Terminology Management at SAP

Mark D. Childress / SAP Language Services
May 2014

Originally “Systems, Applications and Products in Data Processing”
Or, how does terminology get ... 

... from SAP ...  

... to the customers?
Agenda

Corporate profile (short version) and products
Terminology management at SAP
Some closing words

Appendix
- Corporate profile (the longer official version)
- SAPterm information for those with SAP system access
Corporate profile (short version) and products
SAP AG – back when I started (1995) …

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000</td>
<td>SAP employees worldwide</td>
</tr>
<tr>
<td>41</td>
<td>Countries</td>
</tr>
<tr>
<td>4</td>
<td>Industry-specific solutions</td>
</tr>
<tr>
<td>15</td>
<td>Languages</td>
</tr>
<tr>
<td>19</td>
<td>Country subsidiaries</td>
</tr>
<tr>
<td>4300+</td>
<td>SAP customers worldwide</td>
</tr>
</tbody>
</table>

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SAP AG today

66,000+ SAP employees worldwide

190 Countries

25 Industry-specific solutions

47 Languages

130 Country subsidiaries

250,000+ SAP customers worldwide
The global SAP development network (SAP Labs)
SAP today

**SAP AG annual revenue 2013: €16.9 billion**
- More than 250,000 companies use SAP products
- The world’s leading provider of application software for companies
- The world’s 3rd largest independent software company

**Millions of people use SAP solutions for:**
- Integrating business processes
- Improving competitive strength
- Earning faster returns on lower system cost-of-ownership

**A unique partner network**
- 2.0 million SAP Community members
  - Software Developer Network
  - Business Process Expert Network
  - Industry Value Networks
What are SAP products?

<table>
<thead>
<tr>
<th>Software component version =</th>
<th>Product instance =</th>
<th>(Software) product version =</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smallest units of software coding</td>
<td>Combined groups of software component versions</td>
<td>Combined groups of product instances</td>
</tr>
</tbody>
</table>

![Diagram showing LEGO City fire station and vehicles]
**What are SAP products?**

<table>
<thead>
<tr>
<th>Software component version</th>
<th>Product instance</th>
<th>(Software) product version</th>
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<td>Smallest units of software coding</td>
<td>Combined groups of software component versions</td>
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</tr>
</tbody>
</table>

- **FI-TV / Travel Management**
- **CO-OM-CCA / Cost Center Accounting**
- **SAP ERP Financials**
- **SAP ERP Operations**
- **SAP ERP Human Capital Management**
- **India Localization for SAP ERP**
Our strategy: Offer complete solution portfolios for all employees in all industrial sectors for all companies

- **User-friendly approach**
- **Integration** with On Premise und On Demand

- **Industry-based or packaged solution**
- **Integration** with On Premise

- **Best Practices**
- **Non-distructive innovation** of enhancements

- **Common technology foundation** for many different solutions
- **In-Memory** – Use working memory for data storage and significantly faster access speeds
SAP’s product/solutions strategy: To compete for leadership in all five market categories

- Extending leadership in Applications
- Broadening Analytics footprint
- Strengthening leadership in Mobile
- Becoming fastest growing D&T company
- Becoming a profitable Cloud leader

Innovation powered by SAP HANA

Deliver the highest customer value through innovation without disruption
SAP HANA speeds up and simplifies work

Business event

Operational system

OLTP

Data Warehouse / Data Marts

OLAP

SAP HANA

In-memory technology

No aggregation / no data preparation / no data marts

Analyze and take action!
Example: Energy industry
A diverse landscape with diverse terminology

- Offshore extraction
- Onshore extraction
- Mining
- Refinery
- Gas-to-Liquids
- Power plant
- Gas storage / LNG
- Renewable energy
- Hydropower
- Plastics
- Petrochemicals
- Fuels and lubricants
- Energy for households and industry
- Transport
- Retail
- Industry
- Households
### Sample business process – SAP Oil & Gas Business Map

<table>
<thead>
<tr>
<th>Business Benefits</th>
<th>Maintenance Engineer at Remote Location</th>
<th>Revenue Analyst</th>
<th>Vendor Distribution Manager</th>
<th>Business Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improves the supply of materials</td>
<td></td>
<td></td>
<td></td>
<td>Improves material tracking</td>
</tr>
<tr>
<td>Reduces order processing costs</td>
<td></td>
<td></td>
<td></td>
<td>Reduces inventory levels</td>
</tr>
<tr>
<td>Lowers logistics costs</td>
<td></td>
<td></td>
<td></td>
<td>Improves inventory visibility</td>
</tr>
<tr>
<td>Reduces administration and improves business processes</td>
<td></td>
<td></td>
<td></td>
<td>Reduces inventory carrying costs</td>
</tr>
<tr>
<td>Reduces material and component obsolescence</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What the customer sees – local frontend
What the customer sees – Mobile

Filter by: Maintenance History

Augmented Reality...

Vent Pipe 3
Last Maintenance: 2 Weeks

E 0.1km
SAP touches the lives of billions of people – every day

Our industry solutions support:

- **80%** of the world’s annual production of chocolate
- The production of **70 million** barrels of oil every day
- The monitoring of **6 billion** transactions in US stock exchanges every day
- The production of the top 20 prescription medicines in the world
- The processing of **3.0 billion** utility bills per year
- The manufacture of **95,000** cars every day
- **82%** of the world’s annual production of coffee and tea
- **75%** of all radio and television broadcasts worldwide and **60%** of all films worldwide
42 years of experience across all industries
The Best-Run Businesses Run SAP –
In Belgium
Terminology management at SAP
Why terminology management?

**Consistency** in communication
Do you tell customers to use the *electronic catalog*, the *E-Catalog*, the *eCatalog*, the *Online Catalog* ... or something else entirely?

**Reusability** in different functional areas
Product development, documentation, consulting, customer service, marketing ...

**Reliability** across contexts and languages
- DE *Position* ≠ EN *item* ≠ ES *posición* ≠ PL *pozycja* ≠ FR *poste* ...

In a word: **Quality**!
UI Texts: Quality Pyramid *

1: No negative formulations, no long sentences, no nominalizations

2: Not wordy, not ambiguous, not redundant

3: Reads as if written by a native speaker

* Based on a ranking survey undertaken at SAP – see Stotz (2014)
SAP interface – language selection at logon
SAP interface – multiple languages and countries

Planungsrezept anlegen: Rezept

Create Master Recipe: Recipe

Creare ricetta di base: ricetta

マスタレシピの登録: レシピ

创建 主配方: 配方

إنشاء الوصفة الرئيسية:

Технологическая рецептура Созда
Non-standardized terminology costs money

Changes required in –

Products, their user interfaces...

Documentation, operating/installation instructions ...

Training materials, multimedia, web pages, contracts, brochures and other marketing information ...

– AND corresponding changes for customers and partners!
Fixed vs. variable costs in terminology work *

Rising variable costs
if no systematic term work
takes place – little/no
resuability of terminology,
duplicate efforts, redundant
and contradictory tasks

Variable costs minus upfront
investment and fixed costs
of systematic term work =
overall savings thanks
to term reuse, decreased
redundancy, and
coordination of term
management tasks

Crossover point at which
term management results
in lower costs

* after Schwetz (1994), Wright (1996)

- Personnel costs
- Term database
- Standards/processes
- Training
- Ongoing term work, projects, coordination, database system maintenance

Fixed costs for terminology work

Costs

Frequency of terminology use
The earlier the terminology investment, the better *

* after Schütz and Nübel (1998)

<table>
<thead>
<tr>
<th>Product / service phase</th>
<th>Cost multiplier for term/definition creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specification</td>
<td>0.1–0.2</td>
</tr>
<tr>
<td>Technical writing (research)</td>
<td>0.5</td>
</tr>
<tr>
<td>Technical writing (text)</td>
<td>1.0</td>
</tr>
<tr>
<td>Editing</td>
<td>2.0</td>
</tr>
<tr>
<td>Acceptance test</td>
<td>5.0</td>
</tr>
<tr>
<td>Translation</td>
<td>10.0</td>
</tr>
<tr>
<td>Support / maintenance</td>
<td>20.0</td>
</tr>
</tbody>
</table>
The framework for terminology management at SAP

SAP:
• ... is active in over 180 countries and supports over 232,000 customers
• ... offers standardized software and support for general business processes and specialized processes for more than 25 industry sectors
• ... pursues a worldwide, distributed development and sales strategy

This means:
• ... over 42 standard logon languages (and a few more special project languages)
• ... specialized terms are required from every conceivable branch of business for all of these languages
• ... term information is needed by 66,000+ internal SAP employees and by millions of external customers, partners, and consultants

This results in:
• ... a unique terminology management challenge – no other company attempts to cover as many subject areas in depth in as many languages as SAP!
Terminology management = Knowledge management

* After Nonaka (1997)

- **Implicit**
  - Daily work and experience

- **Conceptual**
  - Formulating experience for others in understandable and reusable ways

- **Operational**
  - Providing role-based access to knowledge

**Personal knowledge**

**Knowledge creation**

**Organizational knowledge**

**Knowledge distribution**

**Knowledge capture**

**Handoff point**

**Systemic**
- Process-based testing of concepts
Terminology and conceptualization

Create concepts and formulate for others

- Define terminology standards based on international norms
- Require all “language workers” to enforce standards for terms and definitions in their teams
- Train employees in terminology work
Development team organization at SAP

**Software development**
EN (and some DE)

**Technical writing** *
EN (and some DE)

**Translation**
EN > DE & DE > EN

Multiple teams in software development create solutions – software component versions, product instances, product versions – based on customer/market needs

- LEAN principles: Development in “takts” (production cycles) to reduce or eliminate waste in development and improve quality
- Ideally 10-20 software developers to 1 technical writer and 1 translator – in reality most writers and translators work simultaneously for multiple teams in parallel

Terminology is discussed and agreed upon in the teams, between teams in the same department, and (best-case) on a cross-departmental basis

* At SAP: “Information Development”
Standards für Terminologieinträge in SAPterm: Deutsch (DE)

Allgemeine Richtlinien für das Erstellen von Einträgen


Allgemeine Form von Terminologieinträgen

- Geben Sie den Eintrag in seiner unflektierten grammatischen Grundform ein. Die Struktur der Grundform richtet sich nach der Wortart.
  - Substantive: Verwenden Sie den Singular.
    Beispiel: Buchungskreis
  - Verben: Verwenden Sie den Infinitiv des Verbs (nicht den erweiterten Infinitiv mit zu + Infinitiv).
    Beispiel: sichern
  - Adjektive: Verwenden Sie die unflektierte positive Form (keine Steigerungsform).
    Beispiel: rechtsbündig
  - Adverbien: Verwenden Sie die Grundform.
    Beispiel: plötzlich

- Verwenden Sie eine von der Grundform abweichende Form (z. B. Substantiv im Plural) nur dann, wenn durch die Flexion ein Bedeutungsunterschied gegenüber der Grundform markiert wird.
  Beispiel: Die Pluralform Daten bedeutet etwas anderes als die Singularform Datum.

- Verwenden Sie Interpunktionszeichen – Anführungszeichen, Schrägstriche, Kommas usw. – nur dann, wenn es sich um unverzichtbare, integrale Bestandteile des Begriffs selbst handelt.
  Beispiel: .NET iView

  Beispiel: Benutzerfreundlichkeit

Terminology standards

Terminology training
# History of term standards and training at SAP

## Standards

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>To 1990</td>
<td>No standards!</td>
</tr>
<tr>
<td>1991</td>
<td>“Entry Conventions” for the DICT term tool – DE and EN only</td>
</tr>
<tr>
<td>1993-1997</td>
<td>DE/EN standards translated to other languages – word-for-word, and not adapted for the new term tool</td>
</tr>
<tr>
<td>1998</td>
<td>Standards radically rewritten, based on ISO norms; teams required to create language-specific standards or be thrown out of the term database</td>
</tr>
<tr>
<td>2003</td>
<td>Update of the cross-language standards and quality measurements</td>
</tr>
</tbody>
</table>

## Training

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>To 1993</td>
<td>No training!</td>
</tr>
<tr>
<td>1994</td>
<td>First (?) workshops for colleagues in Germany</td>
</tr>
<tr>
<td>1997-99</td>
<td>Training units reworked and made part of mandatory technical writer / translator curriculum</td>
</tr>
<tr>
<td>2000-2002</td>
<td>Additional advanced training developed, lecture series established</td>
</tr>
<tr>
<td>2005</td>
<td>E-learning units and online training</td>
</tr>
<tr>
<td>2008</td>
<td>Training concept for new external translation suppliers includes training on location and follow-up monitoring</td>
</tr>
</tbody>
</table>
SAP uses **established standard terminology** as much as possible from relevant subject areas –

- Standard dictionaries
- Internet research
- Consultant, subject area expert, and customer feedback

– but SAP does not avoid creating **new terms based on SAP solutions and products when necessary**

- Example: “Customer Relationship Management” terms were translated into Turkish, Hungarian, and other languages for the first time as part of SAP products – the terms are now textbook standards in those languages.
Terminology: Which languages do we need?

Source language: German
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- Hungarian
- Italian
- Norwegian

Source language: English
- Chinese (Simplified)
- Chinese (Traditional)
- Hebrew
- Japanese
- Korean
- Serbian
- Thai
- Turkish
- ...
### SAPterm statistics (Apr 2014)

#### Standard languages: 39

<table>
<thead>
<tr>
<th>Arabic</th>
<th>Chinese (Simplified)</th>
<th>German</th>
<th>Japanese</th>
<th>Polish</th>
<th>Slovenian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulgarian</td>
<td>Chinese (Traditional)</td>
<td>Czech</td>
<td>Korean</td>
<td>Portuguese</td>
<td>Spanish</td>
</tr>
<tr>
<td>Catalan</td>
<td>Czech</td>
<td>Danish</td>
<td>Latvian</td>
<td>Romanian</td>
<td>Swedish</td>
</tr>
<tr>
<td>Croatian</td>
<td>Danish</td>
<td>Dutch</td>
<td>Lithuanian</td>
<td>Russian</td>
<td>Thai</td>
</tr>
<tr>
<td></td>
<td>English</td>
<td>English</td>
<td>Hungarian</td>
<td>Serbian</td>
<td>Turkish</td>
</tr>
<tr>
<td></td>
<td>Estonian</td>
<td>Finnish</td>
<td>Italian</td>
<td>Slovakian</td>
<td>Ukrainian</td>
</tr>
<tr>
<td></td>
<td>French</td>
<td>French</td>
<td>Norwegian</td>
<td>Vietnamese</td>
<td>Vietnamese</td>
</tr>
</tbody>
</table>

#### Additional languages (some not in SAPterm)

<table>
<thead>
<tr>
<th>Afrikaans</th>
<th>Malaysian</th>
<th>Portuguese (Portugal)</th>
<th>Spanish (Columbia)</th>
</tr>
</thead>
</table>

#### New standard languages 2014 (maybe?)

| Bengali   | Spanish (Mexico) | Tagalog | ...? |

#### Main term entries: **3.8 million** (165,000 DE/EN source entries translated in ca. 42 languages) plus 400,000 variants (abbreviations, etc.)
**Collect** and **test** all terms in a central official database

- Designate SAPterm as the single-source repository
- Define and publicize processes; develop SAPterm improvements based on process (not the reverse)
- Integrate SAPterm with other tools requiring term data
- Train employees about processes and SAPterm use
Handoff point: Term Review

Terminology processes

<table>
<thead>
<tr>
<th>Software Development</th>
<th>Knowledge Management</th>
<th>Information Development</th>
<th>SAP Language Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminology database</td>
<td>KM plans document/translation resources</td>
<td>KM determines scope of documentation and resource assignments</td>
<td>KM informs QM of documents for Acceptance Test</td>
</tr>
<tr>
<td>terminology database</td>
<td>KM Language Coord. names subject matter experts per language and product</td>
<td>Information development DE/EN and SAP Language Services agree on new/changed terminology</td>
<td>Follow-on languages translate terms in SAPterm</td>
</tr>
<tr>
<td>terminology database</td>
<td>Follow-on languages translate terms in SAPterm</td>
<td>Software development creates software interface and texts</td>
<td>Software development writes spec &amp; design paper for each development</td>
</tr>
<tr>
<td>terminology database</td>
<td>Follow-on languages translate changed texts</td>
<td>Information development DE/EN releases texts</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
</tr>
<tr>
<td>terminology database</td>
<td>PKB reviews quality of existing terminology</td>
<td>Project responsibles define product/function names and key terms</td>
<td>PKB and follow-on languages gather and evaluate term candidates</td>
</tr>
<tr>
<td>terminology database</td>
<td>Follow-on languages enter unknown terms for newsgroup discussion</td>
<td>PKB enters terms in SAPterm</td>
<td>Follow-on languages release terms in SAPterm</td>
</tr>
<tr>
<td>terminology database</td>
<td>PKB and follow-on languages release terms in SAPterm</td>
<td>Software development changes software to conform with term decisions</td>
<td>PKB reviews quality of existing terminology</td>
</tr>
<tr>
<td>terminology database</td>
<td>Software development changes software to conform with term decisions</td>
<td>Information development DE/EN checks term consistency</td>
<td>Follow-on languages enter unknown terms for newsgroup discussion</td>
</tr>
<tr>
<td>terminology database</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
<td>Follow-on languages enter released terms in Proposal Pool</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
</tr>
<tr>
<td>terminology database</td>
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</tr>
<tr>
<td>terminology database</td>
<td>PKB and follow-on languages gather and evaluate term candidates</td>
<td>Language coords organize term reviews by subject matter experts</td>
<td>PKB and follow-on languages gather and evaluate term candidates</td>
</tr>
<tr>
<td>terminology database</td>
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<td>Follow-on languages release terms in SAPterm</td>
<td>PKB enters terms in SAPterm</td>
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<tr>
<td>terminology database</td>
<td>Follow-on languages release terms in SAPterm</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
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<td>terminology database</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
<td>Follow-on languages release terms in SAPterm</td>
<td>Information development DE/EN enters and releases terms in SAPterm</td>
</tr>
</tbody>
</table>

Terminology database

Terminology Database: 746 Hits Found

- **Entry**: SLO
- **Entry**: SLO
- **Entry**: SLO
- **Entry**: SLO
- **Entry**: SLO
- **Entry**: SLO
- **Entry**: SLO

- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC
- **translated**: Fin-Facts-INC

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Term process example: Data flows for shipment
Term process example: High-level overview

Software development, product owner, usability, and information development teams create and define terms

Source language (SL) technical writers and translators create and review SL terms

SAPterm Terminology Database

Translators create and review target language (TL) terms

Feedback

Technical writers and translators review terms based on internal/external feedback

Reference for technical writers and translators

Reference for all SAP colleagues

Reference for externals (customers, partners, suppliers)

Feedback
Technical writing at SAP

Knowledge Management in the source languages English and German

- Technical writers + translators + coordinators + editors work directly in their teams/units
- Each role has a training curriculum path
  - The basic terminology course is mandatory!
  - Advanced terminology training is offered for experienced colleagues

Technical writer (at SAP the “information developer”)

- Approx. 600, of which 4/5 write in EN (not necessarily native speakers!) and 1/5 write in DE
- Mostly located in Germany and USA; larger concentrations in India, Ireland, Israel, Canada, and China; smaller teams and individuals scattered around the globe
Internal translation at SAP

Translation English < > German

- Approx. 150, of which 4/5 translate EN → DE and 1/5 DE → EN
- Translators work directly in the development teams or in the central translation team

Translation for project languages

- SAP country subsidiaries coordinate translation locally in non-standard languages for special customer projects – some of these may become standard languages if supported by an official business case (language investment vs. sales potential)
The terminologist at SAP *

* Role at SAP called “SAPterm Superuser”

A technical writer, translator, or coordinator with additional SAPterm authorizations – and additional responsibilities:

- Monitor term entries and their definitions in a given language and given subject area in cooperation with the terminologists responsible for the other languages
- Organize and promote harmonization of terminology for the team, the unit, and, where possible for the company (and beyond)
- Help team colleagues with SAPterm-related issues
Facts about SAP Language Services (SLS)

- SLS is part of Globalization Services, which includes the development teams for localization and internationalization
- SLS has 200 colleagues in 20 SAP offices worldwide, coordinating translation projects for 39 standard languages and providing other language services and technologies for all SAP products, services, and corporate documents
- SLS works with 110 translation suppliers (2800 translators) worldwide
- In 2013 280 million words were translated from the source languages English and German
SAP Language Services: “Translating SAP for the World”
SAP Language Services – Sample process for products

Request from SAP customer or market research

Translation suppliers
Product translation (usually located in-country), requiring third-party budget and approval

Business Partner Management (BPM)
Assignment and administration of external translation suppliers *

Translation Service Team (TST)
Project management, quality assurance, and translation delivery
Responsibility: Service Owner

Language Technology Group (LTG)
Translation environment and formats; development and support for translation software

SAP customer

Product owner in the development unit orders languages

SAP Language Services

Development unit integrates the translation in the product

* SAP translates many products and documents in-house, especially for EN < > DE
Mission: Quality terminology at every fingertip

The “Term Team” provides cross-language, cross-topic, and cross-departmental support for all aspects of terminology management at SAP:

- Collect and distribute term management information
- Collect user needs and suggest (or require) solutions
  - Standards and processes
  - SAPterm development
  - Distribution routes
  - Training, workshops, presentations
- Monitor term work, provide user and project support
- Provide training for technical writers, translators, and terminologists
- Support special projects
  - Integrate terms (and term management) of acquired companies
  - Implement new languages in SAPterm
  - Participate in developing the TBX standard for terminology (ISO 30042)
SAP Language Services / Translation Solutions Development (TSD)

TSD develops internal solutions and supports integration with other tools:

- Solutions on the SAP NetWeaver platform
  - Translation of SAP product interfaces, documentation, table entries
  - Terminology tool SAPterm
- Integration with other tools
  - Content management systems
  - Controlled language
  - Translation memory systems
  - Machine translation
SAPterm – initial screen
SAPterm – advanced search
### Terminology Database: 816 Hits Found

<table>
<thead>
<tr>
<th>Entry</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution medium</td>
<td>BC-YES-INS</td>
</tr>
<tr>
<td>Document-based payment medium</td>
<td>FI-CA</td>
</tr>
<tr>
<td>ELDA data medium</td>
<td>AT</td>
</tr>
<tr>
<td>Electronic medical administration record</td>
<td>ES-MMED</td>
</tr>
<tr>
<td>Employer obligation to provide benefits and medical welfare</td>
<td>FA-BN</td>
</tr>
<tr>
<td>Entitled medical treatment period</td>
<td>CH</td>
</tr>
<tr>
<td>Entry of services performed</td>
<td>NE-SERV</td>
</tr>
<tr>
<td>Service entry sheet</td>
<td>NE-SERV</td>
</tr>
<tr>
<td>Environmental remediation</td>
<td>FIS-GEN-SCS</td>
</tr>
<tr>
<td>Exceptional Medical Expenses Act</td>
<td>NL</td>
</tr>
<tr>
<td>Deployment stock transfer</td>
<td>SCC-SAP-STS</td>
</tr>
<tr>
<td>Immediate cause</td>
<td>SRC-4X</td>
</tr>
<tr>
<td>Direct elimination of good will</td>
<td>SC-C8</td>
</tr>
</tbody>
</table>

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SAPterm – term entry detailed view
Terminology and operations

**Distribute** the term database contents

- Define role-based access to the term shipment and display options
- Inform users about term access – presentations, posters, articles in SAP newsletters, SAP TV shows …
- Provide documentation and FAQs for users
The “family tree” of terminology at SAP

- **Until 1990**
  - Books, etc.

- **1990**
  - R/2 transaction DICT

- **1993**
  - Basis transaction SE64
    - WinHelp Glossar
    - SAPterm Junior

- **1998**
  - SAP NetWeaver STERM
    - HTML Glossary
    - sapinfo.net Glossary
    - SAPterm Web Access
    - SAPterm CD
    - Trados MultiTerm

- **Lotus Notes (project cancelled)**
Circles of Terminology Users

Other (“rest of world”)

Industry/Branch

Customers

Partners/Contractors

Internal Users

Terminologists

**Terminology Database**

Users need less access and less detailed information as one moves outwards.
Handoff point: Terminology distribution

**Shipment / availability based on defined user roles**

**Terminology and glossary**
- SAPterm in SAP NetWeaver
- SAPterm Web Access (internal)
- SAPterm CD (external → OBSOLETE)
- SAPterm.com (external)

**Glossary (monolingual definitions only)**
- SAP Help
- Glossary appendix for brochures, training materials, etc.
Term distribution example: Glossary in SAP Help

- Available from SAP product documentation (Help > Glossary) in Plain HTML format with a browser
- Glossary available separately in the SAP Library menu bar
Term distribution example: SAPterm CD (obsolete)
Term distribution example: www.sapterm.com
Support *uptake and acceptance* of terminology for daily use

- Allow all employees to participate in term work at the appropriate levels
- Provide easy access routes to terms
- Emphasize terminology as a central pillar of the knowledge company
- Get rid of “terminology phobias”
Terminology and knowledge management work together!

- **Creating knowledge** (that is, creating terms) by individuals as part of their work for a company
- **Distributing knowledge**, (in the form of terms) by means of best practices defined and supported by the company
- **Improving knowledge** (terms and definitions) by constantly evaluating situations and developing solutions
Terminology is everywhere!

- Companies can neither avoid nor ignore terminology issues.
- Well-defined processes and procedures for dealing with terminology issues, continuously monitored and improved, are better than ad-hoc actions and spur-of-the-moment terminology projects.
It’s management, not magic!

- Neither knowledge management nor terminology management are instant cure-alls!
- Open communication between all stakeholders is vital.
- The active support of management (upper and middle) is, as always, decisive for terminology strategy.
Term management = pure knowledge management!

- Daily work and unvoiced knowledge
- Terminology creation: Formulating a term useful for others
- Terminology distribution: Role-based access and shipment
- Knowledge creation
- Knowledge capture
- Knowledge distribution
- Personal knowledge

Term knowledge
Terminology management: Summary

The general principles:

Look at all aspects of term work, from development to service
Use established analysis techniques to find the pain points
  ➢ Accounting / controlling
  ➢ Process management and knowledge management
  ➢ Quality management

Look for allies
  ➢ Communicate with everyone
  ➢ Management support is vital

Don’t try to solve everything at once
  ➢ Prioritize – start off small – chart incremental progress – finish big

Publicize the successes

Repeat everything every 2-3 years (people forget ...!)

And most of all:
  ➢ Practice patience and fortitude …
  ➢ Never give up … never surrender!
The goal of Terminology@SAP

Continuous improvement of contents, tools, and processes in terminology management!
The alternative?
And that’s how terminology gets ...

... from SAP ...

... to the customers!
Some closing words
Further information

SAP AG:  [www.sap.com](http://www.sap.com)

SAPterm.com + SAP Terminology Community: [www.sapterm.com](http://www.sapterm.com)


Articles/ presentations / publications by your presenter

(mit Christian Lieske) „Terminology Activity at SAP“ in MDÜ / Mitteilungen für Dolmetscher und Übersetzer 1/2001


„Terminologiemanagement und Wissensmanagement bei SAP“ in Deutscher Terminologie-Tag e.V. Akten des Symposions Köln, 26.-27. März 2004

„Die Kundensprache als Teil der terminologischen Strategie einer Firma“ in eDITion. Das Fachmagazin für Terminologie 1/2005

„Terminologiphobia“ in MultiLingual 80 (Jun 2006)

„Terminology Work Saves More Than it Costs“ in MultiLingual 87 (Apr/May 2007)


„Due Diligence: Aufgaben der Terminologiearbeit bei Fusionen und Übernahmen“ in: eDITion. Das Fachmagazin für Terminologie 1/2011
Zielsetzung: durch Beratung und Koordination sowie durch die Veranstaltung von Symposien und Workshops zur Lösung fachlicher Kommunikationsprobleme beizutragen.

**14. DTT-Symposion:** Mannheim Dorint Hotel, 27.-29. März 2014

**DTT-Seminare:** s. Web-Seite

Das Terminologiemagazin – erscheint 2x Mal im Jahr
Contact information for further questions

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Questions?
Thank you!
RUN BETTER WITH SAP
Appendix

Corporate profile (the longer official version)

SAPterm information for those with SAP system access
Driving Business Innovation through Radical Simplification

2014
We are entering into a new era of unprecedented change across a multitude of dimensions.

5 billion people worldwide will become middle class.

75% of global workforce will be Millennials.

50% of the world’s population will live under water shortage.

1.3 billion users on business & social networks today.

50 billion connected devices and “internet of things” by 2030.
These changes unveil new areas of opportunity for businesses to innovate and grow

- Hyper-personalize Customer Experience
- Engage & empower Workforce of the Future
- Plan & optimize Resources in Real-time
- Harness the intelligence of Networked Economy
Disruptive technologies offer significant potential to drive business innovation

Cloud
Abundance of cost-effective computational power and storage

Mobile
The new de facto standard in business interaction

Social
Connected business and social networks

Big Data
Real-time analytic for behavioral and predictive insights

More than 60% of CEOs expect 15-50% of their earnings growth in the next 5 years to come from technology-enabled business innovations.

– McKinsey study, 2013
Complexity built up over decades hampers the ability to innovate; radical simplification is needed to unlock the potential.

40% executives worry that their organizations will not keep pace with technology change and lose their competitive edge.

– McKinsey study, 2013
At SAP, we help accelerate **business innovation through radical simplification**

**Our Vision**
help the world run better and improve people’s lives.

**Our Mission**
help organizations become best-run businesses.

**Our Passions**
teamwork, integrity, accountability, professionalism, and trust.
Simplify your **technology stack** with the SAP HANA platform

**Insight to Action**

**Applications**

**Analytics**

**SAP HANA Platform**

**Faster**
Process massive amounts of data, and deliver information at unprecedented speeds

**Smarter**
Rethink and envision entirely new ways and applications to run your business

**Simpler**
Dramatically simplifies complex and expensive IT architectures
Simplify your user experience with a mobile-first experience
Simplify consumption with SAP cloud, powered by SAP HANA
With our open platform, thousands of partners and startups are bringing more innovations to you faster than ever.
We combine our technology innovations and business expertise into a **complete solution** that best meets your needs.
With our solutions, you can focus on driving immediate **business outcomes** across key priority areas

- **Customer Experience**
  71% business leaders believe that customer experience is the next battleground

- **Employee Engagement**
  3x higher operating margin than the ones with poor employee engagements

- **Resource Optimization**
  60% increase in operating margin in retail leveraging Big Data as the new resource

- **Networked Economy**
  Networked enterprises are 50% more likely to have higher sales & margins
Helping you reimagine your **customer experiences** like never before.

- Seamless experience across multiple channels
- Co-innovation and co-creation with customers
- Hyper-personalization using customer insights

SAP Mobile solutions

SAP Cloud for Sales

SAP Predictive Analytics

Learn More
Enabling you to engage and empower your people at scale.

Embrace social savvy millennial workforce

Transform the way you recruit and manage talents

Empower & engage people with real-time information

Learn More
Empowering you to manage, predict and optimize resources in seconds.

- Data as the biggest new resource
- Turning products into services
- Real-time resource planning & optimization
Enabling you to harness the intelligence of your business networks

Explore the potential of “commerce graphs”

Networked visibility & intelligence

Networked collaboration & innovation

“We can’t predict what, where, or when disasters will happen. We have to manage it regardless.”

Jill Bossi
American Red Cross

Ariba Supplier Network
Business Suite
SAP Predictive Analytics
For over 40 years, SAP has helped businesses run better and improve people’s lives everywhere.

At the global level
Helping customers optimize resources and protect the environment

At the business level
Helping companies harness data to stay ahead of change and innovate for growth

At the personal level
Helping people have a greater voice and live better lives by personalizing engagement

74% of the world’s transaction revenue touches an SAP system.

SAP customers represent 98% of the top 100 most valued brands in the world.

SAP mobile solutions reach 97% of the world’s mobile subscribers via text messaging.
We practice what we preach. Every day.

We deploy 25,000 smartphones, and 14,000 tablets to employees worldwide.

We made €16.1 million social investments in 2011 to create lasting change, in projects and communities around the world.

We believe creativity driven by diversity of thought is critical to our business. Attracting the most diverse talent guarantees a rich pipeline for future innovation.

We provide the freedom to perform and are seen as an employer of choice. Our retention rate is 94%.

Learn More
SAPterm: Initial screen

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