



RUBRIC[®]

A better localization experience.



BIG, FAST, AND PERFECT? NO PROBLEM.

Five thousand files containing more than five million words. A large, multidisciplinary client team. An aggressive schedule that turned breakneck as the project evolved.

By any measure, the challenge handed us by Computer Associates International, Inc. (CA), was a daunting one. The Long Island-based business-software giant needed to ship a German version of its flagship enterprise-management product, Unicenter TNG, within less than 16 weeks. Nothing less than pinpoint accuracy would be acceptable to CA's enterprise IT customers. And missing a deadline was not an option.

"Rubric handled the project with ease and was highly responsive to our changing schedule. I was impressed with the company's technical capabilities, speed, and quality, as well as its commitment to our success."

*Regina Born, Localization Manager
Computer Associates International*

Assessing the scope

Unicenter TNG is a tightly integrated set of products for managing virtually every aspect of an enterprise: databases, storage, desktops, servers, networks, Neugents, applications, operations, Internet, security, and help desk. Unicenter's online help functions and printed documentation include HTML help, WinHelp, and MS Word files. All of it, from documents to software menus, needed to be localized for the German market.

As massive as the assignment was, we knew it could be managed by our proven collaborative strategy: plan, anticipate, respond.

Our first step was planning: organizing Unicenter's source files into defined components. Next, we analyzed the files using RubricAnalyzer™, a powerful tool for identifying potential problems within a project. Within just a few days, we had a comprehensive and accurate evaluation of more than 5,000 files.

The evaluation put us on alert. We could clearly see that the scope of the project was almost twice as large as what CA had expected—a red flag that proved the importance of anticipating and saved the project from almost certain failure. We also identified extraneous files, missing files, and embedded graphics that would complicate the localization process.

Assembling the team

To manage the huge number of processes and people involved in the Unicenter conversion, we implemented our On-Demand Scalability process to create an efficient, streamlined team: a senior product manager, an assistant product manager, a language lead, an HTML specialist, and a desktop-publishing specialist. They immediately set to work developing the strategy, infrastructure, tools integration, and workflow needed to keep the project on schedule.



Computer Associates®



"In the middle of the localization process, CA needed to reduce an already tight schedule by 20 percent. Other companies might have had to throw more people at the task to meet the deadline, but not Rubric. With On-Demand Scalability, we were able to instantly ramp up and adjust specific modules using our original team—at considerable savings to the client and with no change in the schedule."

*Andrew Jones
Senior Project Manager, Rubric*

Essential to a successful outcome was a modular approach, which made management and quality control easier to implement. Dividing the project into logical components had a measurable cost benefit when—after we'd already undertaken the assignment—the client needed to tighten the schedule by 20 percent. Our emphasis on responding—and our unique management infrastructure and extranet capabilities—allowed us to quickly reorganize and adjust specific modules to meet the new CA deadline without adding staff members to the team.

Controlling the process

Rubric's sophisticated systems allowed tight integration of the entire localization process. For file management, we implemented Rubric FMS™, which automates the management of incoming and outgoing project files and integrates with Microsoft Outlook. Our TRADOS Translator's Workbench allowed us to maintain translation memory by creating translation segments that aligned each English-language source document with its German equivalent. StreamNET™, our project-management Extranet, kept all team members—internally and at CA—informed of progress and language management issues.

In addition, we adapted a number of technologies for CA's specific needs.



For example, we used one tool to extract embedded graphics from documentation files, generate a file and path name for each graphic, and create a report. This customization added no time or manpower to the process; on the contrary, it streamlined both and allowed for rapid graphics localization.

Keeping the client informed

Throughout the project, we communicated to the client through the Rubric log system, which ensured accuracy, consistency, and thorough documentation and tracking of the project's progress and issues. We also held weekly conference calls and generated regular summary reports to keep CA informed. As a result, CA had complete assurance that the project was progressing smoothly and without unnecessary administration costs.

"Rubric did an excellent job," is the summation of CA localization manager Regina Born. "Communications were organized, thorough, and relevant. That allowed us to focus our attention on high-value tasks—and it greatly expedited the project."

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