



Localization Maturity Model – Maturity Model for Translation Services

KERN recognizes the needs of different branches and companies regarding Translation and Localization Management.

In order to optimally support you with your foreign language communication requirements, we will determine, through a maturity model, the present state, including strengths and weaknesses, of the current practices and the improvement you wish to achieve and assign them to a spectrum of technology- and process-based features.

In the following, we will demonstrate five phases of the Localization Maturity Model¹ (LMM) to you, whereby the quality and productivity level increases at every stage:

LEVEL 1 Reactive

In a **reactive** approach, there are few defined processes and instead a multitude of individual approaches, in order to respond to your current translation requirements. A centralization and standardization of the translation process, with the aid of a Translation-Memory-System (TMS) where applicable, are typically required. We will gladly advise you about the various application possibilities of Translation Memory Systems and – in close cooperation with you – identify how your global corporate strategy can best be implemented.

LEVEL 2 Repetitive

If a company already finds itself in the **repetitive** phase, it has probably already completed several larger translation projects. It has perhaps recognized the advantages of using Translation Memory Systems but it has also recognized the challenges that accompany an extensive translation project. Thus, the company plans translation projects as well as the technical means and human resources needed for them more efficiently. At this stage, KERN supports you, for example, through the selection of a suitable TMS and the construction of a TM-data bank, which is continually used for follow-up projects. The consistency of translations and the terminological consistency of a TM will additionally be supplemented by the compilation of company-specific terminology.

LEVEL 3 Organized

Should you already have a centralized approach regarding your translation and localization process and if you have colleagues within your company who are already involved in the implementation of standard processes for multilingual communication, you are in the **organized** phase of LMM. As part of close cooperation with KERN, you can further optimize your processes, for example through the provision of portal solutions and Workflow-Management solutions connected to a TMS and the possibility of making customer specific terminology on an Online-Terminology-portal available company-wide.

LEVEL 4 Optimized

If your process is already **optimized**, the objective is now to have further affiliated divisions benefit from the optimization and to design pre- and post-translation processes more efficiently. Here, the interfaces to editing, CMS, PIM and authoring systems play a vital role in achieving a (partial) automatization of certain processes.

LEVEL 5 Transparent

Companies, which have developed **transparent** translation and localization processes, have documented all processes of a QM-Program in great detail. This last phase stands for continuous process optimization. Detailed figures about processes, their efficiency and quality are continuously recorded and conclusions are derived from them. This phase will most likely be reached through a combination of highly developed technologies, highly qualified human resources and a full-service-provider in the field of foreign language communication, such as KERN, that supports you and your localization process and is accompanied by extensive experience.

Which level of LMM are you currently at? KERN advises you and develops, with you, a road map to achieving your goals within foreign language communication with an optimized effort and cost.

¹ In the style of the Localization Maturity Model
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