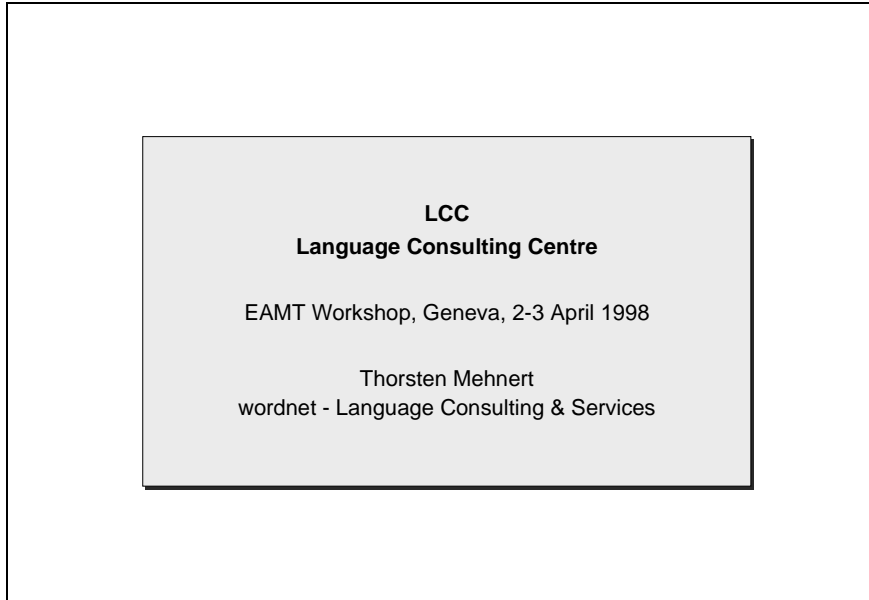



LCC – Language Consulting Centre

Thorsten Mehnert



What is the LCC?

LCC - A European project supporting SMEs in optimising their production and management of multilingual information



Language Consulting Centre (LCC)

- European project
- Partly funded by the European Commission under the MLIS program (Multilingual Information Society)

Project participants

- Center for Sprogteknologi (DK)
- Erhvervsprogligt Forbund (DK)
- Chaballe Traductions & Communications (B)
- tekomp - Gesellschaft für technische Kommunikation (D)
- Teleport Sachsen-Anhalt GmbH (D)
- wordnet - Language Consulting & Services (D)

Goal: Supporting small and medium sized enterprises (SMEs) in optimising their production and management of multilingual information

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Why should SMEs be supported?

SME's documentation and translation departments are facing considerable challenges



Dimension and trend	Challenge
Time ↓	Information/documentation has to be produced in a shorter period of time - Reasons: Shorter product live cycles, earlier product launch, (nearly) simship
No. of languages ↑	Higher number of language versions - Reasons: Business with new countries; customers require more language/culture-adapted products than before
Volume ↑	Larger amount of information to be provided - Reasons: more information intensive products, legal requirements, provision for different media/formats (e.g. paper, on-line, HTML)
Quality ↑	Increased expectations as regards quality - Reasons: product liability issues, QA procedures and other quality standards imposed
Flexibility ↑	Information should be "freed" so that it can be used for different purposes - Reasons: specific documentation for certain clients, target groups, media and formats
Costs ↓ or at least →	Often it is expected that these challenges will be met without any effect on costs (or even with simultaneous cost reductions)

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Why should SMEs be supported?

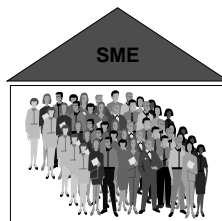
Meeting these challenges is vital for strengthening the position of SMEs in a competitive global market



The need

Meeting these challenges requires SMEs to optimise their production and management of multilingual information/documentation in terms of

- systems
- processes
- organisation



The problem

But SMEs, companies with up to 250 employees, often lack adequate resources (time, money, qualified people) in order to ...

- rethink their current production of multilingual information
- identify useful tools and best practices
- implement new ways of working

LCC will support SMEs by offering the following services ...



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LCC Seminar: Supporting participants in making strategic decisions with regard to their management of multilingual information

Goal: Supporting seminar participants in identifying areas of optimisation within their production and management of multilingual information and outlining ways of change

During the seminar

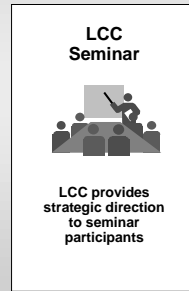
1. Lectures on topics, which often reveal areas of optimisation, e.g.:

- Integration and process management
- Marketing and multilingual communication
- System strategy & selection
- Management of terminology
- Management of translation memories
- Preparation of source documents and products
- Proof-reading, feedback and adaptations

2. Participants work through a checklist for each topic in order to identify possible areas of optimisation in their companies

3. Participants define possible changes/measures. Questions and different approaches will be discussed within small work groups

After the seminar: During implementation of the measures defined above, participants can benefit from continuous support via LCC-Consulting



LCC Consulting: Providing specific information based on a client's inquiry

Goal: Providing a helpful answer to an LCC clients' question in the area of language management and technology

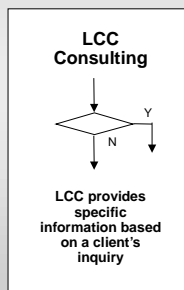
Who can participate?

- **Clients:** Everyone who is registered as an LCC client and who has a question in the area mentioned above. Priority levels for working on questions: Level 1: LCC seminar participants and people who are also consultants to the LCC, Level 2: members of the tekorn; Level 3: others
- **Consultants:** People who are knowledgeable and experienced in a certain subject area and who are willing to answer a pre-definable number of questions per month, can register as consultants.
With each answer, a consultant can determine whether his/her name should be included in the answer to a client or not

How much do clients have to pay?

LCC Consulting services will be offered free of charge during the start-up phase until April 1999

www.LCC-online.com
Start:
mid May 98



LCC Consulting: Providing specific information based on a client's inquiry (cont.)

Some examples for possible questions

- „I am looking for a system which can do the following ... Does such a system exist on the market and where can I find it?“
- „In the seminar I decided on several measure in order to better integrate the documentation activities of our Spanish subsidiary. Here is what happened ... What didn't work was that ... What would you suggest as a next step?“
- „ISO 9000 is about to be introduced in our company. I would like to prepare myself for it and I have the following questions ...“
- „I want to get in contact with people who have experience with the system support for tool X. Can you get me in contact with someone?“

LCC Consulting workflow

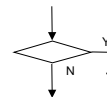
- An inquiry will be routed to the LCC project manager who supports the first language of the client
- The project manager will either be able to give an answer him/herself or he/she will reformulate/route the question to another consultant selected from the LCC database

Questions can be written in the following languages

Danish, English, German and French

www.LCC-online.com
Start:
mid May 98

LCC Consulting



LCC provides
specific
information based
on a client's
inquiry

LCC Knowledge Base: Providing general information on language management and technology topics

Goal: Providing LCC clients and guests with the possibility of finding an answer to their question by navigating through the LCC Knowledge Base

Navigation means

- Table of contents, search functions, frequently asked questions
- In addition, clients can receive periodic update information on new or modified Knowledge Base items

Content

The KB will include information which is of general interest to LCC clients, e.g. answers to the following questions:

- What types of systems exist for the production and management of multilingual information?
- Which steps are recommended to select a system?
- Which translator workbenches (TW) are on the market?
- How to evaluate different TWs with regard to our needs?
- How to exchange translation databases with others who have a different or no translation memory system?
- How to author documents for efficient translation?
- ...

www.LCC-online.com
Start:
end of April 98

LCC Knowledge Base



LCC provides answers
to frequently asked
questions, navigation
support and information
on updates