United Technologies

Climate | Controls | Security

Working with third-party content

Jennifer O Neill
Technical Writer & Localization Specialist
jennifer.oneill@fs.utc.com
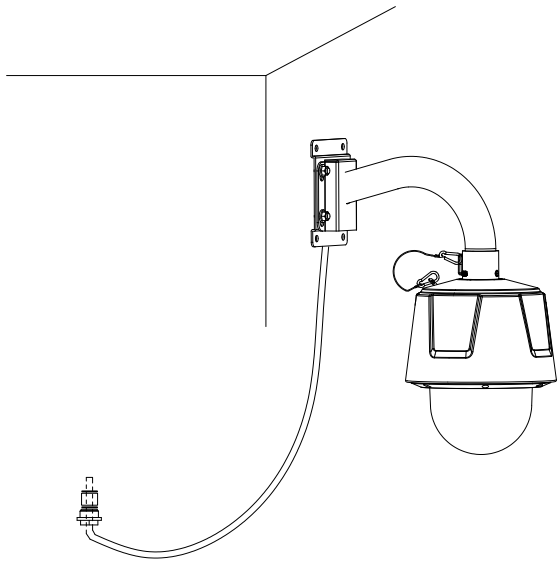
27 September 2018

Why do companies outsource?

- ❑ Focus on core business

- ❑ Cost savings

- ❑ Access a larger number of products
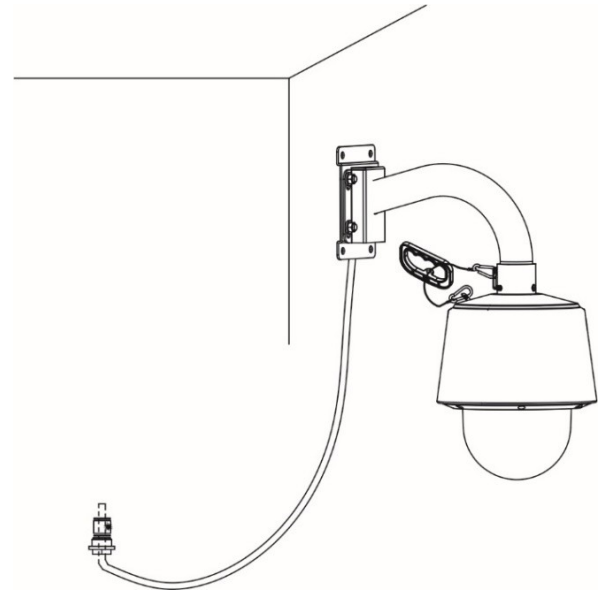
- ❑ Improve time to market

What is an OEM?

Original Equipment Manufacturer

A company that manufactures products based on design specifications provided to them by a client.

Original OEM camera

Customized UTC F&S camera

What are the biggest challenges working with third-party content?

- ❑ Content quality
- ❑ Terminology control
- ❑ Project management
- ❑ Tools

Content quality

- Many OEM companies have English as a second language.

- Quality versus Cost.

- The lack of professional technical writers.

"Please according the following specific steps to install."

"Any alteration about the content of this manual will not be informed."

Content quality

❑ The contractual agreement will state who is responsible for doing the manuals and for localization.

❑ Ensure that your company's brand identity & quality standards are used (e.g., templates, logos, visuals, editorial standards, terminology...)

❑ If your company is buying products from an OEM that doesn't have English as mother tongue, ensure that the English in the manuals and software is always approved by your company.

❑ Best way to ensure quality is to do the manuals in-house.

Terminology control

❑ Terminology control becomes particularly important when working with content from another company.

❑ Using another company's terms in your content can weaken your brand identity.

❑ Incorrect, inconsistent and unapproved terminology impacts ease of use and increases localization costs.

Poor terminology is bad for business

OEMs often have their own terms, which can differ from our approved terms

OEM1	OEM2	UTC F&S
Auto erase	Expired time (Twinglish)	Auto delete mode
Power dome		PTZ dome
Happening time (Chinglish)		Event
Circular recording (Chinglish)		Overwrite
Handling (Chinglish)		Rule
Rocking ball (Chinglish)		Joystick

Terminology control

❑ Manage your terminology.

❑ Don't bury your terms in a style guide. They must be easily accessible to everyone in your company and to translators.

❑ Track which unapproved and incorrect terms originate from which OEM company. Share this info with your OEMs and provide them with your company's approved terms to use instead.

Project management

❑ Every company has their own way of doing things.

❑ You may not always be able to implement your company's best practices.

Project management

□ Patience, persuasion and an eye for detail are important skills.

□ Be flexible but stay focused on your quality standards.

□ Consider documenting an agreed work process with the OEM so everyone understands what is expected by both parties

□ Keep detailed notes on the project's progress.

Tools

Two tools are widely used by OEMs:

❑ **MS Word**

The world runs on Word.

❑ **Google Translate**

It's used for both helping to write the English content and to translate.

Tools

Tips and Advice

❑ Even if you don't use Word, you may still need to develop templates in it for the OEM to use.

❑ The contractual agreement will state who is responsible for localization. Stay alert to the presence of Google Translate.

❑ Manage your translated terminology. Get your translation agency to use a terminology management tool.

Summary

- Stay focused on your company's quality standards.

- Be flexible.

- Manage your terminology.

- Have a good working relationship with your OEMs. Understand how they work.