

# Adopting XLIFF: The Microsoft Story

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# About this presentation

- Objectives
- Microsoft's Localization Philosophy
- The Future of XLIFF at Microsoft
- Case Study
  - Windows® and Windows Live® Content Localization

# Objectives

**After attending this presentation you will...**

- Understand the benefits & challenges of adopting XLIFF in a large-scale localization organization
- Learn why Microsoft is increasing its adoption of XLIFF as a standard localization format

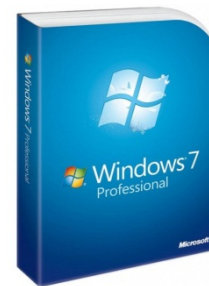
# Microsoft's Localization Philosophy

# Localization at Microsoft Today

Localization as a business enabler

- Deliver technology to the next 1 billion people

Localization Teams part of Product groups. Product-wide localization standards & models.



Concentrated loc tools development

- Growing interest in standards & interoperability

Many localization teams: few large, many small. Centralized/distributed. Company-wide collaboration efforts.

# Why XLIFF at Microsoft?

- ✓ Embrace standards, focus on workflow
- ✓ Desire for single localization interchange format
- ✓ Promote vendor-tools independence
- ✓ Empower localization service providers to focus on their core business
- ✓ Aids process standardization
- ✓ More robust localization validation
- ✓ Better alignment of software and content localization

# Microsoft membership in ULI TC

- ULI TC = Unicode Localization Interoperability Technical Committee
- Scope and Objectives:
  - Gather requirements for core and extension of the standards in the area of text segmentation and content memory
  - Establish core specification scope, extension domain, and reference implementation to improve the usefulness of existing standards
  - Create a repository of reference user profile and scenarios to demonstrate interoperability across desired standards
  - Provide consistent interpretation of the specification, extension and profiles

# The Future of XLIFF at Microsoft



# The Future of XLIFF at Microsoft

- Growing interest in XLIFF, but slow adoption
- Localization Interoperability Workgroup
  - Microsoft-wide workgroup aiming to standardize use of XLIFF at Microsoft
  - Helping to introduce & evangelize XLIFF to teams
  - Centralizing expertise and guiding
  - Connecting subject matter experts to industry

# Our XLIFF Recommendations

- Consolidate XLIFF core modules
  - Guidance for XLIFF tool support
- Improve support for software
  - Translation rules & constraints
  - Metadata support
- Workflow categorization
  - State, approval data, prioritization

# Case Study:

## Windows and Windows Live

### Content Localization

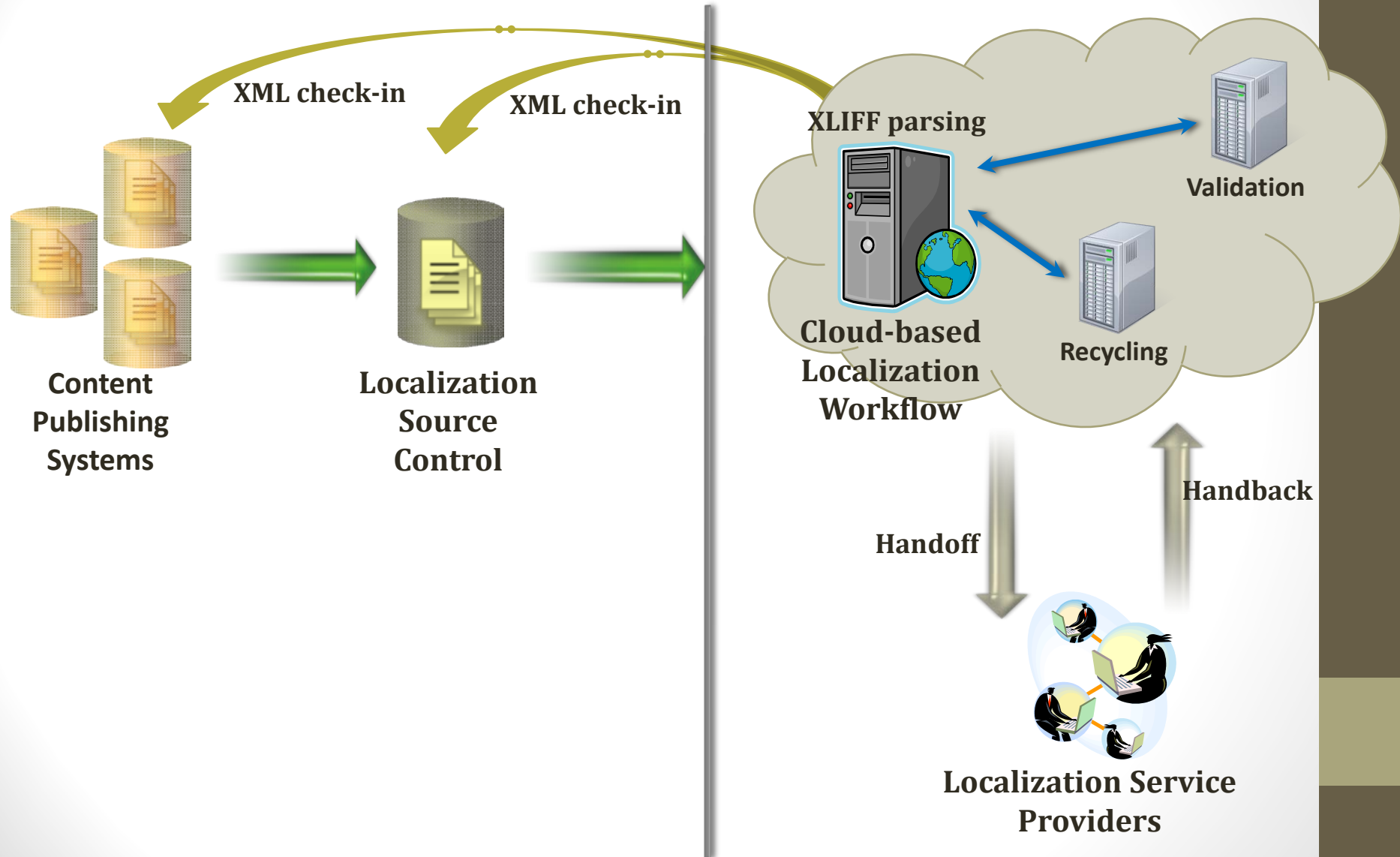
# Windows & Windows Live Content Localization

- Windows/Windows Live/Windows Server/IE
  - Multiple content publishing systems, each with custom formats, schemas & workflow
  - Continuous evolvement of software engineering processes, file/data formats
- Disconnected flow from product team to localization
- Challenge to increase quality, scale, volume
- Inadequate localization system
  - Labor-intensive localization processes
  - Error prone / late defect detection
  - Lack of internal translation memory capability

# Proposed Solution

- Adopt XLIFF as standard content localization format
- End-to-end automation
- Standard workflow process
- Localizer-side validation
- Integrated translation memory system
- Project management controls & tracking
- Automatic check-in to content system

# XLIFF Localization Workflow



# Solution Delivery

## Technology

- Resource Database & Translation Memory service
- Common XLIFF parser
- Automation framework
- Validation framework
- Localization project management system

## Loc Service Providers

- Early consultation and inclusion in project
- Sought agreement on XLIFF interoperability
- Created XLIFF user's guide
- Requested service providers to omit extension data
- Negotiated agreement on statistics

# Benefits & Lessons Learned

## Benefits

- Enables in-house recycling
- Adaptive, controlled localization model
- Standard workflow for all content formats
- Consistent validation externally/internally
- Loc service provider collaboration & cooperation
- Loc eco-system investment in standard tools platform

## Lessons Learned

- Key benefits of XLIFF derived from workflow
- Stricter standards highlighted upstream quality gate
- Challenge of in-house vs. external statistics
- Limitations of XLIFF
  - Metadata
  - Context
  - Uniqueness
  - Diversity within standard



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Thank You

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