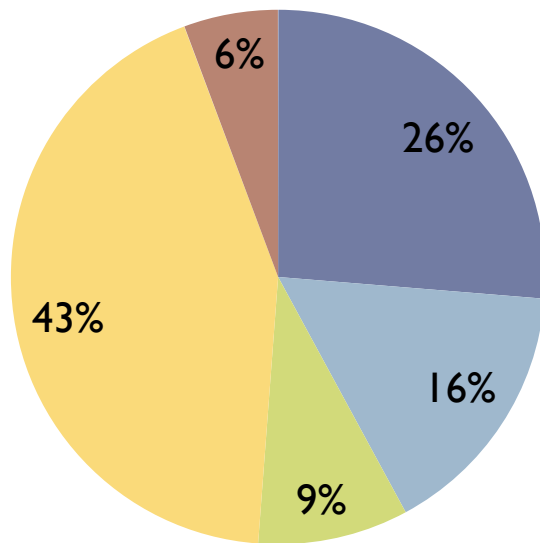
As we might expect good level of adoption among LSPs and Technology Providers (that responded)

		Language Service Provider	Translation Buyer	Translation Technology Provider	Translator	Other
Use Xliff now	Yes	63%	49%	67%	44%	42%
	No	34%	46%	31%	44%	50%
	Don't Know	3%	5%	2%	12%	8%
Use Xliff within 12 months	Yes	55%	31%	47%	22%	40%
	No	11%	31%	29%	18%	40%
	Don't Know	34%	38%	24%	60%	20%



Market Survey on XLIFF Usage

What is your main use for **XLIFF**?



- An Interchange file format between the systems used by content developers and those used by translation
- For sending files to translators who then use their tool of choice
- For integrating the various modules of my translation management system
- **It is the file format used by my translation tool**
- Used as a format for exchanging translation memory



Market Survey on XLIFF

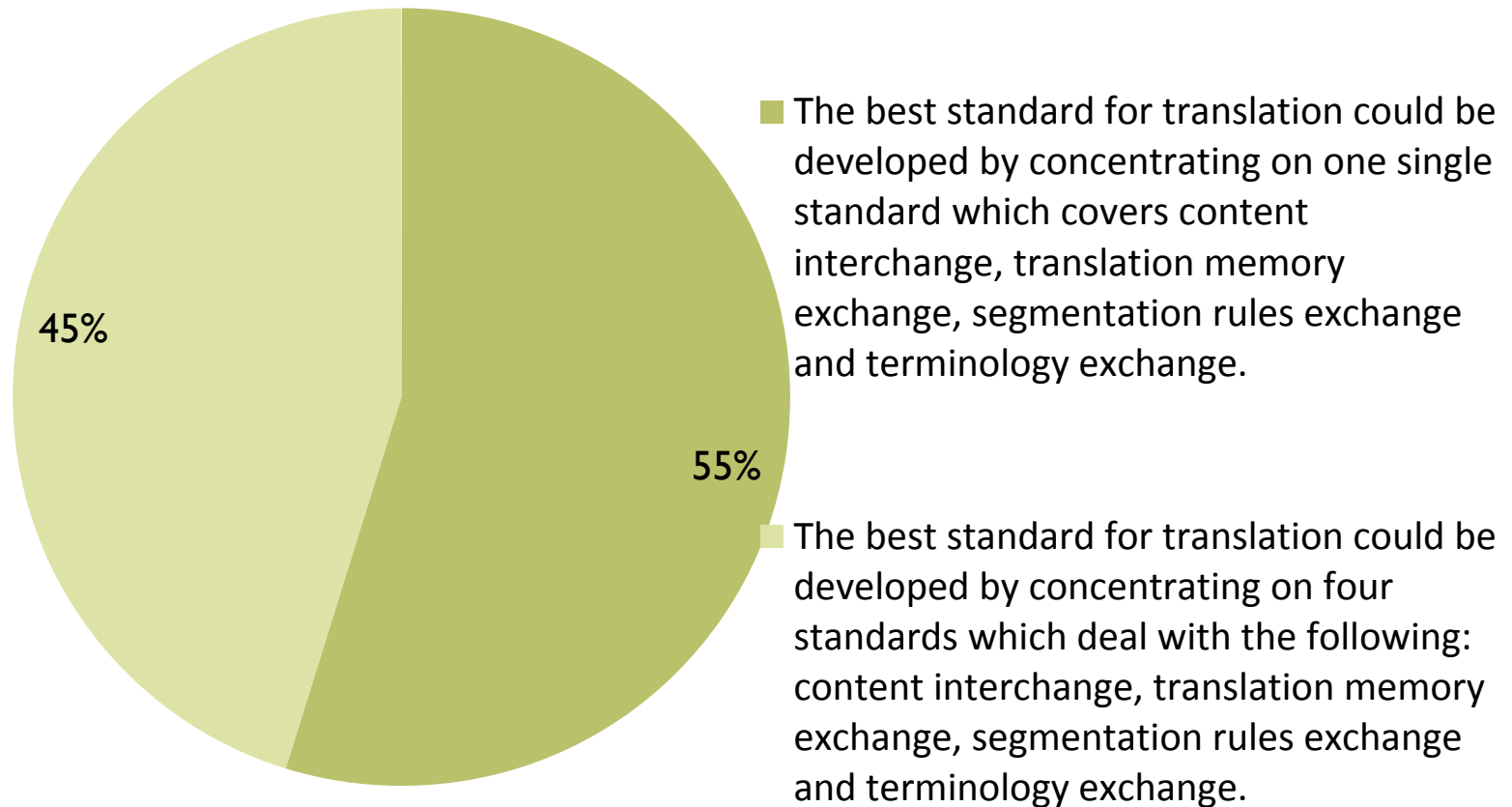
Usage – by group

	Language Service Provider	Translation Buyer	Translation Technology Provider	Translator	Other
For sending files to translators who then use their tool of choice	17%	29%	15%	6%	27%
An Interchange file format between the systems used by content developers and those used by translation	32%	46%	32%	6%	27%
It is the file format used by my translation tool	37%	18%	26%	77%	18%
For integrating the various modules of my translation management system	9%	7%	12%	4%	18%
Used as a format for exchanging translation memory	4%	0%	15%	6%	9%

Market Survey on XLIFF

Future scope

Which of these statements do you agree with most?



Market Survey on XLIFF

Future scope – by group

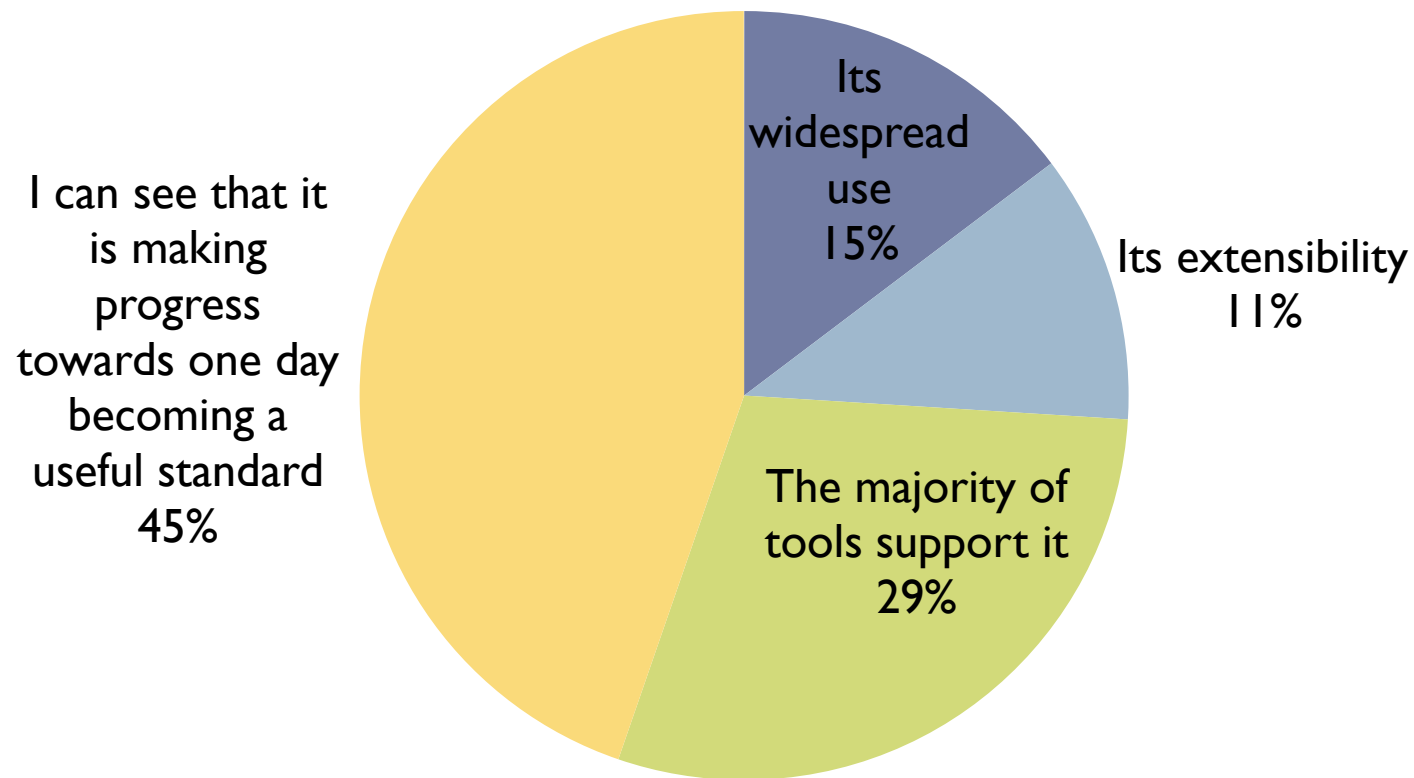
A need for communication and education

	Language Service Provider	Translation Buyer	Translation Technology Provider	Translator	Other
The best standard for translation could be developed by concentrating on one single standard	55%	60%	35%	65%	38%
The best standard for translation could be developed by concentrating on four standard	45%	40%	65%	35%	62%



Market Survey on XLIFF Priorities

**For me the single most important thing
about XLIFF is:**



Market Survey on XLIFF

Priorities – by group

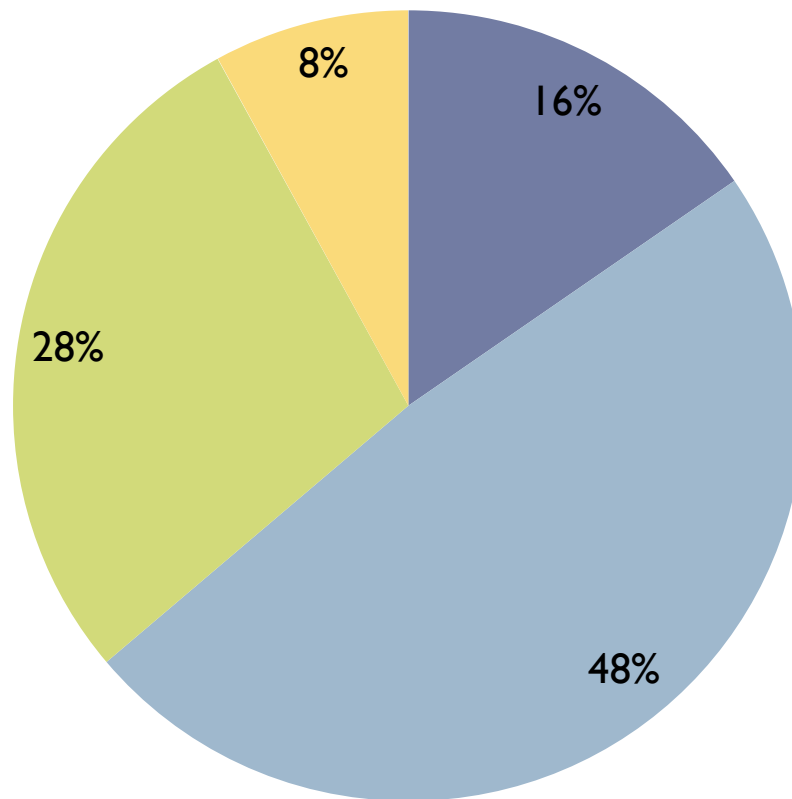
	Language Service Provider	Translation Buyer	Translation Technology Provider	Translator	Other
I can see that it is making progress towards one day becoming a useful standard	44%	39%	29%	53%	50%
The majority of tools support it	32%	39%	33%	26%	12%
Its extensibility	13%	12%	10%	7%	19%
Its widespread use	12%	11%	29%	13%	19%



Market Survey on XLIFF

What needs to happen

For XLIFF to become truly valuable the following needs to happen:



■ More end customers need to use it

■ **XLIFF needs to be more standard with less flavours for every tool and less extensions**

■ There is a need for clarity as to how tools support it and what functionality they support.

■ There needs to be less emphasis on new features and more documentation on using the existing ones.

Market Survey on XLIFF

What needs to happen – by group

	Language Service Provider	Translation Buyer	Translation Technology Provider	Translator	Other
More end customers need to use it	15%	11%	14%	20%	19%
There is a need for clarity as to how tools support it and what functionality they support.	28%	37%	22%	26%	23%
XLIFF needs to be more standard with less flavours for every tool and less extensions	55%	46%	53%	39%	58%
There needs to be less emphasis on new features and more documentation on using the existing ones	3%	7%	10%	15%	0%



Market Survey on XLIFF

Conclusions

Good level of engagement, evidenced by the response level

Good level of adoption among LSPs and technology providers who responded

People want less extensibility / less flavors – modularization makes sense

Need for communication and education – differences of opinion on whether to grow of scope of XLIFF or not

Use scenarios need further review – are buyers requesting greater consideration of using XLIFF as a way to integrate content creation with translation and localization?



Buyers Consultation

Why, What, Who, When and How

Why – Engagement and use among buyers is a key success factor going forward

What – Ask buyers to **consider a proposal on how to modularize current elements** and provide input on what more is needed as a **priority for the new specifications**

Who – Thirty translation buyers – mainly from the IT sector

When – September/October

How – Collect responses, TAUS reviews commonalities and differences, makes a refined proposal, collect feedback and draft report on survey and consultation findings for TC to consider





Buyers Consultation

The Proposal

Ask buyers to review and agree/not – if not, why not

Practical/concrete common starting point for the consultation

Modularize - easier to understand than now, easier to develop tools, easier to check compliance

Include in Core those elements that are unlikely to change





Buyers Consultation

The proposal on organizing existing elements

LEVEL ONE				LEVEL TWO			LEVEL THREE	
General Attributes	Xliff Core	Xliff Reference	Xliff Format	Xliff History	Xliff Segmentation	Xliff Property	Xliff Terminology	Xliff Statistics
id	xliff	reference	ph	phase-group	seg-source	group	glossary	count-group
xml:lang	file	external-file	lt	phase	seg-target	prop-group		count
	header	internal-file	ut	tool		prop		
	body	skl	bpt			note		
	trans-unit		ept			context-group		
	source		x			context		
	target		mrk					
	alt-trans		bx					
	source		ex					
	target		g					
			sub					
			bin-unit					
			bin-source					
			bin-target					

Bold = Mandatory



Buyers Consultation

Feedback on additions to XLIFF scope

Workflow

Basic workflow support

Enhanced statistics – to include count, match and cost information

Content descriptions

Adding descriptions of types of content (CMS, document, software, ..)

Multilinguality

Move further from bilingual to multilingual

Other feedback

Documentation, guidance, reference implementation (analog into DITA)

Great deal of alignment with the features currently being reviewed by the TC





Propose to analyze variances in existing implementations

Thoughts on Why, What, Who, When and How

Why – Triangulation to zero in on facts.

What – Reviewing features currently used by tools. Checking cross compatability between tools

Who – Tool developers

When – November/ December

How –

1. Survey about the details of XLIFF implementations
2. Test implementations (transparently, openly, neutrally)
3. Inform TC of findings



Feedback, please

Does TAUS' work regarding XLIFF add value?

How can our approach be improved?

Should we analyze current implementations?

Will you participate if we do?

Thank you!

rahzeb@translationautomation.com

