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... Europe's biggest professional association for
Technical Communication and Documentation



Successful terminology management in the company

- Basics of the science of terminology
- Practical terminology work
- Cost-Benefits analysis
- Empirical analysis of terminology problems and current terminology work
- Overview of the terminology tools available in the market
- Detailed description of functionalities
- Case studies and tips for users



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- To create forums related to all issues related to technical communication,
- To further develop the professional profile,
- To support its members in technical matters.

tekomp organises:

Two conferences are held each year with lectures, workshops, tutorials and a congressional trade fair that accompanies these, additional information events, additional qualification measures and meetings of Regional Groups on topics of current interest.

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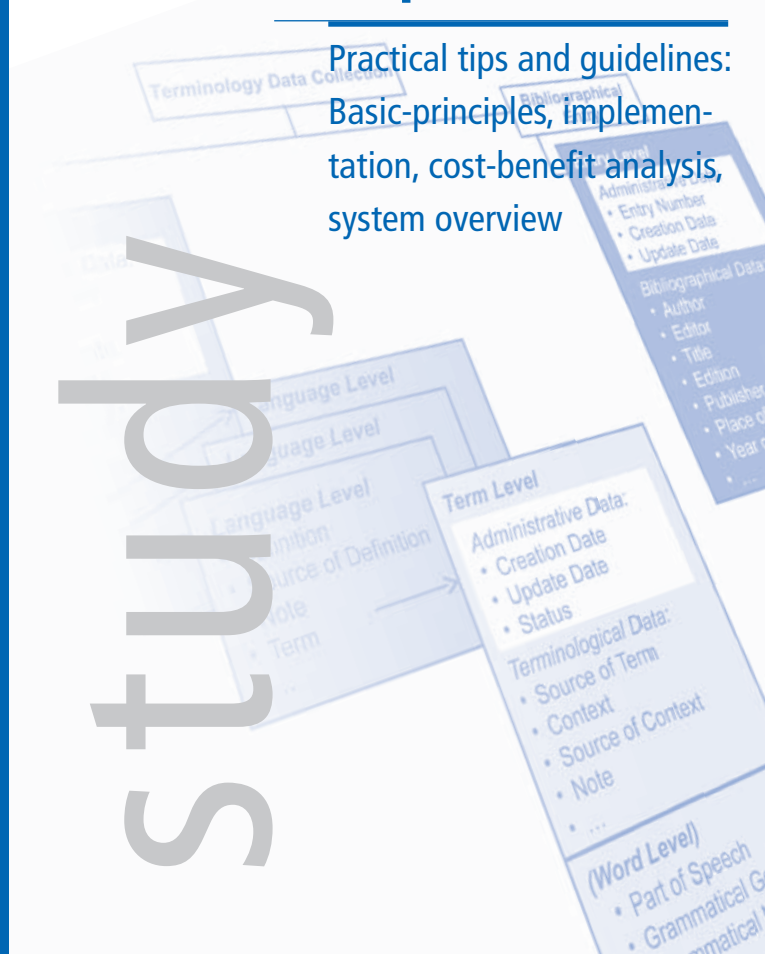


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Successful Terminology Management in Companies

Practical tips and guidelines:
Basic-principles, implementation, cost-benefit analysis, system overview

study



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Terminology work as a requirement of globalisation

Technical progress has always left its mark on language: for every new invention, new words and terms are coined and introduced. What is new, however, is the increasing pace of technological developments and hence the need for new terms for these. This increases the number of challenges for terminology work, because new terms have to be coined at the same pace as the new developments. For instance, the General Motors catalogue consists of more than 165,000 service components.

Terminology is an important carrier of knowledge in corporate and product communication. Many corporate divisions or departments are involved in the development, dissemination and use of terminology, from the Engineering and Construction departments through Marketing, Product Management, Technical Documentation and Training to Translation or Localisation. This is confirmed by the empirical analysis. Additionally we have the geographical distribution of the production locations all over the world.

Successful and efficient communication within the company as well as between the companies and customers is supported by a consistent and comprehensible terminology. Globalisation of markets also demands that all terms are translated, and that product names are customised to suit the various markets.

Without an active terminology work, typical terminology problems are encountered:

- internal misunderstandings
- wrong orders from customers
- wrong translations
- inappropriate product names for markets

are some of these. The consequences for companies are often very cost intensive and are often also associated with a loss of image to and revenue.

Managing the sheer number and variety of terms and their translation is no longer possible without a systematic terminology work and terminology management. That is why companies have to come up with processes and methods of terminology work and use tools for terminology management.

Successful terminology management in companies

The latest tekomp study "Successful terminology management in companies" offers you:

The most important principles of the science of terminology

Learn more about:

- classic terminology problems in companies
- cost intensive consequences for companies
- 33 reasons in favour of terminology work

Practical terminology work in companies

Get acquainted with

- the important stakeholders in terminology work
- the core principles of term allocation
- a practice-oriented procedure model for setting up a terminological database
- the active maintenance of terminology and quality assurance

A step by step analysis of the costs and benefits

Develop your own business model with the help of

- a model of the cost-benefits analysis for terminology work
- key figures for costs and benefit

You will find in the study a comparative overview of all the terminology tools that are relevant in the international market

acrolinx IQ Terminology Manager from Acrolinx GmbH • Across Language Server from Across Systems GmbH • CLAT from the Institut der Gesellschaft zur Förderung der Angewandten Informationsforschung e.V. (IAI) • docuterm from technotrans AG global document solutions (gds) • eTerm from Reinhardt&Partner • GFT DataTerm from Gesellschaft für Technische Dienstleistungen mbH (GFT) • Lingo 4.0 from Oxyka SARL-lexicool.com • Lookup from D.O.G. Dokumentation ohne Grenzen GmbH • MultiTrans from MultiCorpora • SDL MultiTerm 2009 from SDL TRADOS Technologies • SmartBusiness-Term from com-a-tec GmbH • termbases.eu Terminology Management Software from Werkdata OÜ • TermStar from STAR Group • termXact from Termsolutions GmbH • termXplorer from infolox GmbH • TippyTerm from Syskon Systemlösungen GmbH • UniTerm Enterprise from Acolada GmbH • UniTerm Pro from Acolada GmbH

An empirical analysis of the problems associated with terminology and current terminology work in companies

You can get to read facts and figures about the following topics, among others:

- complexity of the term allocation
- the potential benefits of terminology work
- status quo of terminology work in companies

A description of all the functionalities of terminology tools

Acquire knowledge about

- various terminology tools
- the definition and significance of important functions of terminology tools and their relevance to actual practice

User experiences & Best Practices

Avoid problems by following the user tips

- on introducing a corporate terminology
- about problems in introducing and using a corporate terminology
- facts and figures on the benefits of terminology work
- and case studies on terminology work

A comparative overview of international terminology tools

Benefit from the overview of the markets provided in the study to get a systematic comparison of systems, make a successful short listing and draw up a manual of requirements and technical specifications. With the study, you will get

- a comparative overview of more than 18 terminology tools that are commonly available in the market
- descriptions of the benefits and use
- background information about the software providers
- information about 100 important functionalities and interfaces for an intensive comparison

The study was conducted by the tekomp, through Dr. Daniela Straub in cooperation with the Fachhochschule Köln, Prof. Dr. phil Klaus-Dirk Schmitz, Institut für Translation und Mehrsprachige Kommunikation.