

terminology.

oneword.

TERMINOLOGY – HOW AND WHY?

First the good news: your company's terminology is already there!

Terminology is the specialist vocabulary used by your company, so it's already there, in all your documents, on your website, and in your databases. It just needs to be gathered together.

The first step is to extract the most commonly used terms from your existing documentation. The contents of this list can then be checked linguistically, cleaned up to remove any errors and duplications, and then saved as a database. You can also store additional information about each term, how it is used, and also its equivalent in other languages, to create a multilingual terminology database.

And, every time a product is developed, or when you write a text or produce a translation, the new terms are proposed, and can be added to this database, so that it grows along with the company. This approach not only builds up your terminology, but also ensures terms are used consistently every time.

But, you may be wondering, what are the tangible benefits of a professional

terminology management strategy? Which steps must be implemented to ensure your terminology is uniform and consistent?

When it comes to terminology, experience has shown that there are a couple of important things you must do to prevent unpleasant surprises, and to ensure you're well equipped for every project.

See for yourself!

UNIFORM, WELL-DEFINED COMPANY TERMINOLOGY ...

1.

... improves in-house and external communication.

2.

... speeds up the text creation process.

3.

... reduces translation costs.

4.

... makes texts easier to understand.

5.

... strengthens corporate identity.

5 GOOD REASONS FOR TERMINOLOGY

1. ... improves in-house and external communication.

This means fewer misunderstandings and requests for clarification from staff, customers and service providers. New staff can get to grips with their job more quickly, and incorrect orders due to unclear terminology can be prevented.

2. ... speeds up the text creation process.

Searches to find appropriate terminology are made easier, and the need for subsequent changes can be avoided. Spare part catalogues, indexes and bills of material can be created much more quickly.

3. ... reduces translation costs.

Uniform terminology and texts increase the match rates in translation memory systems and reduce the time required for translation. Terminological translation errors and correction cycles can all be prevented.

4. ... makes texts easier to understand.

Readers can understand what is meant more easily, and search through the texts more quickly. They can find the relevant texts again, and use them again, more effectively.

5. ... strengthens corporate identity.

Uniform product names and terminology are part of your corporate identity, and are a decisive factor in how the world perceives your company.

What if you'd like even more than 5 good reasons for getting to grips with terminology management? Then, simply get in touch with us, and we'll work with you to find the reasons that exactly suit your company.

OUR SERVICES

You don't have to reinvent the wheel yourself when it comes to creating a uniform set of company terminology: you can also call in professional help. We'll be happy to support you with the following services:

✓ **From the theory to a bespoke solution**

We can advise you on how to create, manage and maintain your terminology, and then work together with you to create an effective, tailor-made solution for managing your terminology efficiently. Bespoke workshops, focussed training courses and detailed instructions round off the range of services we provide.

✓ **Creating your terminology: from initial extraction ...**

We extract the terminology from your documents, and then help you to clean it up. We check and integrate existing terms and then work with you to define the scope and structure of your terminology database.

✓ **... to on-going expansion and maintenance**

Working together with you, we then develop the best possible process for expanding and maintaining your terminology. To achieve this, we draw up tailor-made guidelines

which cover all the rules and workflows you need for your company.

✓ **From monolingual to multilingual: translating terminology**

The terms you define are then translated into other languages by our specialist, native-speaker translators, to create a multilingual set of terminology. This process always takes your existing linguistic conventions and reference material into account.

✓ **Managing terminology: from a solution for a single workstation to global provision, at the touch of a button**

We can recommend a suitable (non-manufacturer-specific) software solution for managing your terminology to suit your exact requirements. Our online terminology management system provides a cost-effective, browser-based way to manage your terminology, and make it available across your company, at the touch of a button.

COSTS AND BENEFITS

Terminology costs time and money. However, not using uniform terminology can cost you even more. If you compare the costs, you'll see for yourself how terminology management can save you a lot of money.

A cost comparison sets off the expense of creating and maintaining terminology against the money you can save by using it. This comparison should focus on the following points:

The cost of terminology

- cost of in-house and external personnel in creating and maintaining terminology
- translation costs
- procurement costs for a terminology management solution
- support and update costs
- training costs for employees

Savings thanks to terminology

- faster creation of texts
- fewer requests for clarification about terms and time and effort spend searching for terms
- documents require less editing
- fewer queries from staff, customers and external service providers
- faster translations and higher match rates in your translation memory system
- fewer correction loops in all languages

A well-defined set of terminology can quickly generate savings of hundreds and even thousands of Euros, depending on the number and scope of the documents to be created, the number of employees involved, and the number of languages into which the texts are translated.

Don't just take our word for it: on request, we can run a cost comparison for your company and show you and others the substantial potential savings that can be achieved by terminology management.

YOUR BESPOKE APPROACH TO USING TERMINOLOGY EFFECTIVELY

Areas in which terminology management is particularly relevant

Existing documents/
terminology lists

Product
development

New documents
(marketing/technical texts)

Translation

Processing
steps in the
**terminology
workflow**

Development of a terminology strategy

Creation of a terminology guideline and definition of a database structure

Extraction

Creation of a terminology list

Rule-based checks

Sorting out the contents and the terms used in the terminology list

Translation

Translation of the extracted terms into the language(s) you need

Approval

Approval of the terms in the source language and target language(s)

**Result and
outlook**

Terminology database

Addition of your terms to a structured terminology database which can be maintained and added to

FAQ

Translation memory system or terminology database – what's the difference?

A translation memory system (TMS) saves the source text and its translation in the target language, phrase by phrase. A terminology database is hierarchically superior to the TMS. When a translation is being produced, it identifies the terms stored within a phrase, and displays them in the foreign-language equivalent. After the translation is finished, the text is checked to ensure that the terms have been used correctly, as part of the quality assurance process.

Why pay for terminology as an extra, if the terms are already translated in the text?

The terms that are translated within a phrase are only available to subsequent translations if they appear in this exact context, or through a concordance search performed in the TMS. In contrast, terms that are stored in the terminology database are directly available to every translation in the future, no matter what context they appear in. Adding terms to the database, along with supplementary information, is a worthwhile step which has uses beyond the current translation.

Why is translating terminology more expensive than the normal price per word?

Translating specialist terminology requires more research, and therefore takes longer. The costs for creating or translating terminology cover the research, adding the terms to the database, adding supplementary information and maintaining the entry (checking, updates etc.).

Can I use an Excel file to manage terminology?

Many companies start off by collecting their terminology in an Excel list. This format can be used to look up individual terms and their foreign language equivalent. However, if synonyms and additional information (such as context, source, usage) are present, you quickly become aware of the limitations of these files. For this reason, there are a multitude of terminology management systems that can help you manage and use your terminology effectively.

CONTACT

If you have any questions about any aspect of terminology, simply contact our terminology management team, who will be happy to help.



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