Terminology management at SAP

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*Originally "**S**ystems, **A**pplications and **P**roducts in Data Processing"*

THE BEST RUN SAP

Or, how does terminology get …

... from SAP ...

... to the customers?
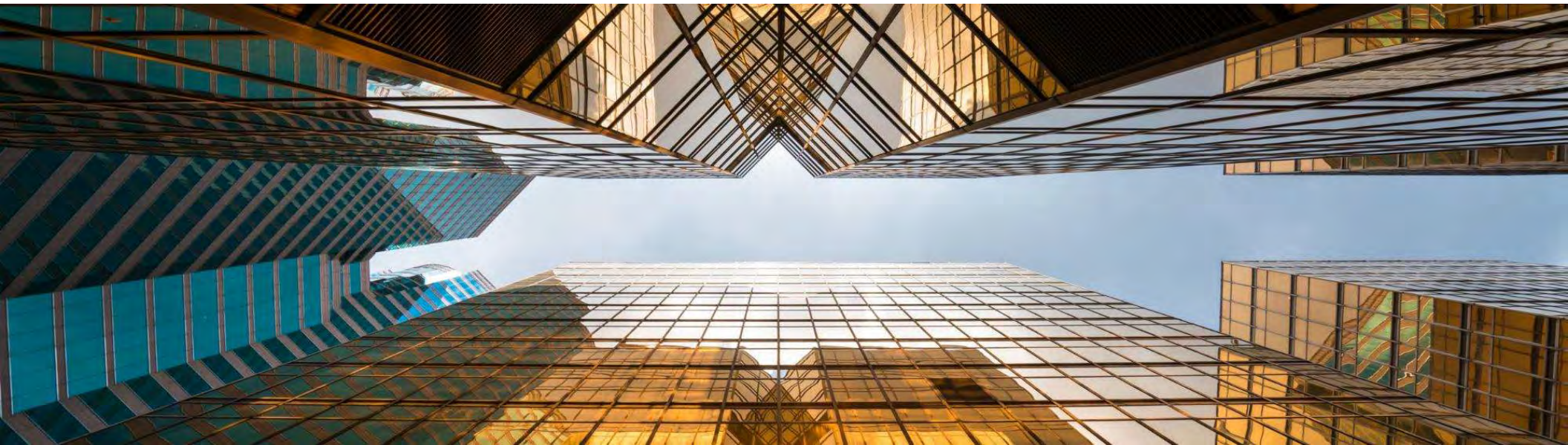
Agenda

Overview of SAP SE (short version)

Terminology management at SAP

Summary and Q&A

Appendix
- SAPterm logon information for on-premise system access

Overview of SAP SE (short version)

SAP AG – back when I started (1995)

5000

SAP employees worldwide

41

Countries

4

Industry-specific solutions

15

Languages

19

Country subsidiaries

4300+

SAP customers worldwide

€1.5 bn

Total revenue

SAP SE – today (2020)

100,000+

SAP employees worldwide

180

Countries

25

Industry-specific solutions

50

Languages

130

Country subsidiaries

440,000+

SAP customers worldwide

€ 27.3 bn

Total revenue (FY 2019 est.)

Everything
is changing
faster than ever

The way value is created and measured is changing, too

Disruptive business models are reshaping industries

**Rapid growth
in data volume
is overwhelming
decision-makers**

Best-run businesses create value by being disruptors
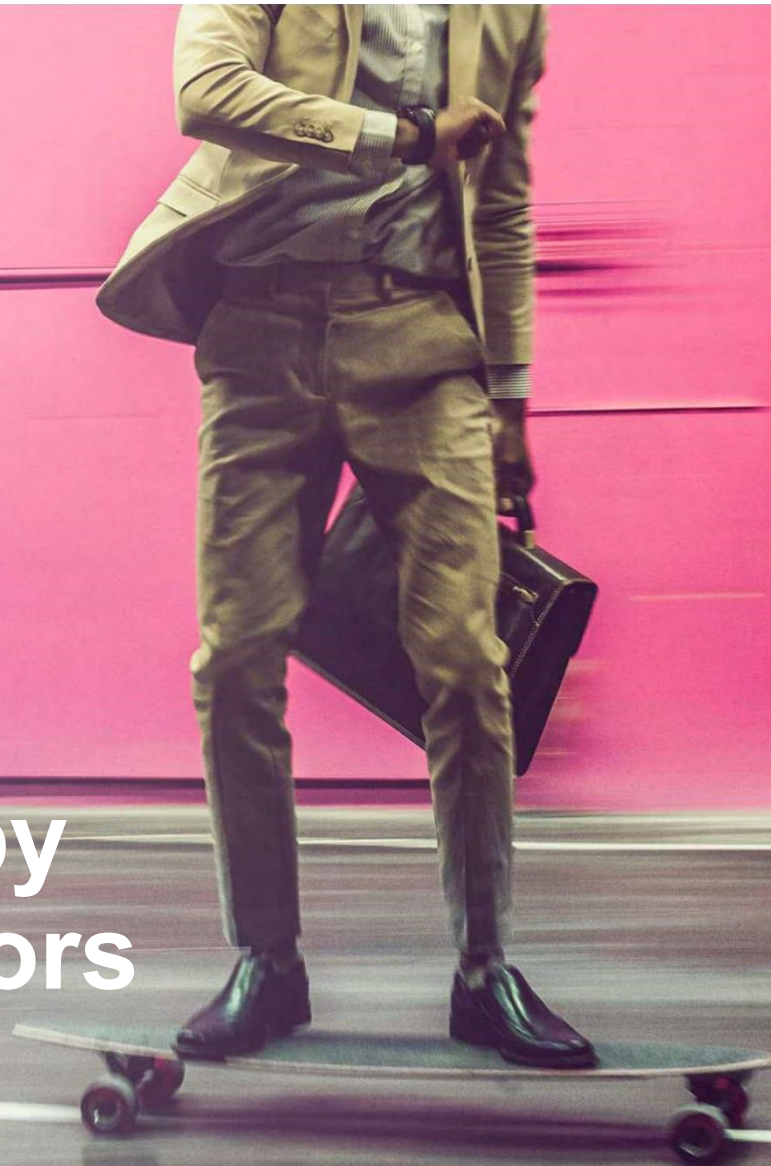
Best-run
businesses are
intelligent
enterprises

They manage
resources
effectively

And they're grounded in purpose

77% of the world's transaction revenue touches an SAP system.

SAP systems touch
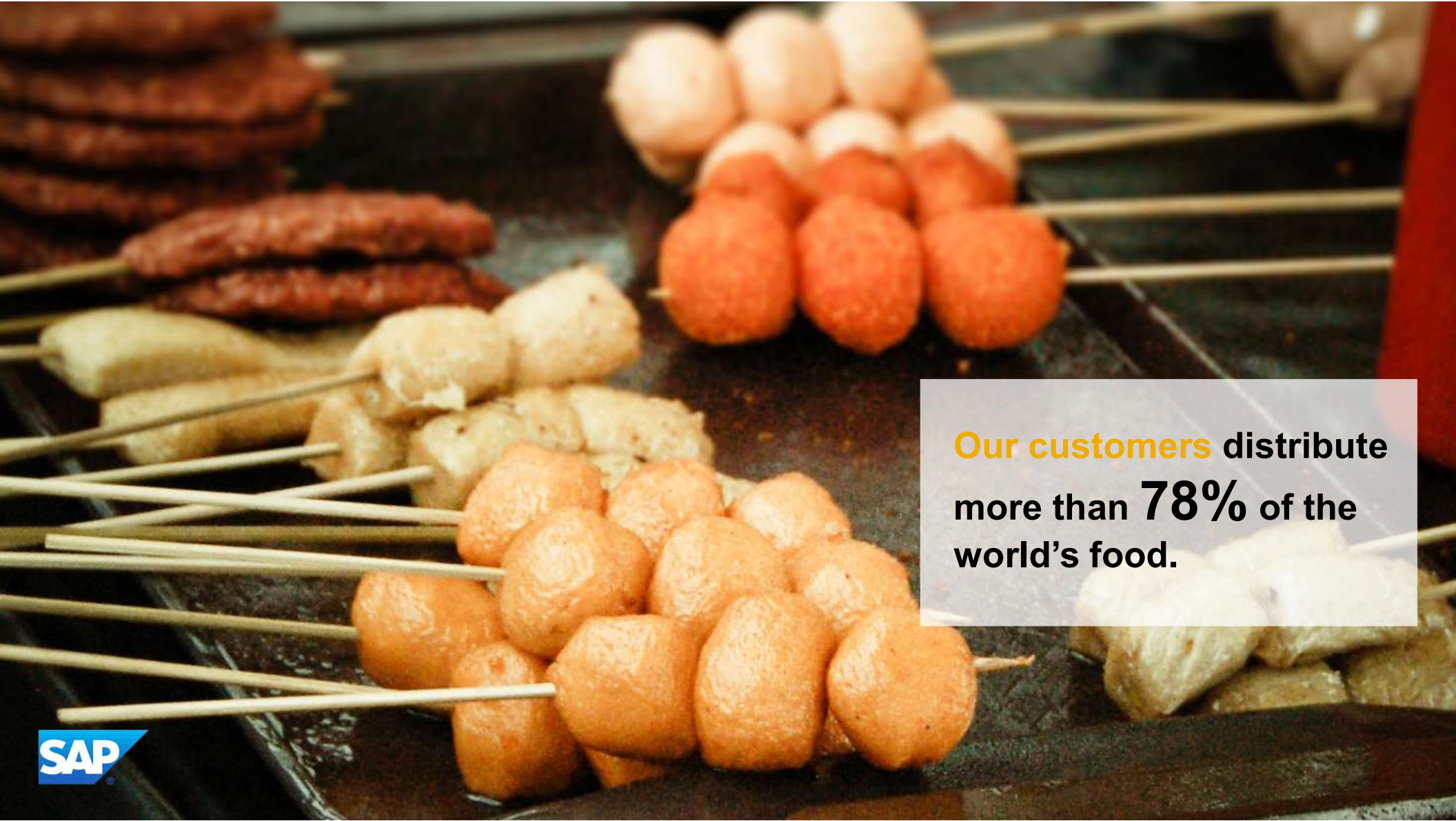# $23 trillion of consumer
purchases around the world.

note: $ currency amount is in USD

SAP HANA can increase analysis speed by more than **10,000x**, equal to walking from California to New York in 6 minutes.

Our customers distribute more than **78%** of the world's food.

SAP

Our customers produce more than **82%** of the world's medical devices.

Our customers fly more than **2.5 billion** of the world's passengers.

SAP

Our customers
produce more than
62% of the world's
movies.

SAP

80% of the sports and entertainment organizations in the Forbes Global 2000 are SAP customers.

Our customers produce more than **86%** of the world's athletic footwear.

SAP

Our customers produce

more than **82%** of the coffee and tea we drink each day.

Our customers
produce more than
79% of the world's
chocolate.

SAP

Our customers
produce more than
77% of the world's
beer.

SAP

Terminology management at SAP

The business environment: SAP SE and its products

SAP:

- … is active in 180+ countries and supports over 440,000 customers
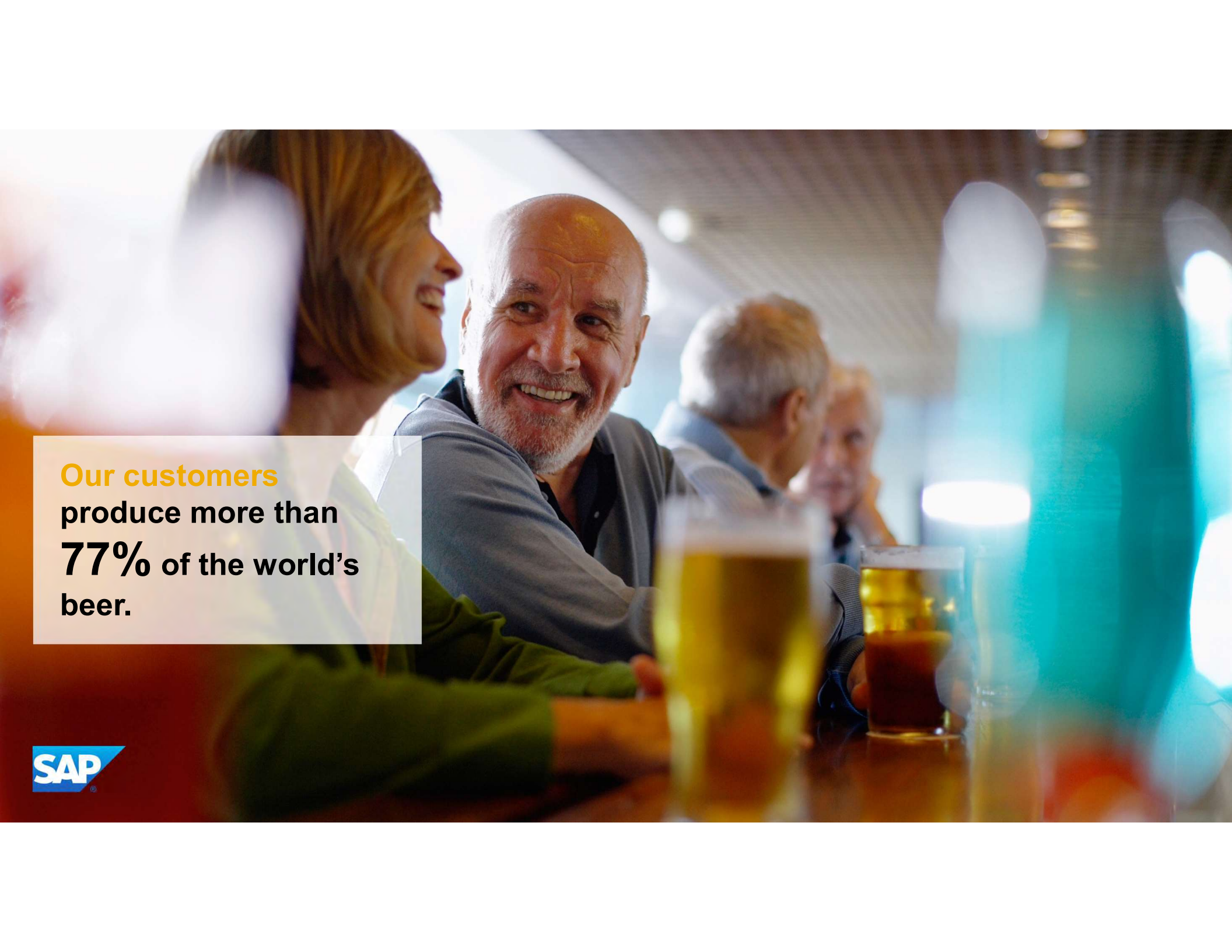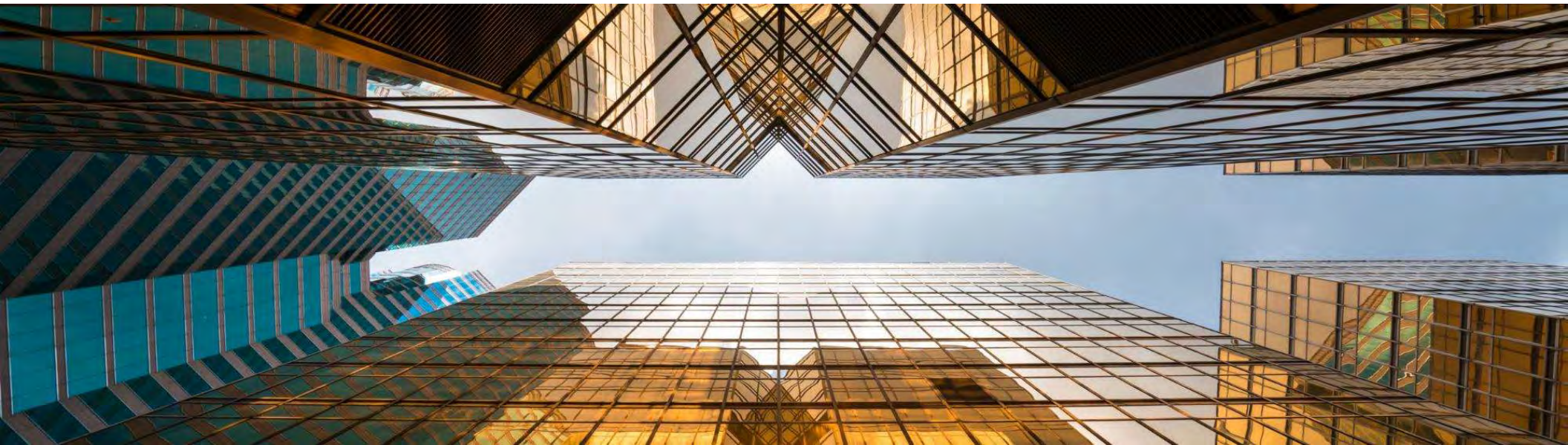- … offers standardized software and support for general business processes and specialized processes for 25+ industry sectors
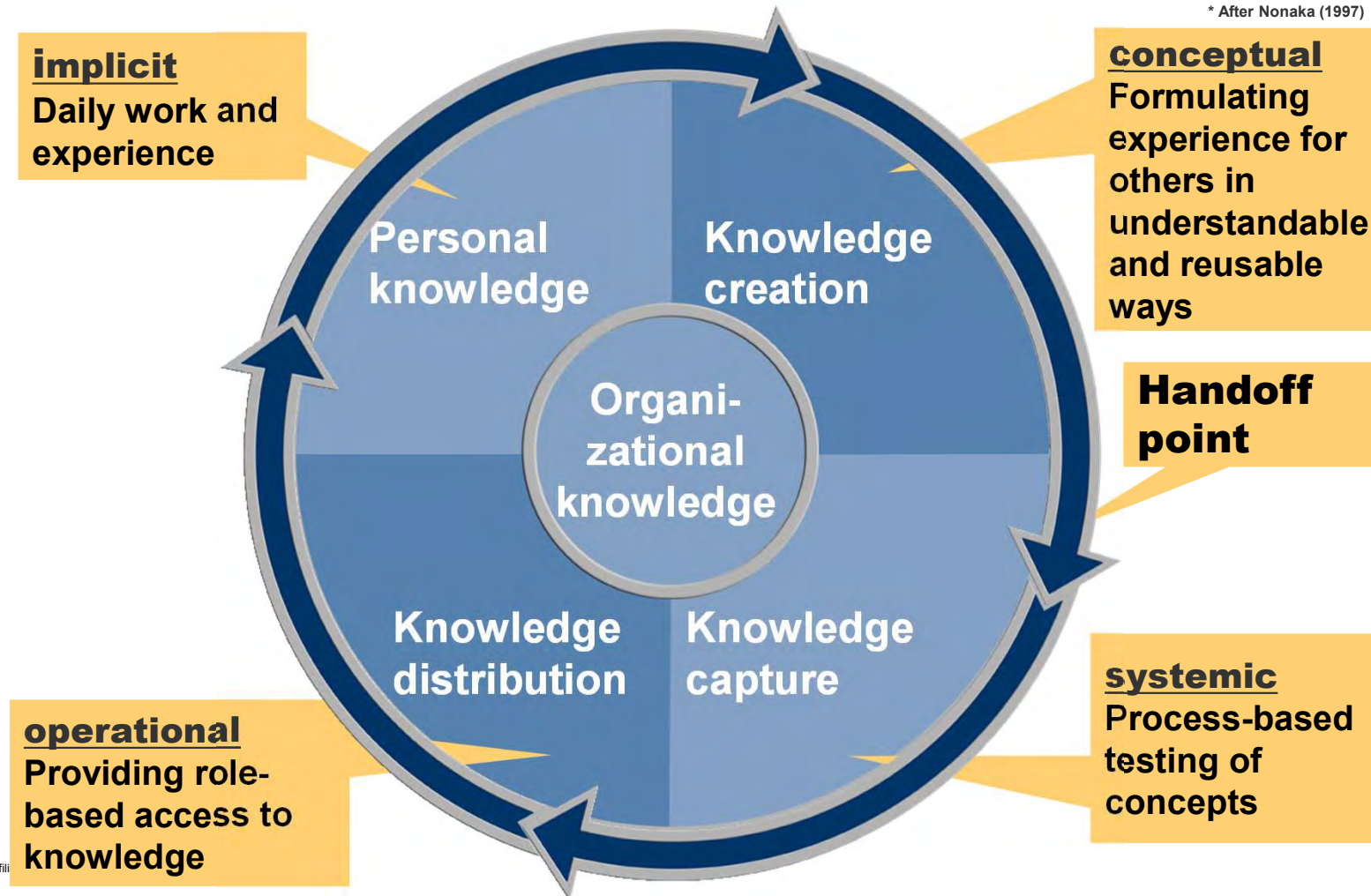- … pursues a worldwide, distributed development and sales strategy

This means:

- … dozens of standard logon languages (plus special project languages)
- … specialized terms are required from every conceivable branch of business for all of these languages
- … term information is needed by 100,000+ internal SAP employees and by hundreds of *millions* of external customers, partners, and consultants
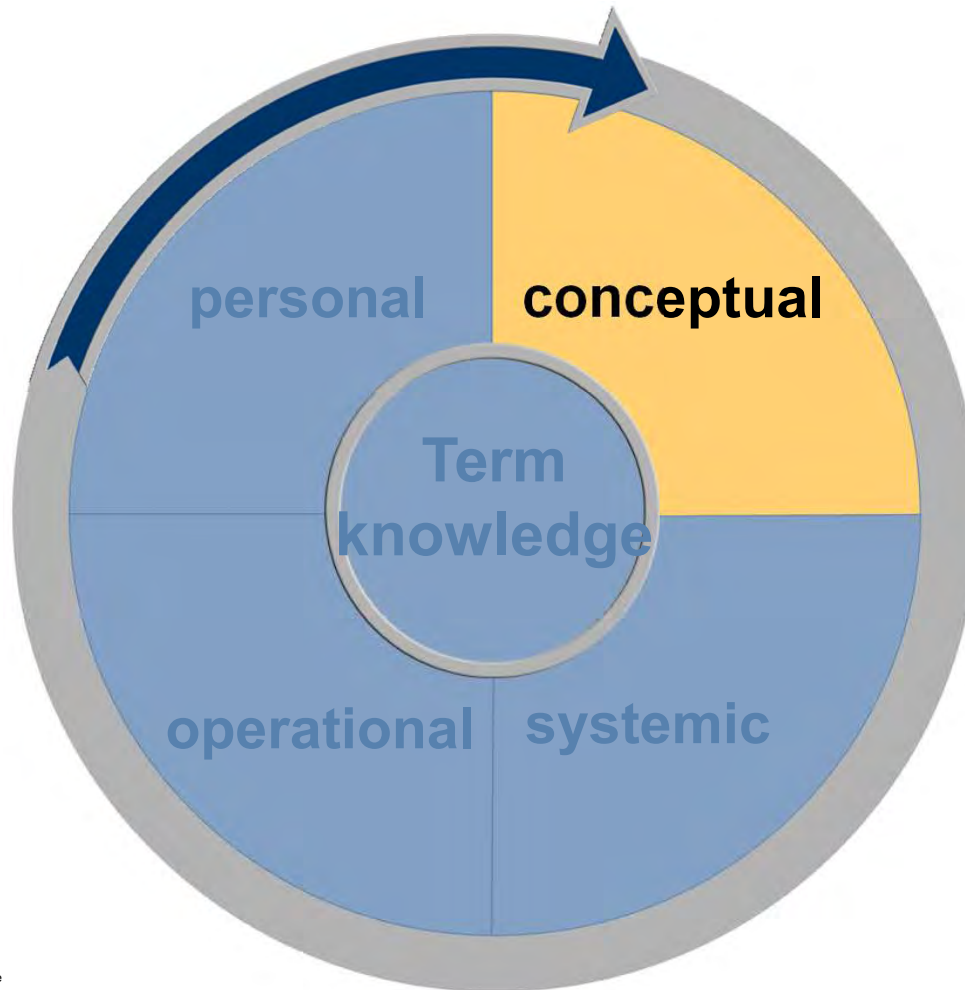
This results in:

- … 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 *

implicit
Daily work and experience

conceptual
Formulating experience for others in understandable and reusable ways

Personal knowledge

Knowledge creation

Organi-zational knowledge

Handoff point

Knowledge distribution

Knowledge capture

operational
Providing role-based access to knowledge

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

Terminology: SAP example (local frontend)

Terminological definition – example

SAP solution for travel management on cloud platform

- Central purchasing and management of travel services

- Booking and settlement from anywhere on any device – PC, tablet, smartphone

- Integrated with other solutions – financial (bank transfers, billing), personnel (absences, travel insurance)

Example: **New function to book flight reservations**
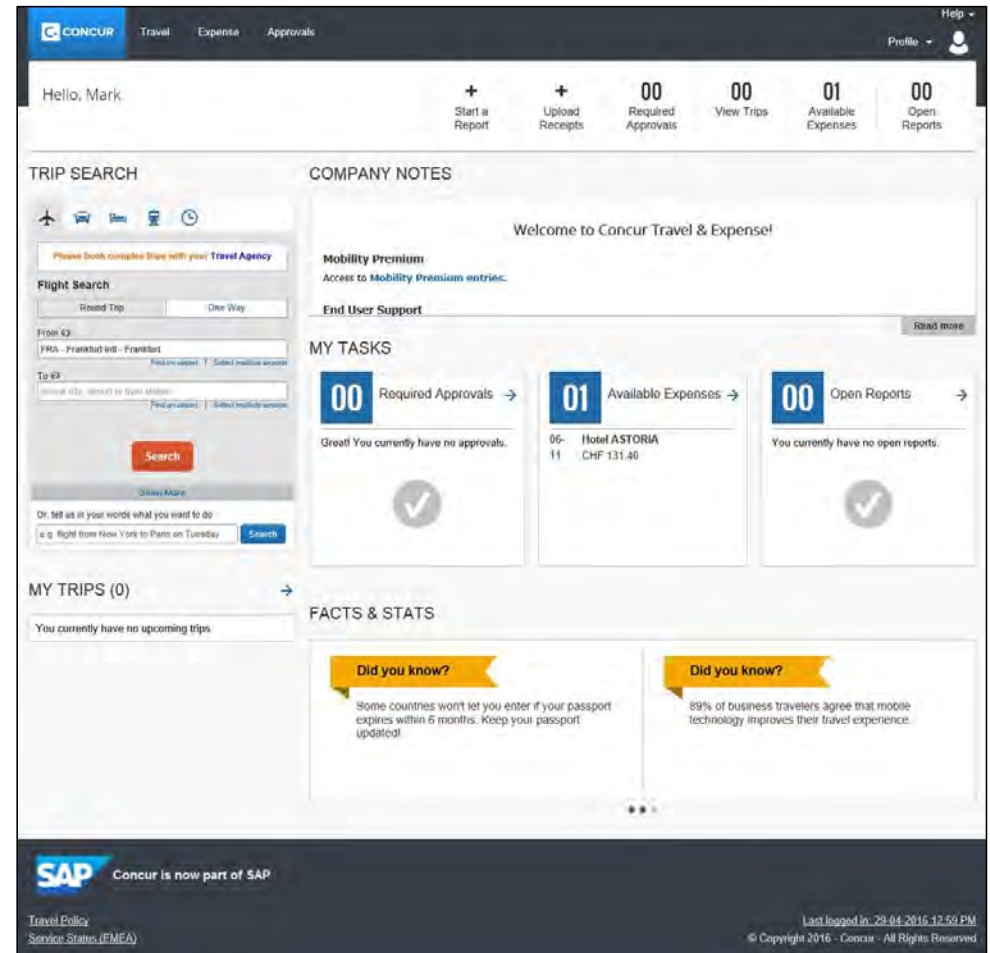
Defining a term – Step 1

Object
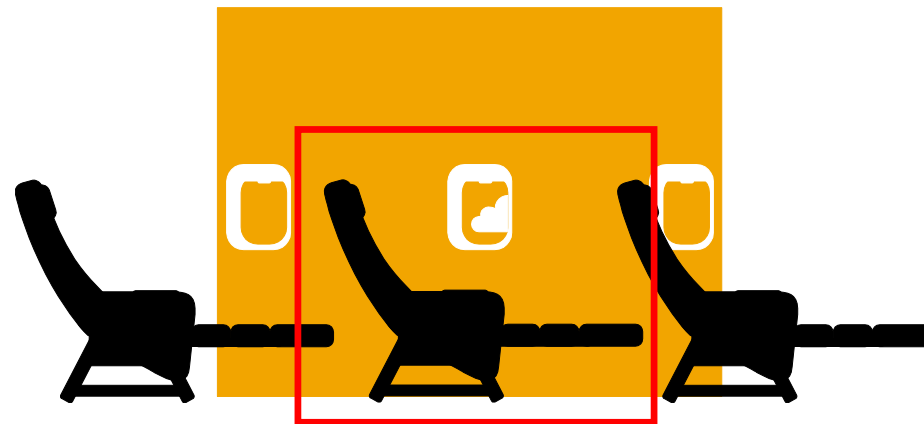
(real or imaginary)

Defining a term – Step 2

Concept
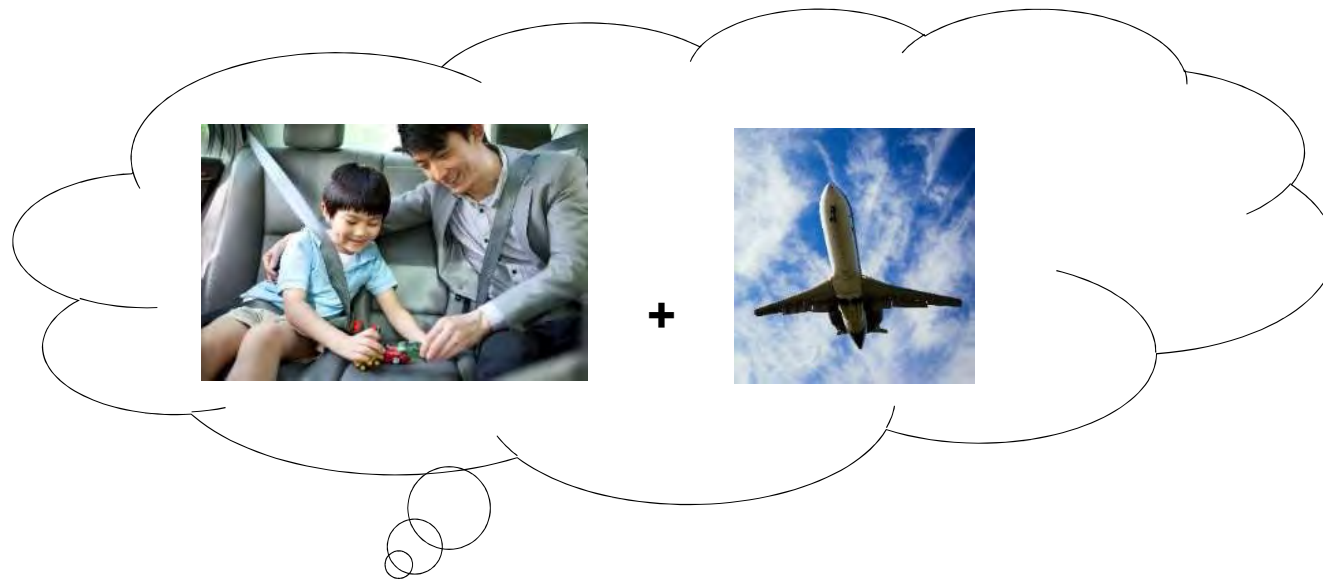
(unit of thought derived from generalization of a set of similar objects)

Defining a term – Step 2a

Term building = Determining the unique characteristics + abstraction

Defining a term – Step 3

Concept

Triangle of reference

Object

Term
?

(model of the relationship between objects, linguistic symbols, and the thoughts that are their subjects)

Defining a term – Step 3a

Concept

Object

Term
seat

(single or multiword,
simple or complicated)

Defining a term – Step 3b

Concept

Object

Term
seat

Synonyms y/n?
cabin chair
VERBOTEN!

Abbreviations y/n?
Short term: Not applicable!
Single-letter abbreviations: Not allowed!

Defining a term – Step 4

Concept

+

(statement which describes a concept and permits its differentiation from other concepts within a system of concepts)

Object

Term
seat

Definition

A place for passengers to sit when travelling in a vehicle and which can be reserved in advance.

Defining a term – you're done!

Concept

"term pyramid"

Object

Term
seat

Definition

A place for passengers to sit when travelling in a vehicle and which can be reserved in advance.
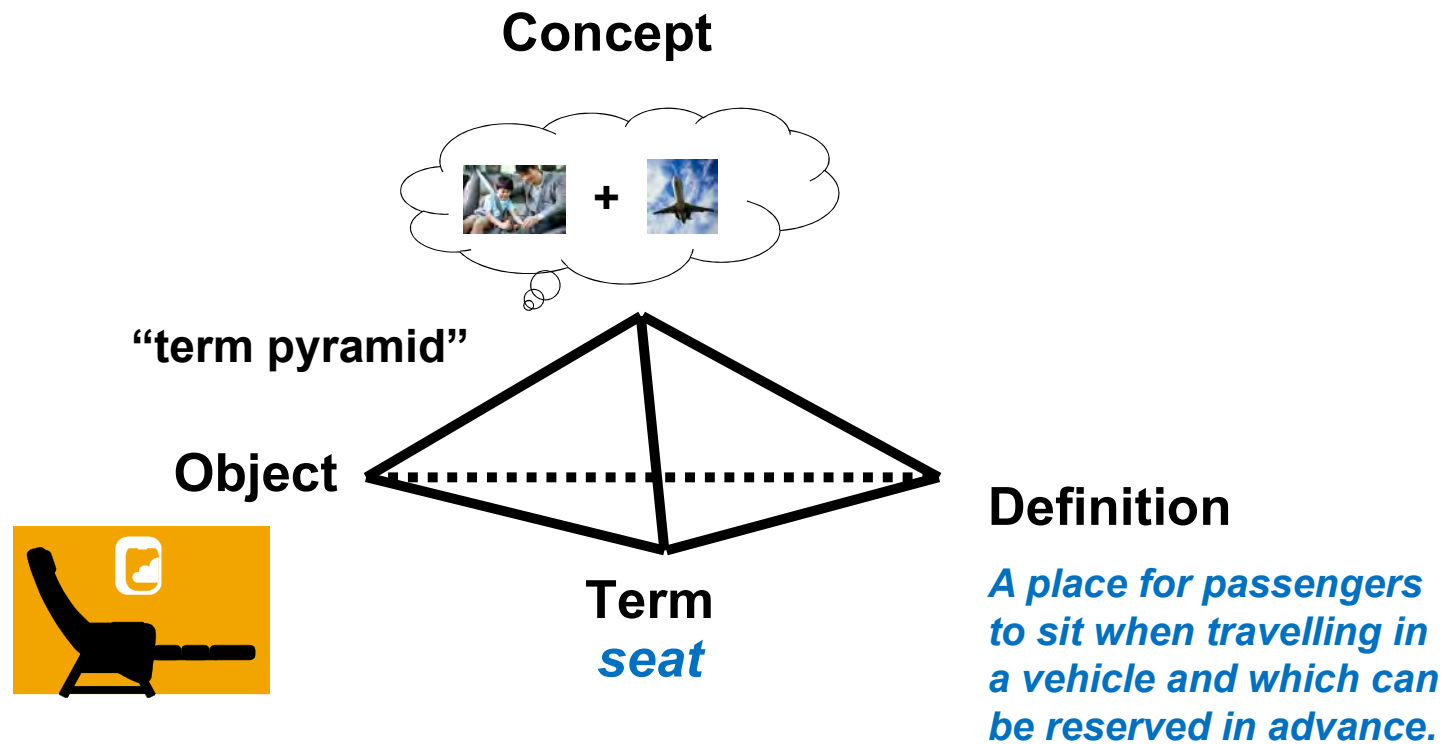
Terminology for multiple languages / countries

English   *seat*

Context: Travel management

Grammatical information: Noun

Reference / source: Industry standard
- **Text quotes**
- **Reference works**
- **Discussions w / field consultants**

German   *Sitzplatz (m)*

Italian   *posto a sedere (m)*

Russian   *место (n)*
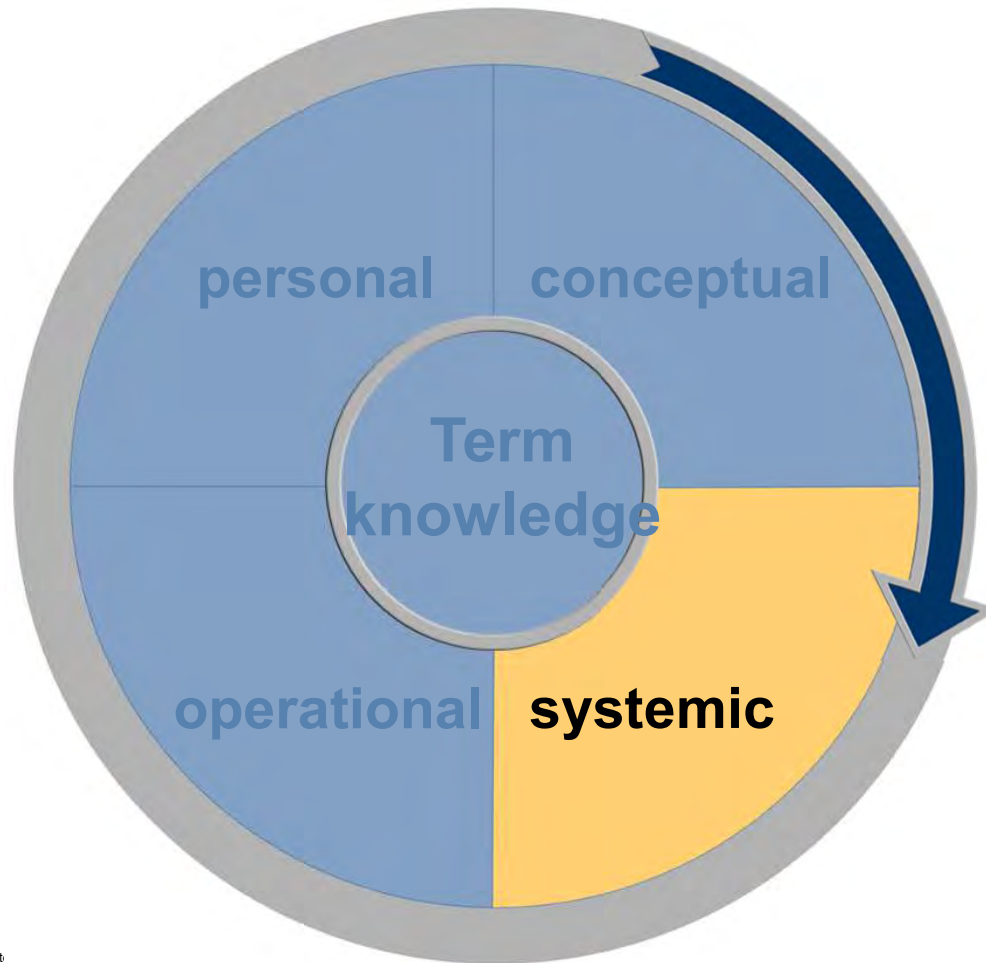
Japanese   座席

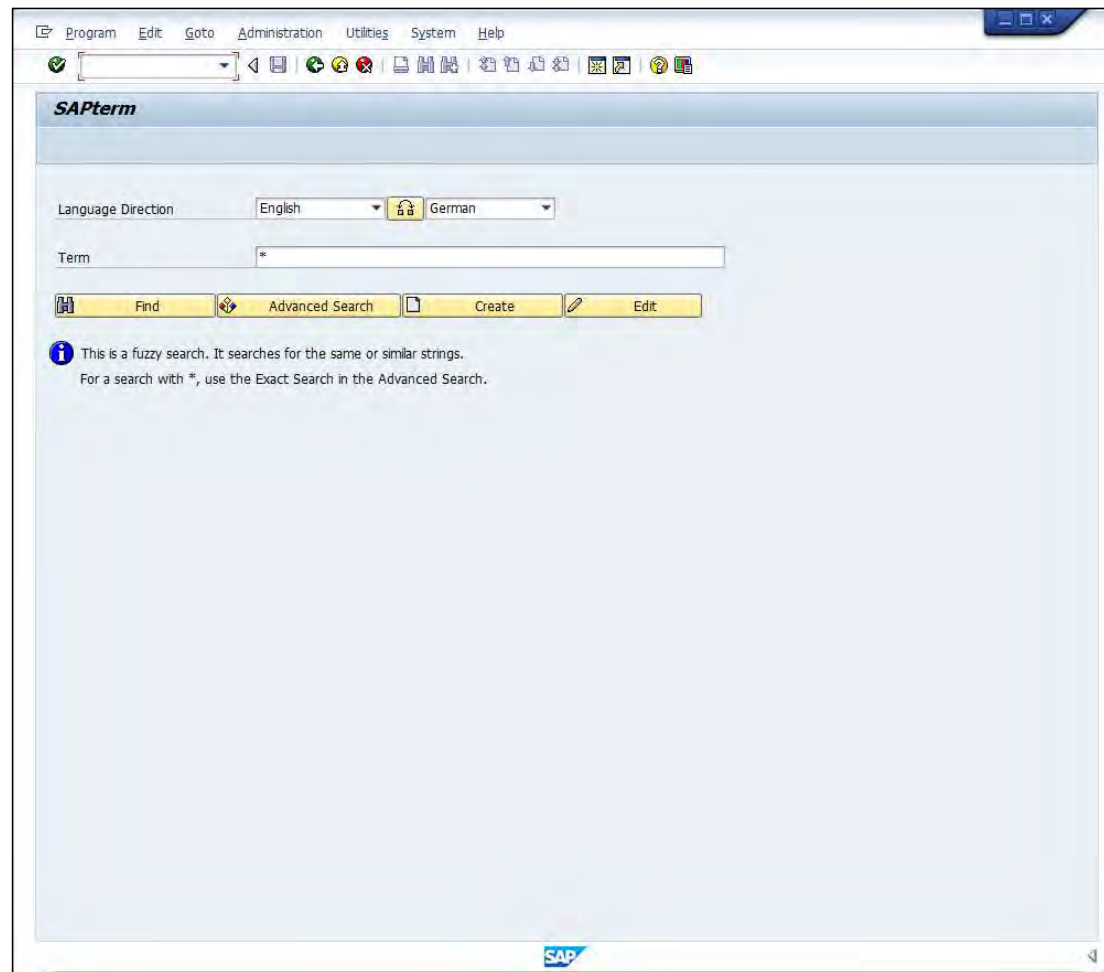**Chinese**   座位

Arabic   (m) مقـعد

Terminology and systems

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

The circle diagram contains the following labels: personal, conceptual, operational, systemic, and Term knowledge in the center.

The SAPterm terminology database

SAPterm – advanced search

SAPterm – results list

SAPterm – term entry detailed view

SAPterm statistics (Feb 2020)

Standard languages: 41

Arabic	Danish	**German**	Japanese	Persian	Slovenian
Bulgarian	Dutch	**Greek**	Kazakh	Polish	Spanish
Catalan	**English**	**Hebrew**	Korean	**Portuguese**	Swedish
Chinese (Simplified)	Estonian	Hindi	Latvian	Romanian	Thai
Chinese (Traditional)	**Finnish**	Hungarian	Lithuanian	Russian	Turkish
Croatian	**French**	Italian	**Malaysian**	**Serbian**	**Ukrainian**
Czech			Norwegian	**Slovakian**	**Vietnamese**
					Welsh

Additional non-standard languages (some not in SAPterm) include:

Afrikaans   **French (Canada)**   **Portuguese (Portugal)**   **Spanish (Columbia)**

New languages in 2020 (maybe?) :

[REDACTED]

Term entries: **5.7 million** (275,000 EN / DE source entries with equivalents in up to 48 languages, plus 360,000 variants such as abbreviations)

SAPterm

Business Process Model and Notation (BPMN) 2.0

Terminology management process example
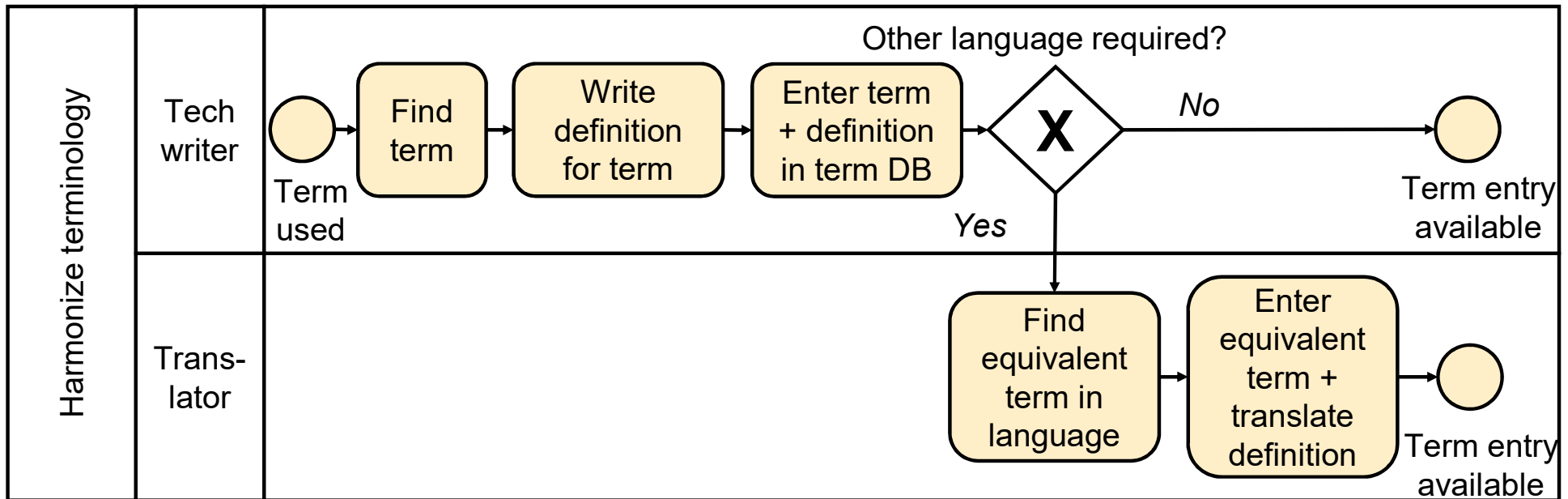
Terminology management process EPIC FAIL!
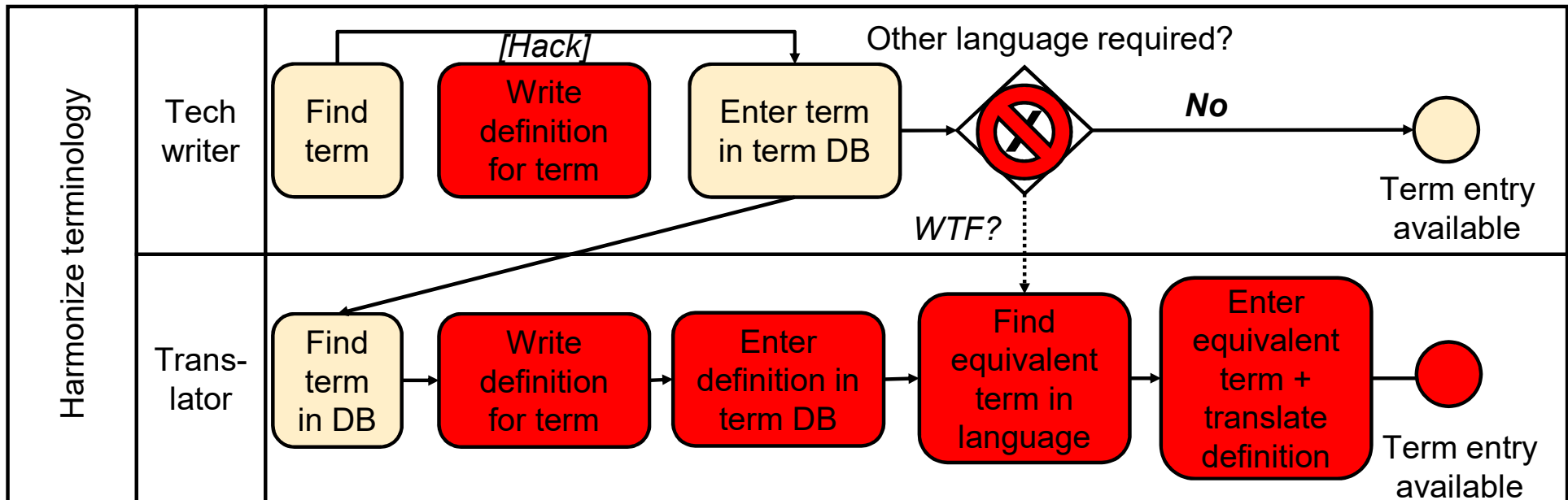
Speeding up terminology management – how?

10 minutes?
(10 hours?)
(never?)

15 minutes
(+ 1-hour
meeting)

5-10 minutes
(depends)

Other language required?

Harmonize terminology

Tech writer

Term used

Find term → Write definition for term → Enter term + definition in term DB → **X**

No → Term entry available

Yes

Trans-lator

Find equivalent term in language → Enter equivalent term + translate definition → Term entry available
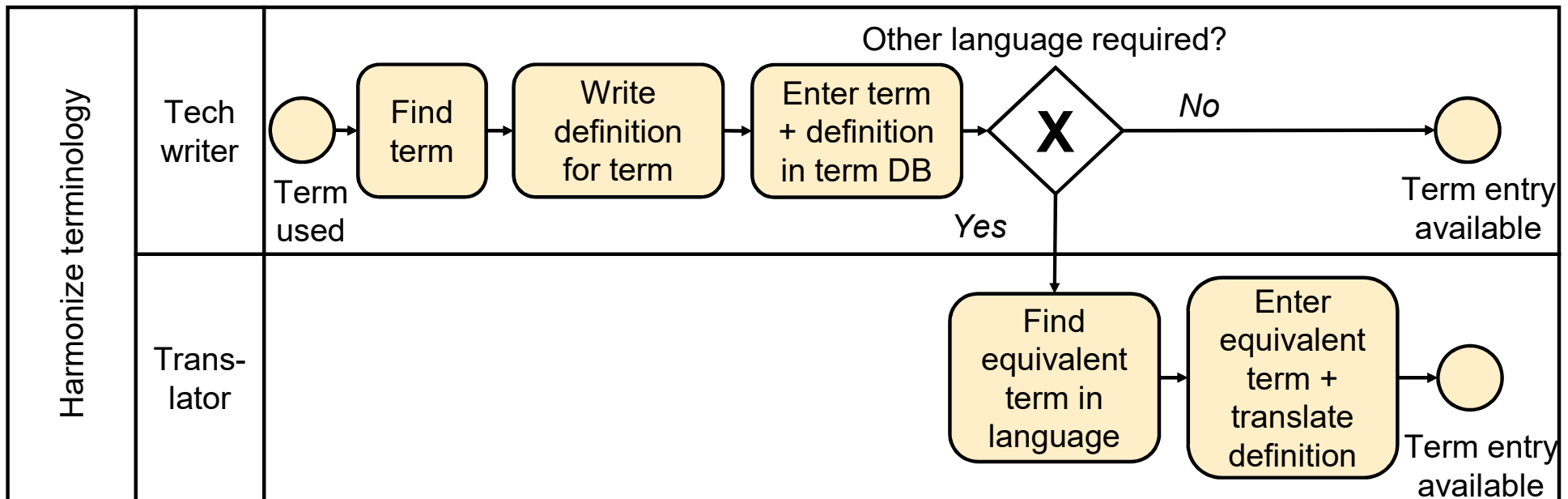
5 seconds
(Google!)

2 minutes for term;
3 days for definition
(translation memory
system down)

Terminology and operations
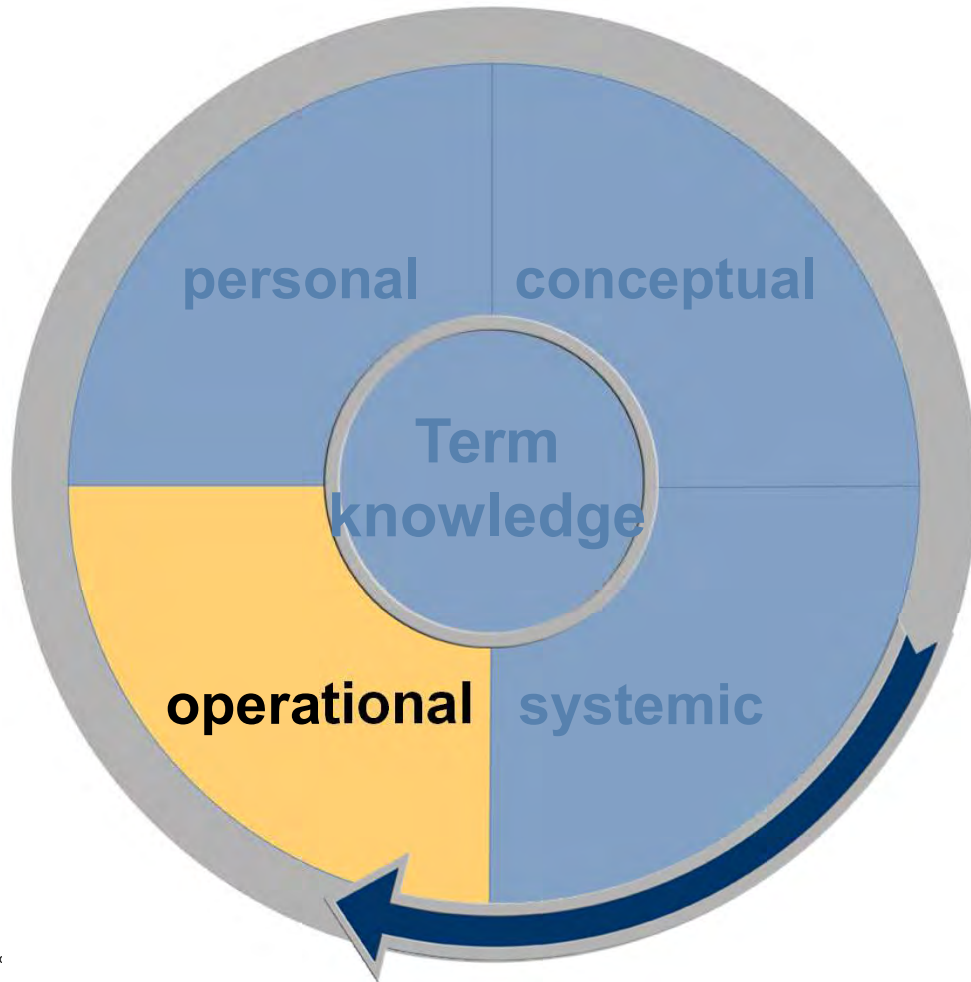
Distribute the term database contents

- 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

Terminology distribution based on user roles
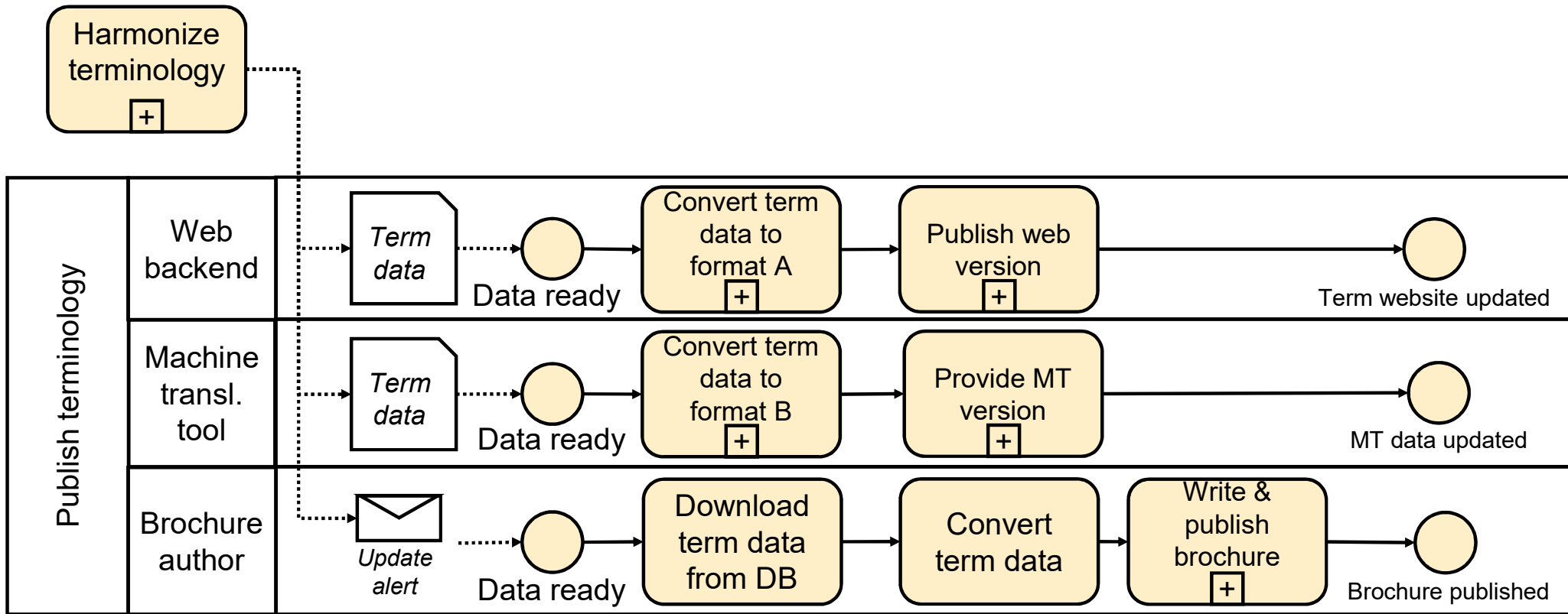
Term distribution example: SAPterm CD (obsolete)

Term distribution example: www.sapterm.com

Terminology and the individual
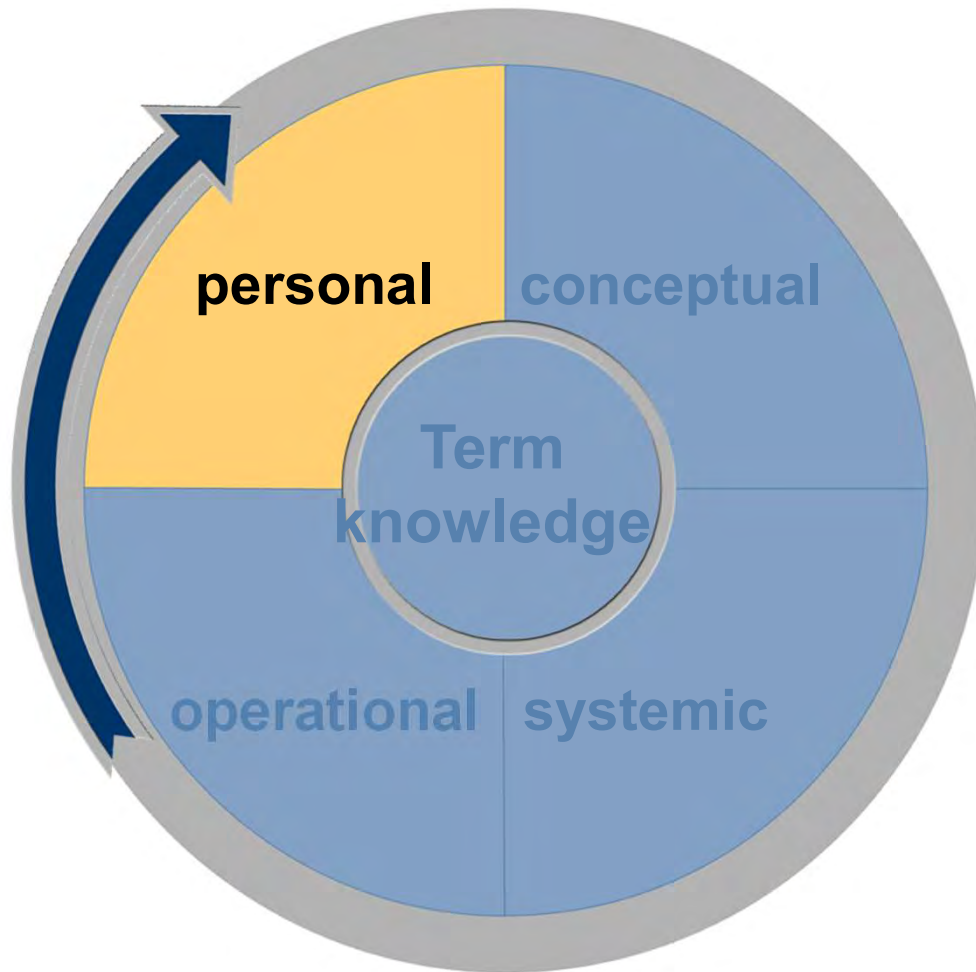
Support ***uptake and acceptance*** of terminology for daily use

- 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 management: The magic formula?
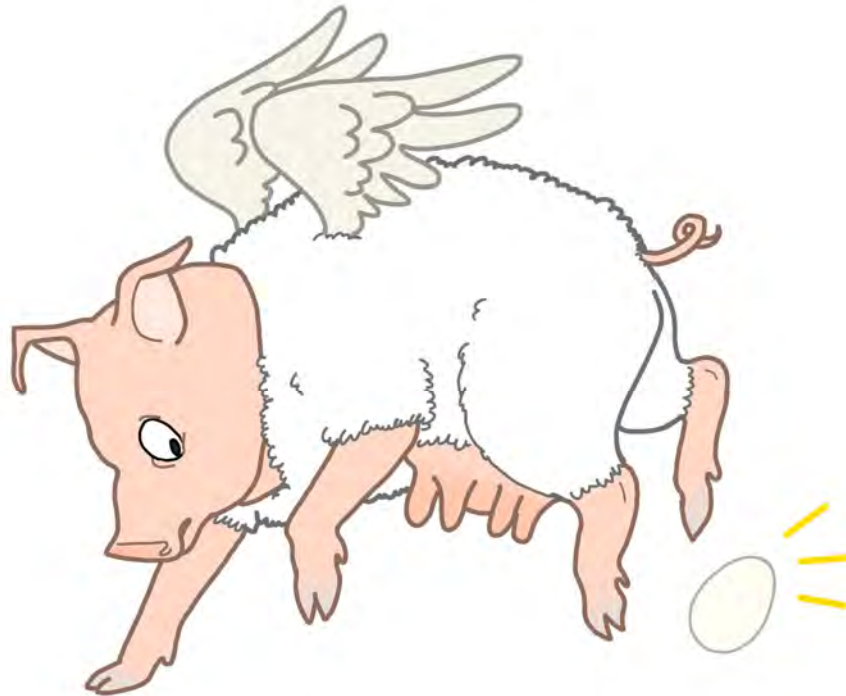
eierlegende fliegende Wollmilchsau = egg-laying flying wooly milk pig

Terminology is a strategic necessity!

- Individuals **create knowledge** (terms) as part of their work for a company

- The company supports best practices for **distributing knowledge** (in the form of terms)

- Everyone **improves knowledge** (terms and their 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!

- Terminology management is not an instant cure-all – **it takes time!**
- **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

Personal knowledge

Knowledge creation

Term knowledge

Knowledge distribution

Knowledge capture

Terminology distribution
Role-based access and shipment

Terminology review
Process-based testing of terms and their meanings
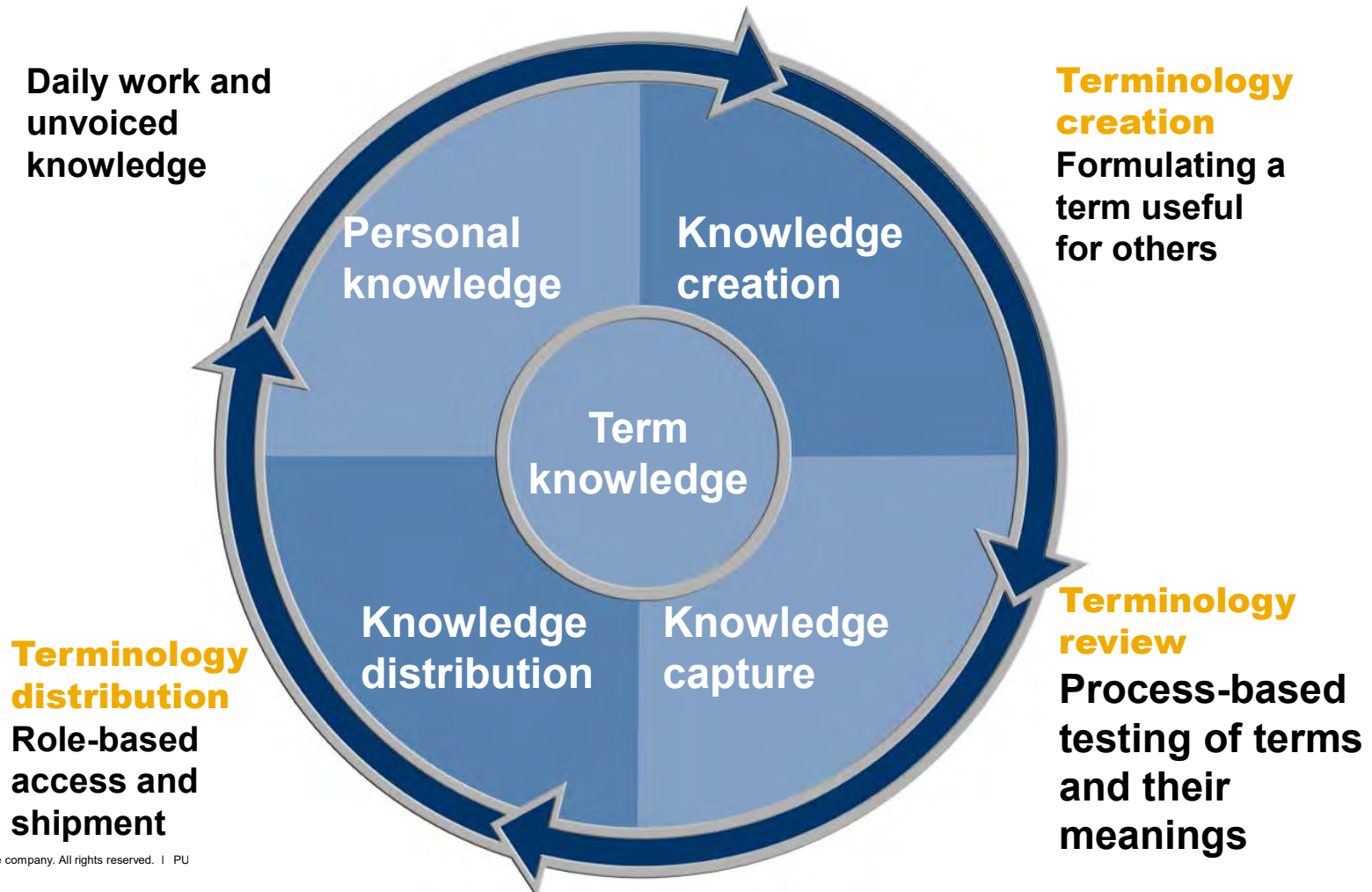
Summary and Q&A
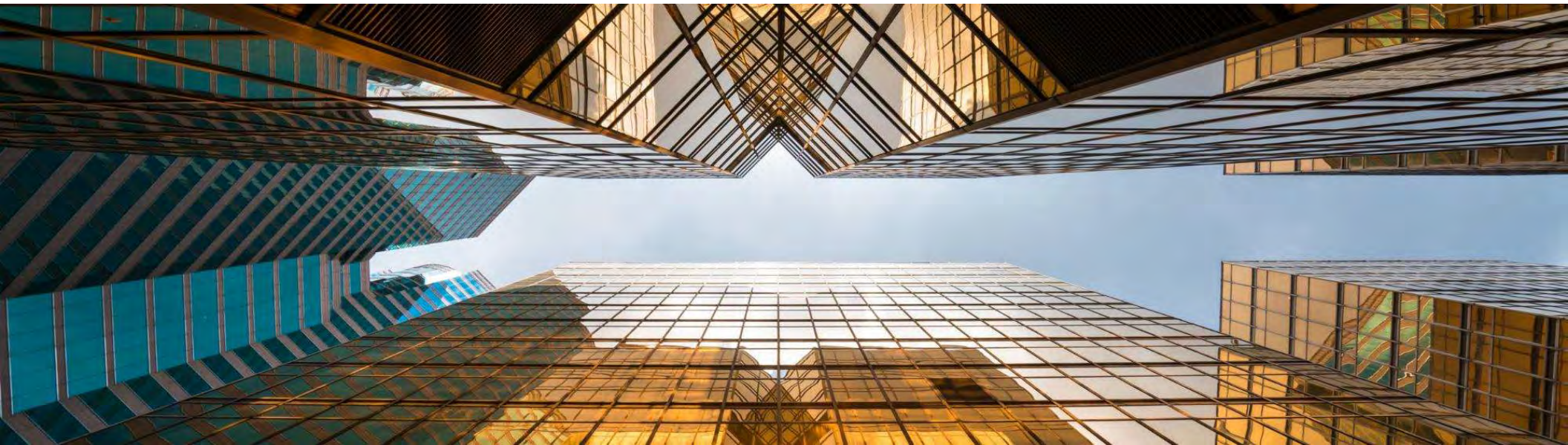
Terminology management: Summary

The general principles:

Look at the entire organization, from "idea" to "support"

- Who creates the terms? What do they do with them? (Ask kindly: Do they know what they're doing …?)

Use established analysis techniques to find the pain points

- Organizational design and business strategy
- Accounting / controlling
- Process / knowledge / 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

Review and repeat every 2-3 years (things change … people forget …!)

And most of all:

- Practice patience and fortitude …
- Never give up … never surrender!

And that's how terminology gets …

... from SAP ...

... to the customers!

For further study and reference

- SAP SE corporate website – www.sap.com
- SAP terminology website – www.sapterm.com
- SAP Help Portal – http://help.sap.com with monolingual glossaries (EN / DE, soon JA / ZH)

- *BPMN Method & Style*, 2nd edition – Bruce Silver (2011)
  – Free specification, documents, quick guides, and other information available on http://www.bpmn.org
- *Einführung in die Terminologiearbeit*, 7. Auflage – Arntz / Picht / Schmitz (2014)
- *Terminologiearbeit Best Practices 2.0* [2. Auflage] – Deutscher Terminologie-Tag (2014)
  – EN version coming in Q1 2020
- *Empfehlungen für die Terminologiearbeit*, 3. Auflage - Konferenz der Übersetzungsdienste europäischer Staaten / KÜDES (2018)
  – Free PDF on https://www.bk.admin.ch/bk/de/home/dokumentation/sprachen/publikationen-zur-terminologie.html
- *Terminology Starter Guide*, 2nd version – Terminology for Large Organizations (2016)
  – Free PDF on http://www.terminorgs.net/Terminology-Starter-Guide.html
- *The Knowledge-Creating Company: How Japanese Companies Create the Dynamics of Innovation* – Ikujiro Nonaka and Hirotaka Takeuchi (1995)
- *The Checklist Manifesto: How To Get Things Right* – Atul Gawande (2009)

Articles/ presentations / publications by your presenter

(with Christian Lieske) "Terminology Activity at SAP" in *MDÜ / Mitteilungen für Dolmetscher und Übersetzer* 1/2001

"Applying a Knowledge Management Approach to Terminology Management" in *TKE '02: Terminology and Knowledge Engineering Proceedings* (Aug 2002) – www.loria.fr/projets/tke

"The Practical Use of Knowledge Management in Terminology Management" in *TAMA 2003 South Africa Proceedings* (Feb 2003) – www.tama-sa.gov.za

„Terminologiemanagement und Wissensmanagement bei SAP" in *Deutscher Terminologie-Tag: 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)

„Terminologie im Kommunikationsprozess eines Unterhemens" in *Deutscher Terminologie-Tag: Akten des Symposions Mannheim, 18.-19. April 2008*

(Projektleitung mit Petra Drewer) *Terminologiearbeit – Best Practices*. Deutscher Terminologie-Tag e.V. (Köln, 2010). ISBN 978-3-9812245-1-1

„Projekte und Prozesse der Terminologiearbeit" in *Deutscher Terminologie-Tag: Akten des Symposions Heidelberg, 15.-17. April 2010*

„Due Diligence: Aufgaben der Terminologiearbeit bei Fusionen und Übernahmen" in: *eDITion. Das Fachmagazin für Terminologie* 1/2011

„ Kooperative Validierung der Terminologie mit externen Akteuren: Ein Modell für Firmen" in *Deutscher Terminologie-Tag: Akten des Symposions Heidelberg, 15.-17. April 2012*

„Terminologie-Marathon: Aufbau einer Terminologiestrategie in einer Organization" in: *edition. Das Fachmagazin für Terminologie* 2/2015

„Deutschsprachige Terminologie, globalisierende Firma: Erfahrungen der SAP" in: Drewer, Petra and Pulitano, Donatella (eds.) *Terminologie : Epochen – Schwerpunkte – Umsetzungen. Zum 25-jährigen Bestehen des Rats für Deutschsprachige Terminologie*. Springer, Heidelberg (2019), pg. 251-256

Deutscher Terminologie-Tag e.V. – www.dttev.org

Zielsetzung: durch Beratung und Koordination sowie durch die Veranstaltung von Symposien und Workshops zur Lösung fachlicher Kommunikations-probleme beizutragen.

17. DTT-Symposion: Mannheim, 19.-21. März 2020

DTT-Seminare: s. Web-Seite

 Das Terminologiemagazin – erscheint 2x Mal im Jahr
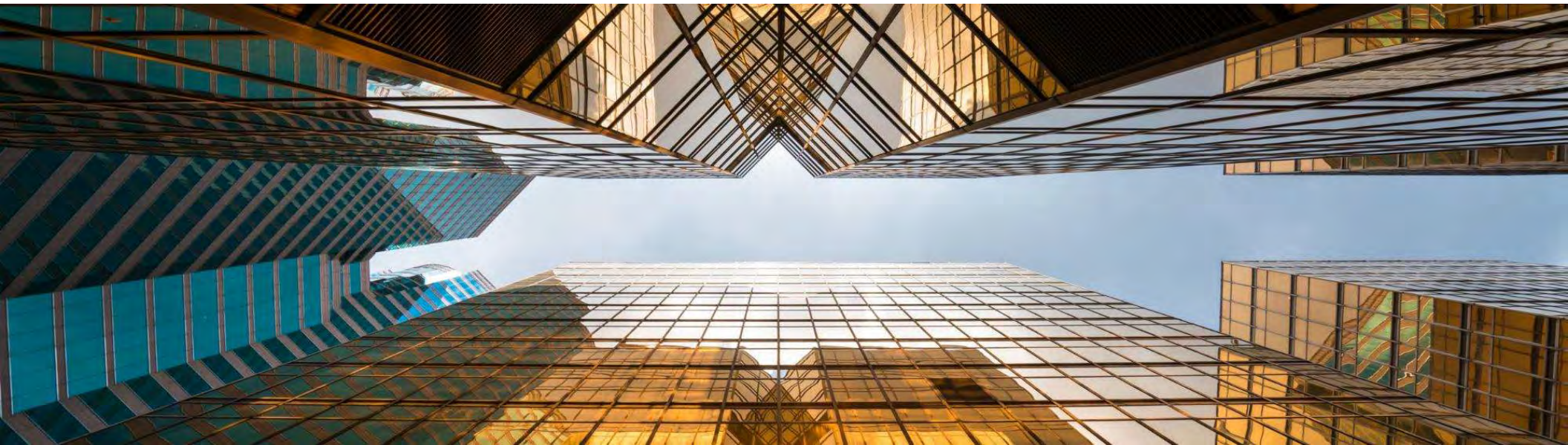
Questions?

Thank you.

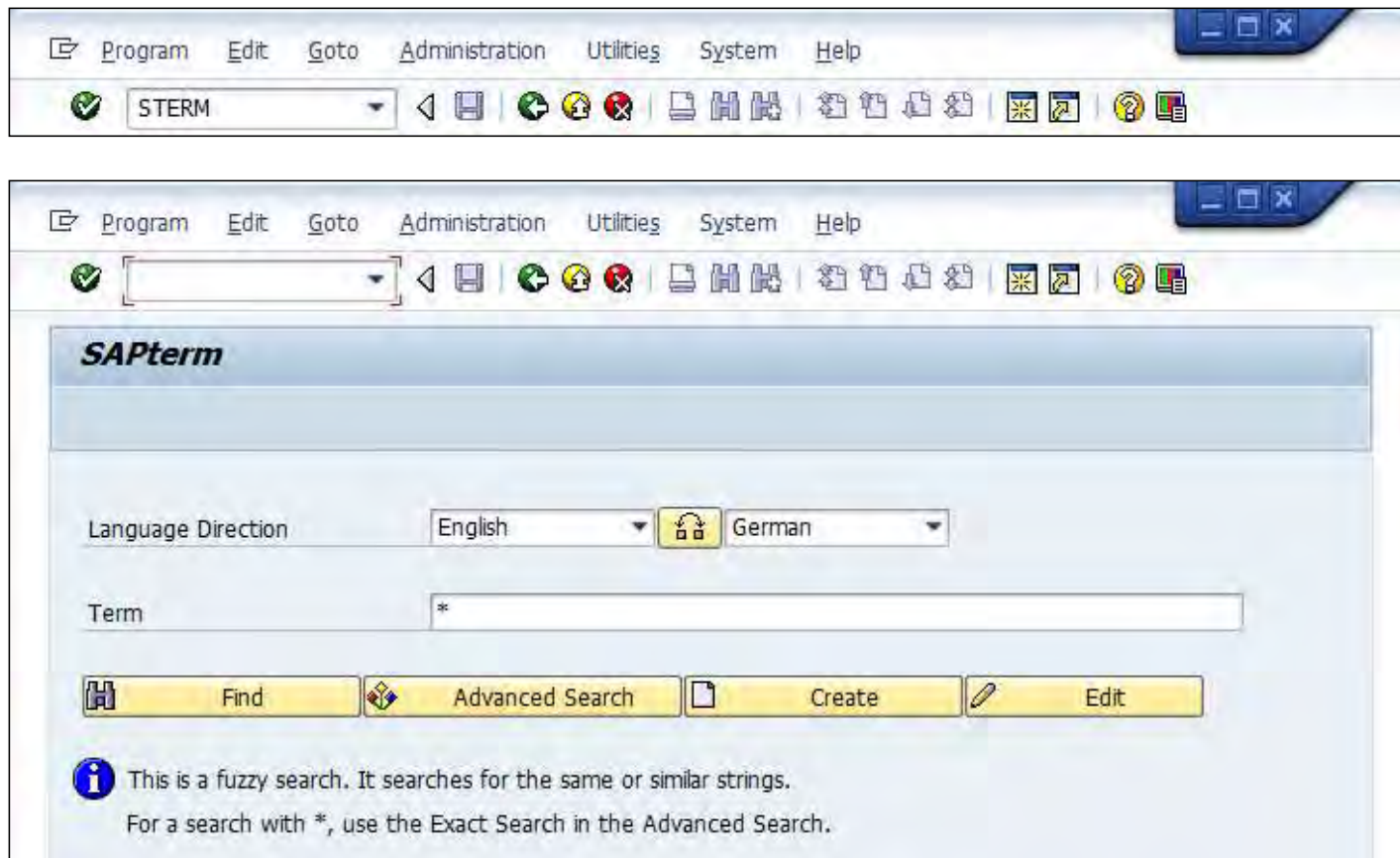Contact information:

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THE BEST RUN SAP

Appendix

SAPterm: Initial screen

SAPterm logon information for on-premise system access

Prerequisites:

- SAP system running on SAP NetWeaver.

- Generally a user in an SAP system has an automatic authorization to use transaction `STERM` for display. Contact the system administrator for users and authorizations.

To find the SAPterm initial screen, enter transaction code `STERM` in the command field. There is no standard menu path for SAPterm but some other transactions and functions offer a menu item *Terminology* leading to SAPterm.

- The terms are current up to the last language transport before the SAP NetWeaver release. SAP also provides language transport updates with current terminology tables for customers. Some customers install language transports more regularly than others and terminology may or may not be up-to-date.

- The source and target language in the initial screen are set as defaults in the user's personal settings (*Administration > User Settings*). You can change the languages if necessary, or use *Swap* to reverse the language direction.

For further SAPterm documentation choose *Help > Application Help* or go to the SAP Help Portal on http://help.sap.com and search for *Terminology and Glossary in SAPterm*.