



Terminology Management @ HP

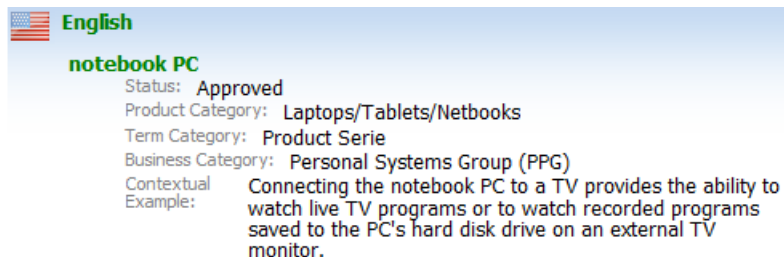
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Globalization, Marketing Operations


Terminology Management – Overview

What is this all about?

Terminology Management is not only about translation...

Term definition: spelling and definition in a given language



 **English**

notebook PC

Status: **Approved**

Product Category: **Laptops/Tablets/Netbooks**

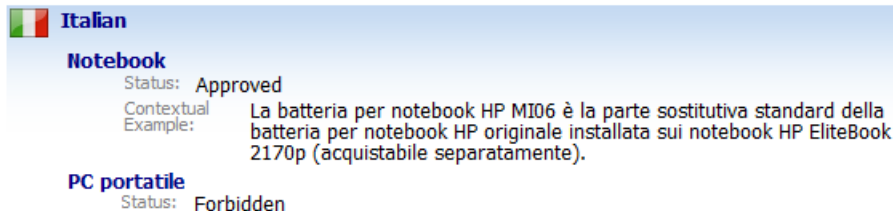
Term Category: **Product Serie**


Business Category: **Personal Systems Group (PPG)**

Contextual Example: **Connecting the notebook PC to a TV provides the ability to watch live TV programs or to watch recorded programs saved to the PC's hard disk drive on an external TV monitor.**

Term usage: attributes to define context and domain

Term translation: agreed translation of a term in another language



 **Italian**

Notebook

Status: **Approved**

Contextual Example: **La batteria per notebook HP MI06 è la parte sostitutiva standard della batteria per notebook HP originale installata sui notebook HP EliteBook 2170p (acquistabile separatamente).**

PC portatile

Status: **Forbidden**

Terminology in Master Content Quality

Take # of inconsistencies in English...

www.shopping.hp.com/en_US/home-office/-/products/Desktops/Desktops
phy Globalization HP Marketing Benefits News and books Family
Home & Home Office Support & drivers Customer service Order status 1 (866) 356-4549

hp Home & Home Office Store
Laptops & hybrids Tablets Desktops & **all-in-ones** Printers

all-in-one
All-in-one
All-in-One
Multifunction

hp Home & Home
Laptops & hybrids Tablet

> Home & Home Office > Desktops & all-in-ones

Desktops & **all-in-ones**

Filter by Clear All

☐ Special offers

- ☐ New products (8)
- ☐ Top deals (5)

☐ Operating system

- ☐ Android (1)
- ☐ Windows 8 (3)
- ☐ Windows 8.1 (11)

☐ Usage

- ☒ All-in-one (3)
- ☒ All-in-one touch (12)
- ☐ Business (4)
- ☐ Everyday computing (6)



Lowest price

Compare (0)

☐ Compare



Part: CE538A#BGJ UPC: 885631273562

HP LaserJet Pro M1536dnf
Multifunction Printer

★★★★★ 73 REVIEWS



HP ENVY Recline 27-k150xt
TouchSmart **All-in-One** Desktop...

★★★★★ 10 REVIEWS

Starting at: \$1 429.99
After savings: \$1 229.99*

... and multiply that by the # of languages
your business translates into!



Terminology in Translation Life Cycle

Identify one translation per language for each concept...



Should 'mobile workstation'
be translated?

How should 'mobile workstation'
be translated in Spanish?

... and keep it consistent!

Terminology Management – Program Opportunities

Global Brand Terminology management is essential to speak to all customers, in any language, with a consistent voice.

Terminology matters, because our Brand matters...

- Gives strength to HP brand image across all languages and markets
- Increases usability and user satisfaction
- Reduces translation errors
- Reduces legal liabilities
- Shortens time-to-market
- Increases reusability and retrieval of terminology

Terminology needs to be governed and managed globally with a process that includes Global Brand terminology owners as well as regional and linguistic experts



Who contributes and uses terminology?

Support Engineers

- Regional preferences
- Findability



Content creators

- Data consolidation
- Consistency

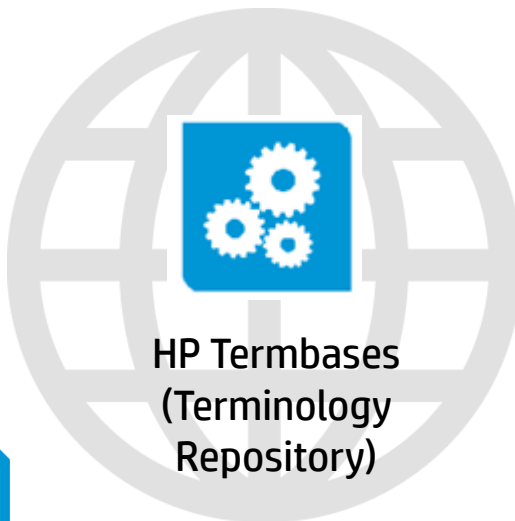


Reviewers

- Regional preferences
- Brand image



HP Termbases (Terminology Repository)



Translators / Trans- adapters

- Quality
- Time to Market



How does it work?

The process...



Consolidate

Brand, global marketing or business team add the new tagline or concept to the [HP Terminology Community](#) or send it to terminology@hp.com



Approve

Subject matter expert in the BU or community member in the [HP Terminology Community](#), propose, comment and vote on relevant translation



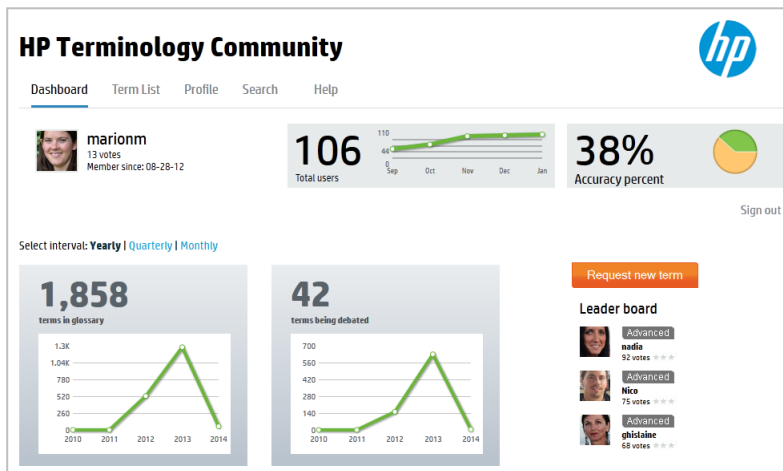
Reuse & Maintain

The “winning” translation is added to [HP termbases](#) (HP terminology repository) and available for lookup and reuse.

HP Terminology Community?

What is it? How to access this community?

[HP Terminology Community](#) is a social media program aimed at managing and standardizing HP Terminology through crowdsourcing. Community users may propose new terms for inclusion, vote for existing term and challenge available translations.



Access [HP Terminology Community](#) at:

<http://www.hptermcommunity.com/>

First time users will need to register using the “Register Now” link at the bottom of the ‘Sign up and vote’ page.

[Overview presentation](#) and [User guide](#) on how to use this community available on the [HP Terminology SharePoint](#)



HP Termbases (terminology Repositories)

What is available?



HP

HP Global Glossary

HP Product Names

BU

PPS

EG

ES / HP Software

PCG Notebooks & DTO

EB Marketing

BTO Software

PPS Support

...

...

...

Domain

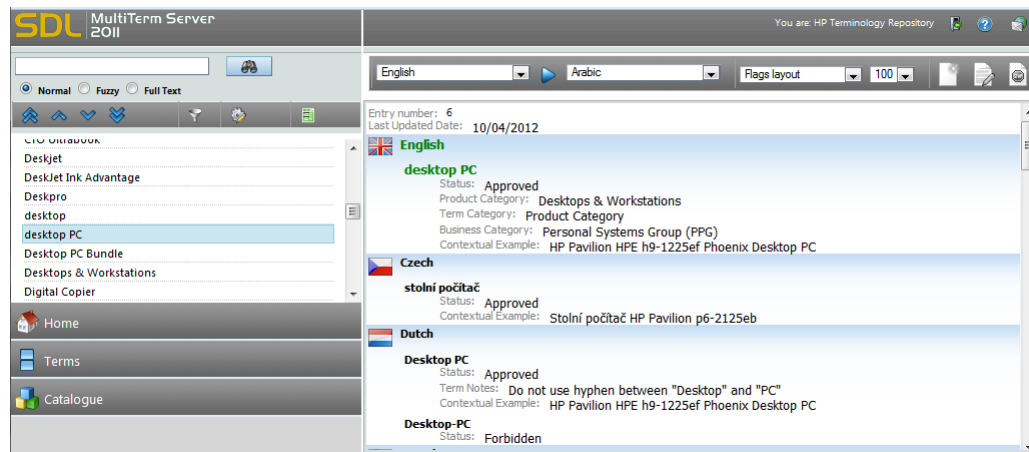
Cloud

HP Social Media

HP Termbases?

What are they? How to access these termbases?

HP Termbases are databases which consolidate approved HP terms, contextual information and relevant translations. This data is available for lookup and integrated in translation workflows.



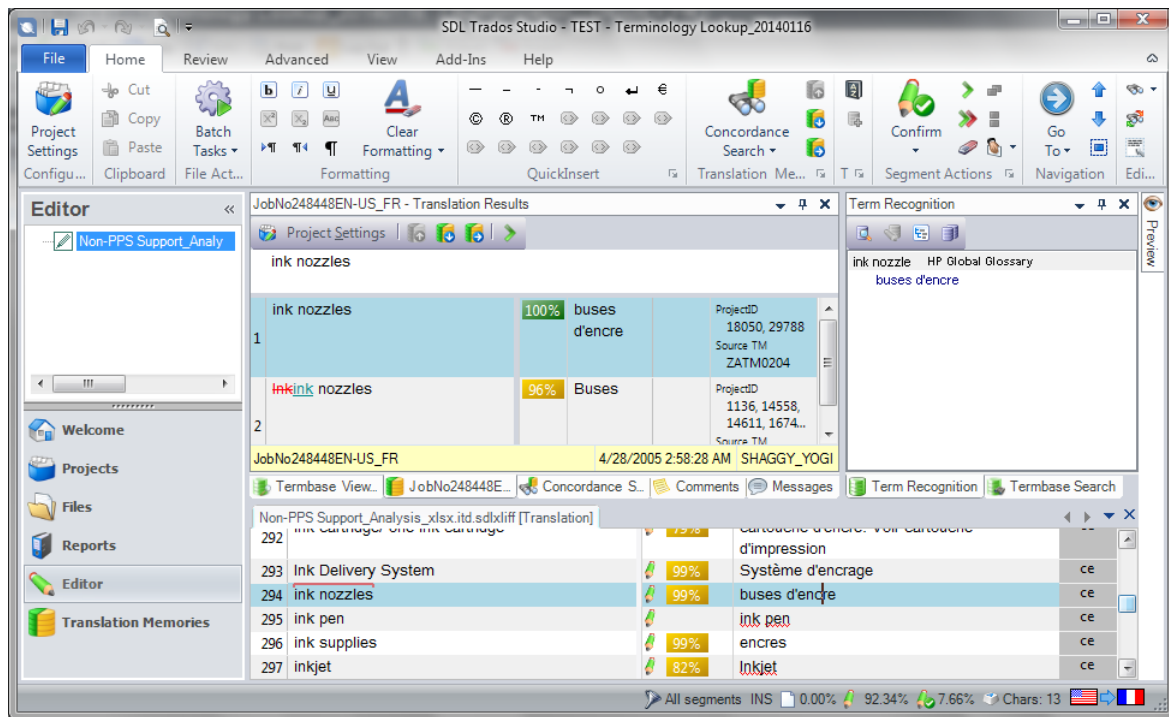
Access HP Termbases using MultiTerm Online, available at:
www.hp.com/go/etma/terminology
- Username = hp terminology
- Password = hp

User guide on how to use this application and additional information available on the HP Terminology SharePoint



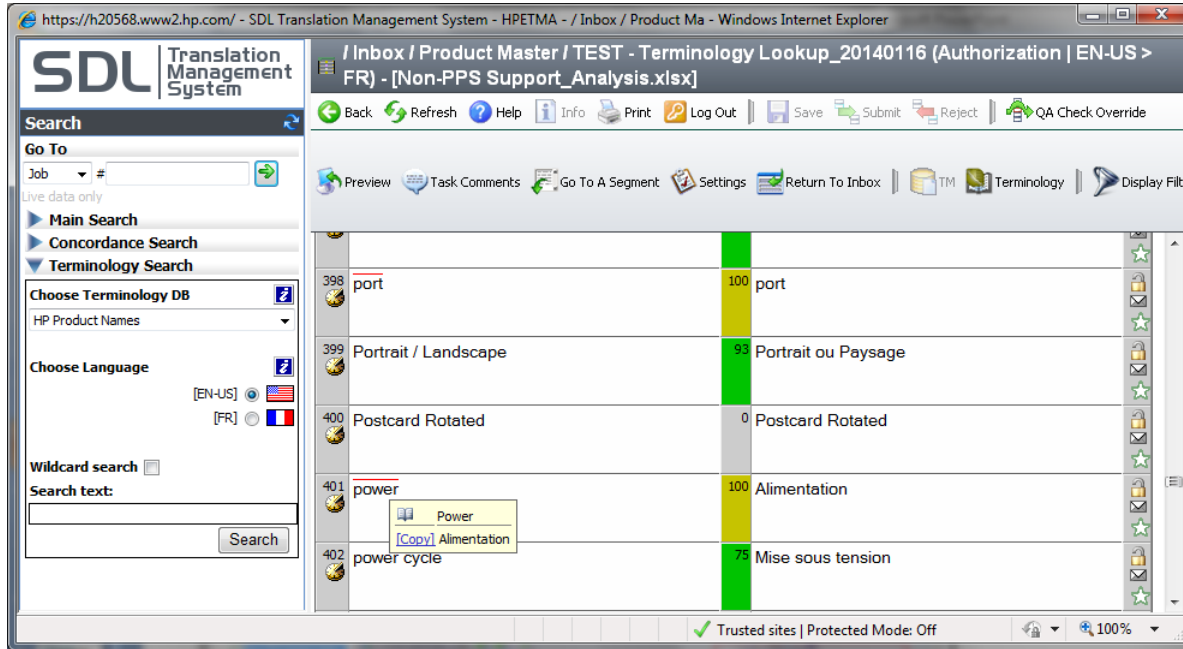
Translator View

Terminology information is pushed to vendors during translation



Translator View

Terminology information is highlighted to reviewers



Additional terminology lookup may be performed online during review.



Questions?

Please contact:

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terminology@hp.com**

