



Globalization Services: **How SAP supports customers in a multilingual business world**

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Agenda

- Introducing Language Experience @SAP
- LX Language Coverage
- Translation services today and in the future
- Special services that SAP (only) offers
- SAP Translation Hub
- SAP Language Service Partners
- Data security and translation
- Survey results
- Discussion

LX -> Language Ownership & Partner Framework

Centrally supporting translations* within SAP in alignment with Solution Areas

Leverage a global partner ecosystem

- Access to more than 100 suppliers/partners
- **Long-term** relationships, **favorable rates & rebates**
- Vendor selection and quality control
- Strategic language scope extension

Translation Coordination

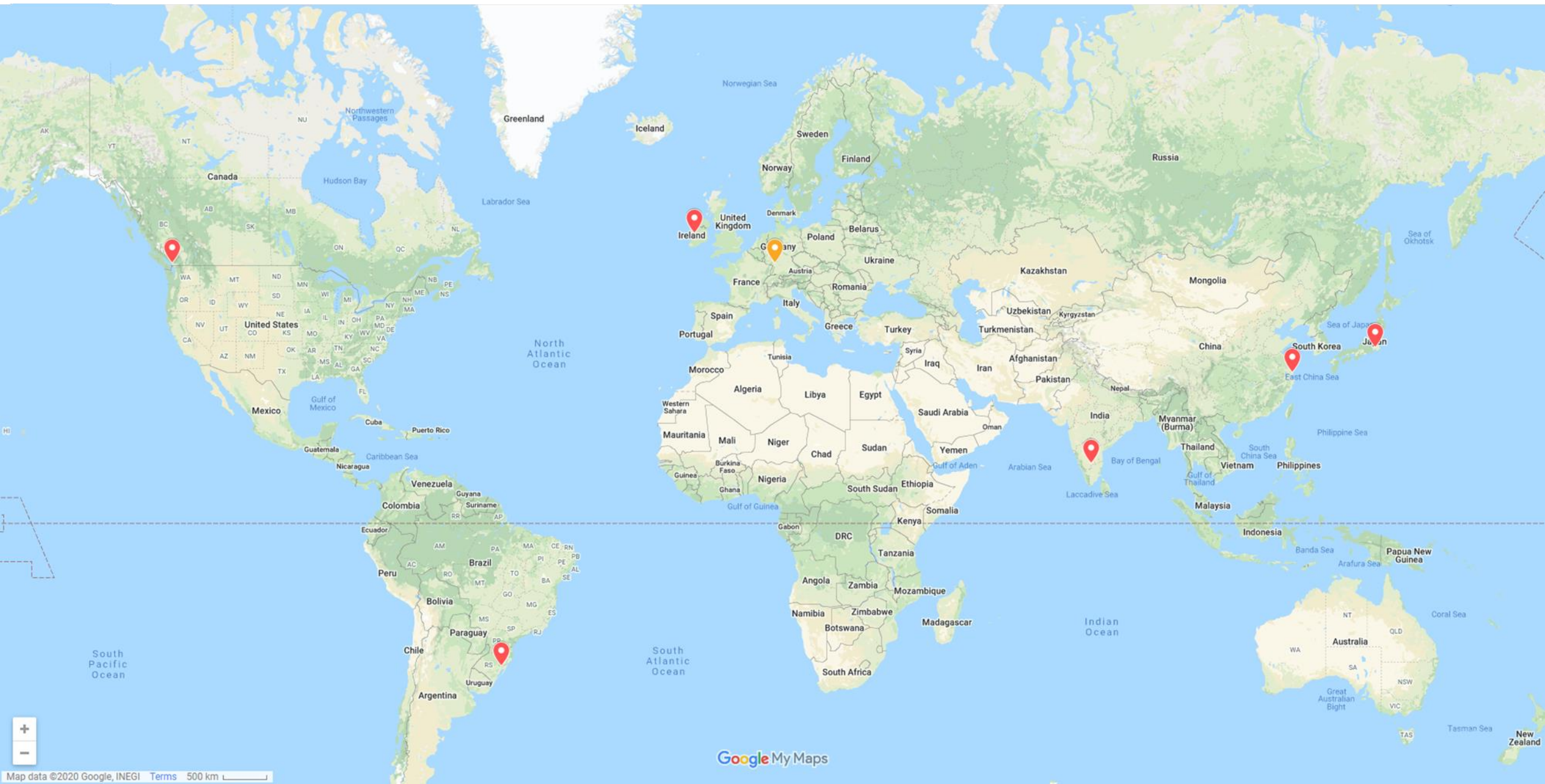
- Central project coordination towards supplier ecosystem
- Single point of contact for SAP-internal LoBs
- Best practice sharing of internal language services
- Balancing of resources to cover workload spikes/shifts



Translation Infrastructure & Technology

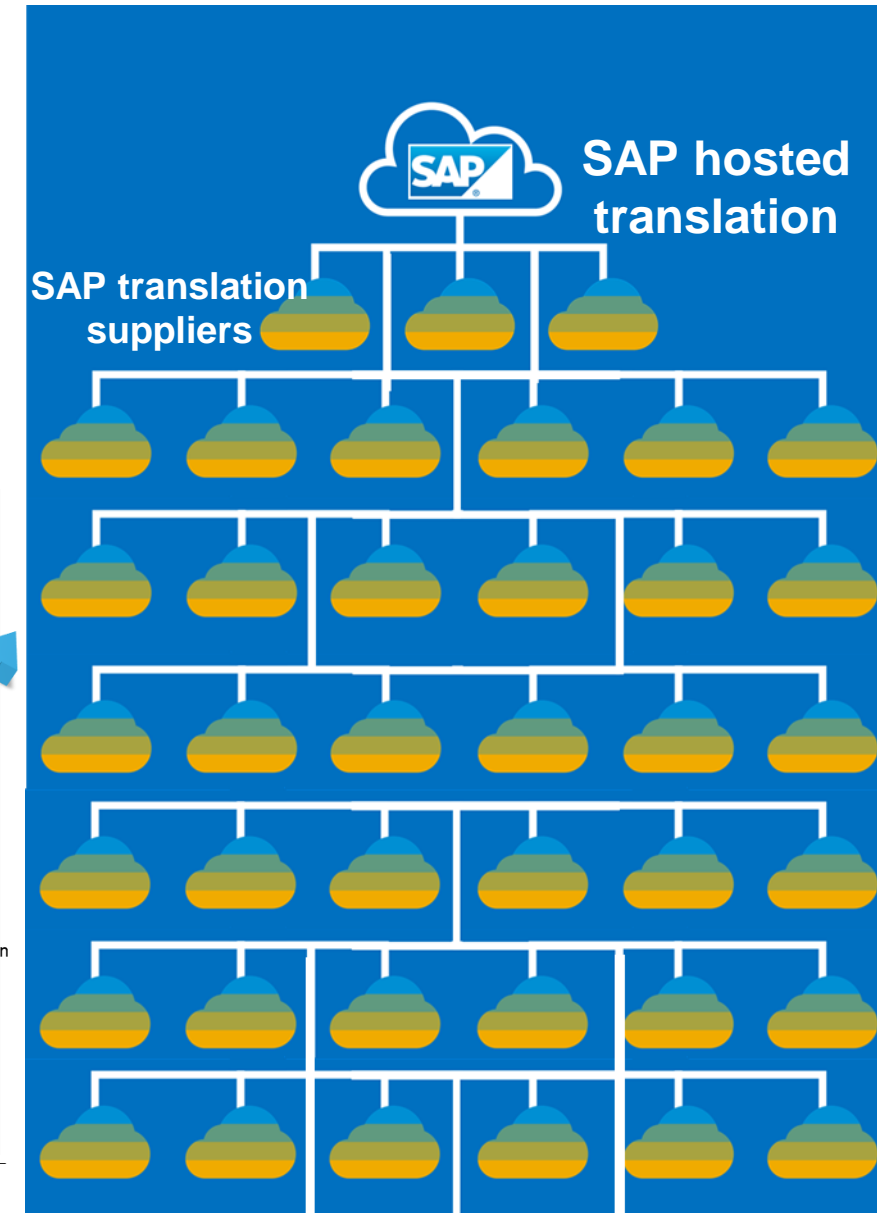
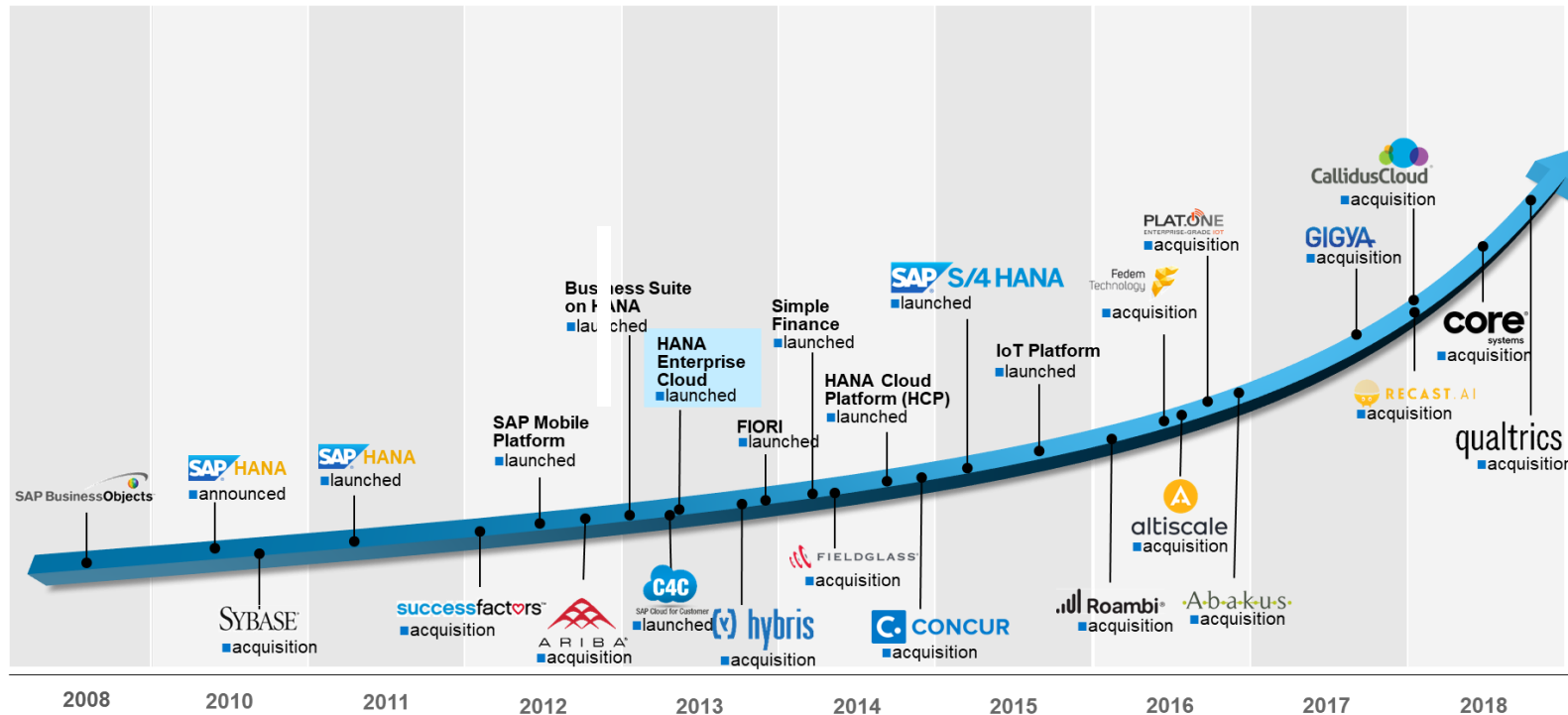
- Central tool support
- Continuous technology upgrades
- Central text repositories, SAP Terminology
- Training and usage of SAP machine translation engines

Language Experience (LX) Main Locations

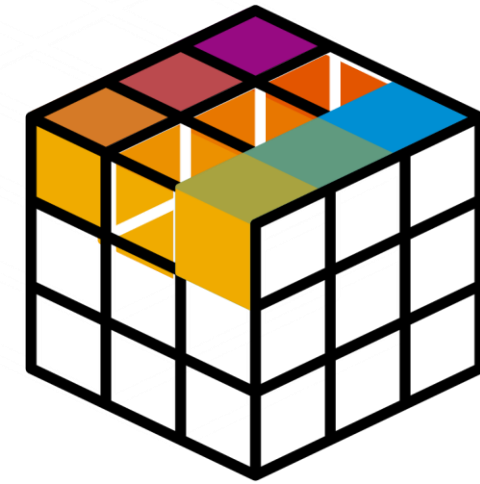
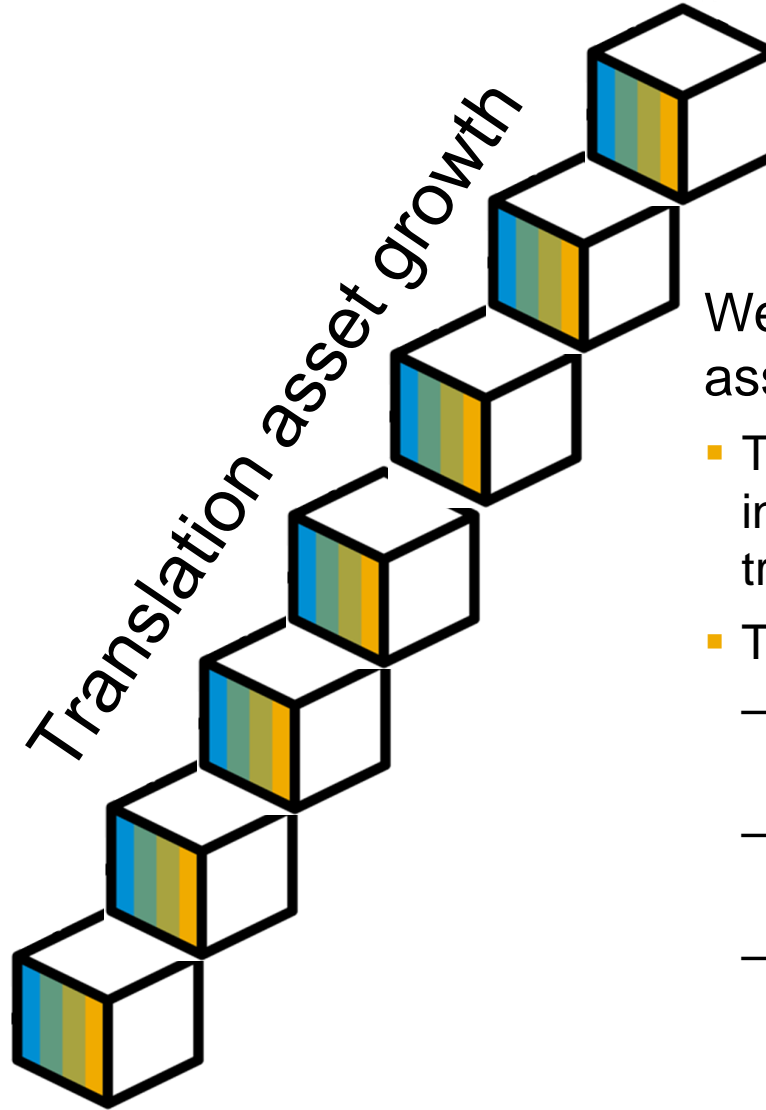
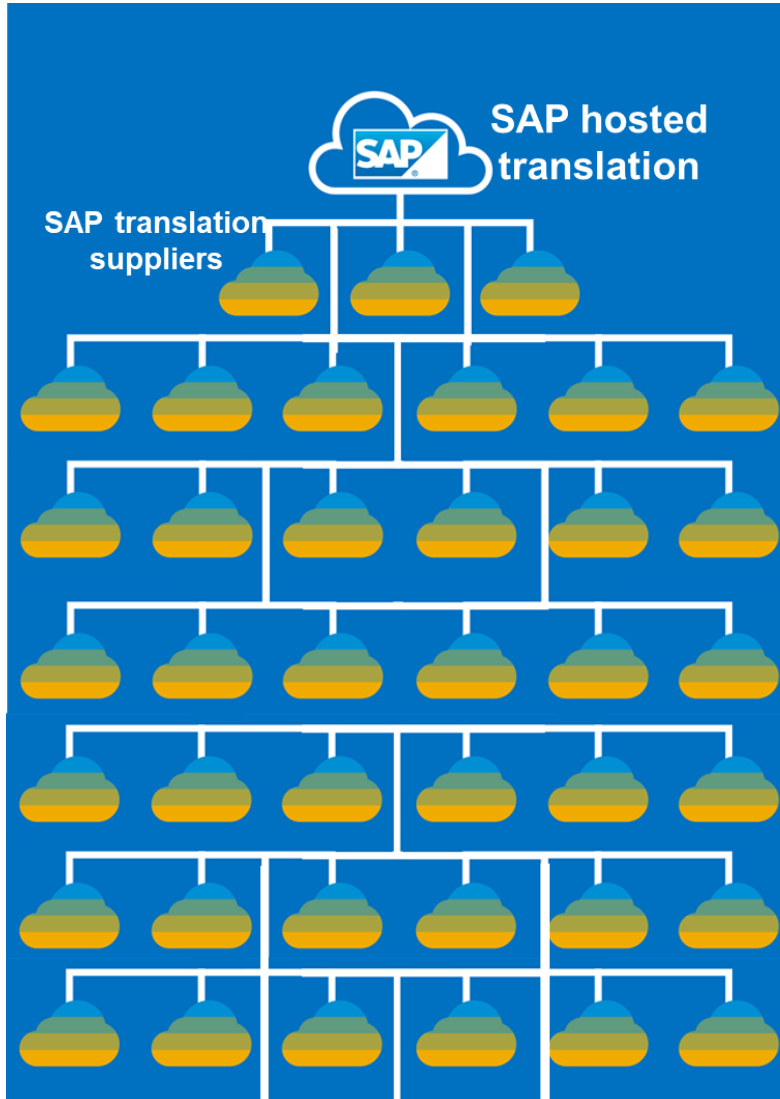


Overview of language services @SAP (GS-LX)

- SAP has a long history of hosting translation services
- The model: centralized logistics / distributed translation
- All suppliers are local or regional and form the SAP translation workforce
- The entire translation workforce (internal & external) comprises ~ 3000 people
- 99% of all current SAP translation tasks is covered by our organization (Language eXperience) LX



Overview of language services @SAP (LX Lab)



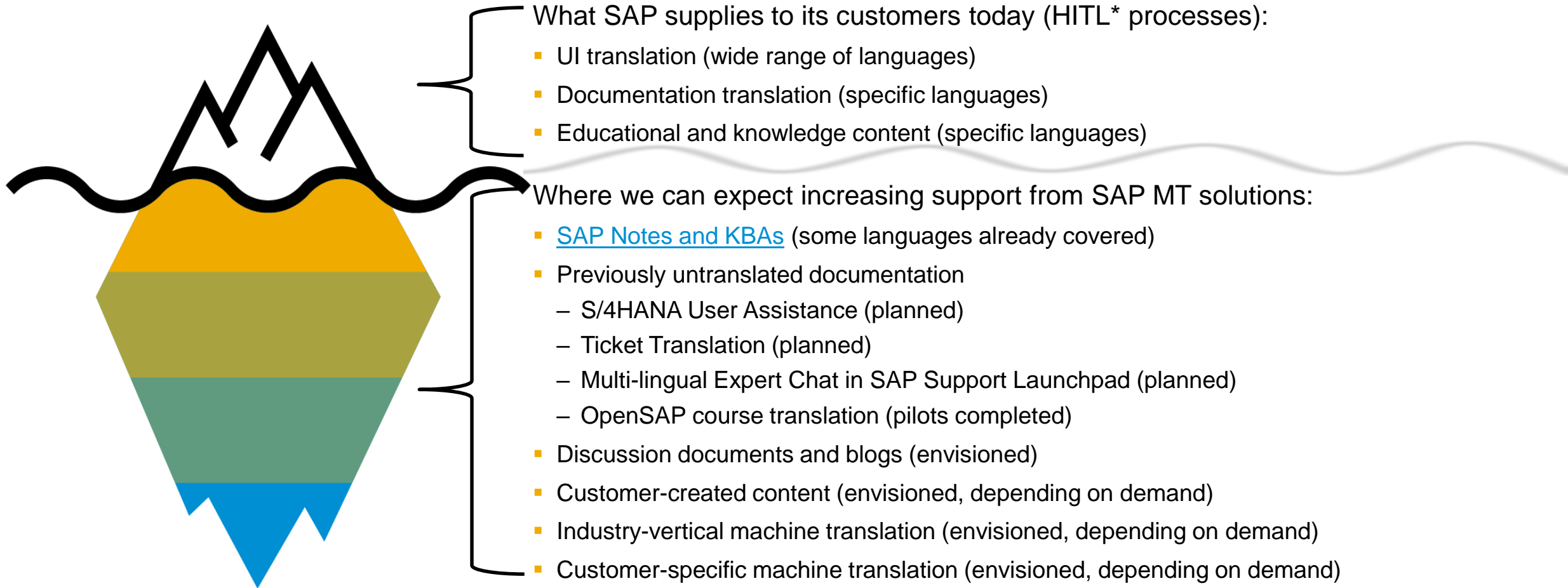
We have curated SAP translation assets for over 25 years.

- These form the basis for SAP's own internal language solutions (machine translation, translation memories etc.)
- Typical attributes based on our tests:
 - Higher than hyperscaler MT quality for SAP-related/business content
 - Currently covers a set of most used, level 1 languages
 - Capability to increase language coverage over time

LX Language Coverage

A world map illustrating the global distribution of LX Language Coverage. The map uses a light green and blue color scheme, with landmasses in green and oceans in blue. Numerous blue location pins are placed across the map, indicating the presence of LX Language Coverage in various countries. The pins are most densely clustered in Europe, particularly in Western and Central Europe, and are also present in North America, South America, Africa, Asia, and Australia. The map includes labels for major countries and regions, as well as bodies of water and seas. The overall distribution suggests a widespread but uneven global presence of LX Language Coverage.

Translation services and content types: existing, planned and envisioned services



*[HITL = Humans in the loop](#)

Special services that SAP (only) offers

SAP Translation Hub

Key Features



SAP Multilingual Text Repository



SAP Machine Translation



40 languages are supported



Accessible via web services (APIs)



Integration into SAP Products;
IDEs or apps



Connection to onPrem systems



Integration of customer terminology



User interface with quality index for
review and post-editing



Machine translation of html and MS
Office documents (*.docx, *.xlsx, *.pptx)

SAP Translation Hub

Summary

SAP Translation Hub is a service on the SAP Cloud Platform which can be used for nonABAP and ABAP translation requests

Further Information



[What is SAP Translation Hub?](#)



[Learning Journey](#)



[User Assistance](#)



[SAP Translation Hub Videos](#)



[SAP Translation Hub Blog posts](#)



[SAP Translation Hub Tutorials](#)



[SAP Translation Hub JAM group](#)



[SAP Business API Hub](#)

Staying connected



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[YouTube](#)



[#saptranslationhub](#)



[SAP Community](#)



[Discussion Forum](#)

Where can you buy it?



[SAP Store](#)

SAP Language Service Partners



SAP Language Service Partner Ecosystem - Facts & Figures

SAP Language Service Partners:

Support SAP customers & partners for all language (technology) topics

Are experts in SAP content, tools & terminology

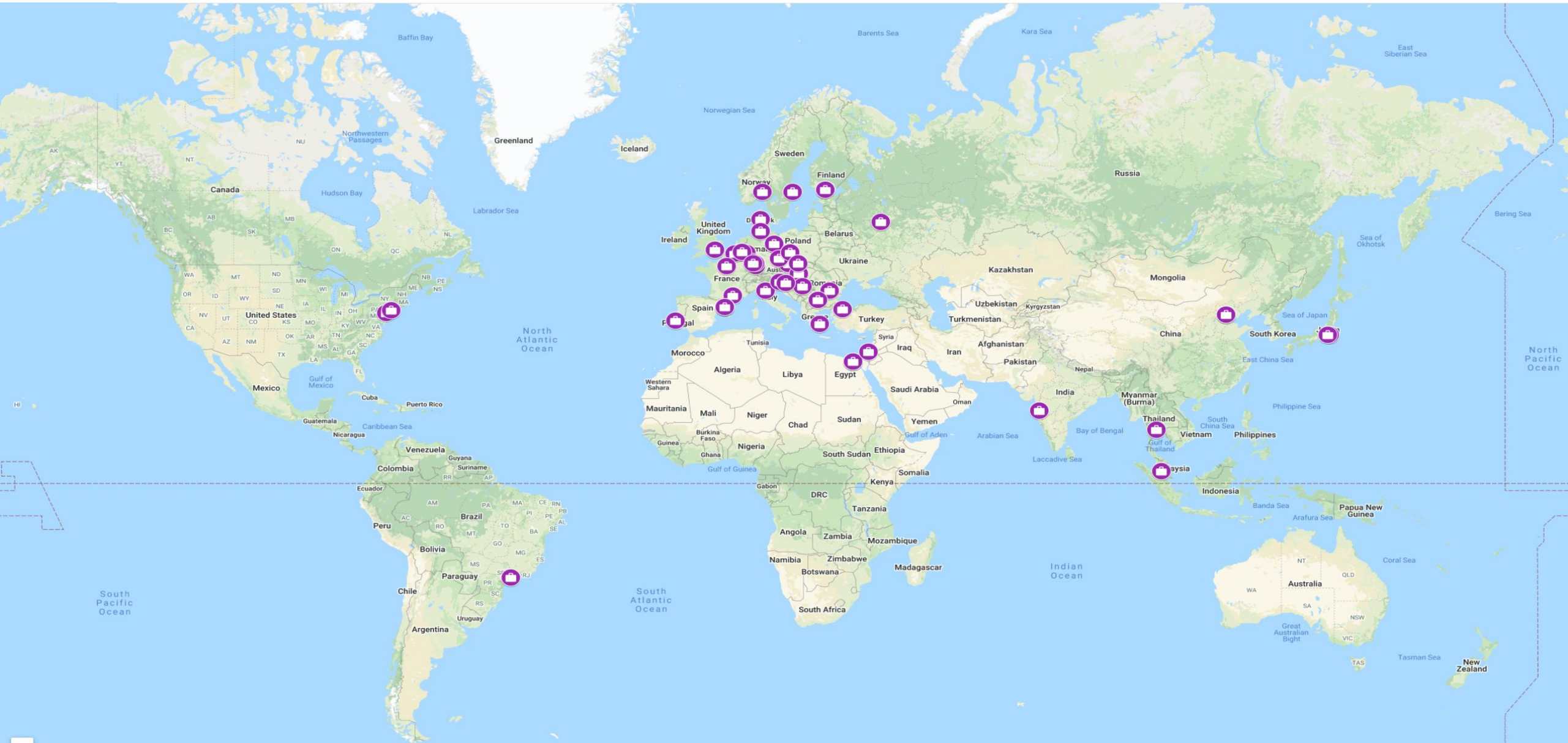
Fulfill strict SAP evaluation criteria

Are recommended by SAP for support with SAP Translation Hub

Currently **50 partners** in **33 countries**

Managed globally by LX Lab in cooperation with **SAP PartnerEdge** team

Language Experience (LX) Partner Locations



LSP Program – Service Differentiation

4 Service Types:

Translation Consultancy

End-to-end support for complex translation projects and environments

Translation Services – Classic ABAP

Partners with in-depth experience in delivering translations in an ABAP tool environment

Generic Translation Services – Non-ABAP

Partners with in-depth experience in delivering translations of texts on SAP-related topics, in other tools than ABAP-based tools

Language Technology

Partners offering innovative language tools, integrated with SAP solutions or as add-ons

Qualification – approval as trusted partner

Partner qualification via **generic entry criteria** for all Language Service Partners

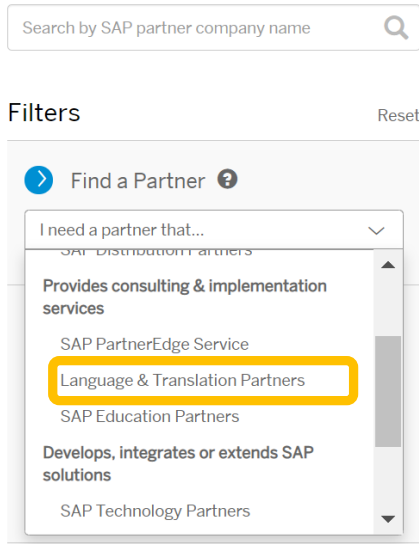
Complemented by **specific entry criteria** per service type

Fulfillment of entry criteria **verified by SAP LX Lab** before acceptance as a partner

More Information

Finding partners:

[Partner Finder](#) (generic SAP platform)



Search by SAP partner company name

Filters Reset

Find a Partner

I need a partner that...

- SAP Distribution Partners
- Provides consulting & implementation services
 - SAP PartnerEdge Service
 - Language & Translation Partners**
 - SAP Education Partners
- Develops, integrates or extends SAP solutions
 - SAP Technology Partners

[Partner List](#) (LSP specific, with service differentiation)

Description with more details on [Language Service Partner](#) program

Various information on translation & partners:

translation.sap.com -> Customer Information (incl. E-Book on UI translation in ABAP)

Want to become a Language Service Partner? Apply [here](#)

Partner Success Stories

CLASSIC

[Lucy Software & Ashanti Gold](#)

[Morphologic & CLAAS](#)

[text&form & Alpiq](#)

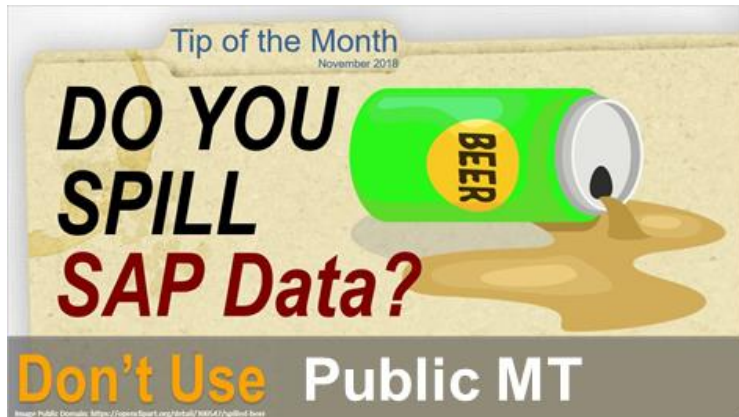
[Wordflow & MAN](#)

SAP TRANSLATION HUB – text&form

[text&form & Utopia](#)

Data security and translation: If it's free, then...

This is extract from an awareness campaign for SAP employees...



We are very concerned with safeguarding both our data and – even more so – that of our customers

Sensitive information belonging to Norwegian petroleum company Statoil and other major Scandinavian companies was found publicly online because employees had used free translation service [redacted].com. Exposed were "notices of dismissal, plans of workforce reductions and outsourcing, passwords, code information and contracts." Basically, Statoil and others had carelessly "spilled" their data right onto the internet.

"We feel bad and we're sorry," said the **VP for Sales at [redacted].com.** "But, frankly, if you're going to use a free, online service—whether it's ours or [redacted] Translate—you really need to be extremely careful."

Putting SAP text into free online services is like spilling your beer: you might be sorry, but there's no way to put it back. Read this Security Tip to find out **why public cloud services are forbidden by SAP**, and **how to find SAP alternatives**. Thank you!

What happened at [redacted].com?

When users at corporations, doctors offices, government agencies, and so forth, pasted content into the free online [redacted].com service, [redacted] search engines indexed the pasted content. It thus became available to anyone via [redacted] search functions. When the translation industry news site [Slator investigated](#), they found potentially "millions of indexed pages" containing sensitive information ranging from the medical details of private persons, up to information which could alter stock prices of major companies. (In response, the [Oslo Stock Exchange](#) cut off access to [redacted].com and [redacted] Translate to its employees.)

Though many viewed this as a massive data breach, [redacted].com [defended their actions](#): they pointed out that their Terms of Service allowed them to store and use the data, and contained no legal obligation to keep it private. They did offer to remove data upon request -- not very helpful once exposed!

Why not use tools like [redacted] Translate?

Check out the [\[redacted\] Translate Terms of Service](#). When you paste text into the translation window:

- You give [redacted], and anyone [redacted] works with, "worldwide license" to **use and publish** (and store) what you provided
- You agree [redacted] has no liability for loss or public exposure of what you provided
- If you are acting on behalf of a business you agree "that business [SAP] accepts these terms."
- You agree that any legal disputes be litigated "exclusively in the federal or state courts of [redacted], California, USA"

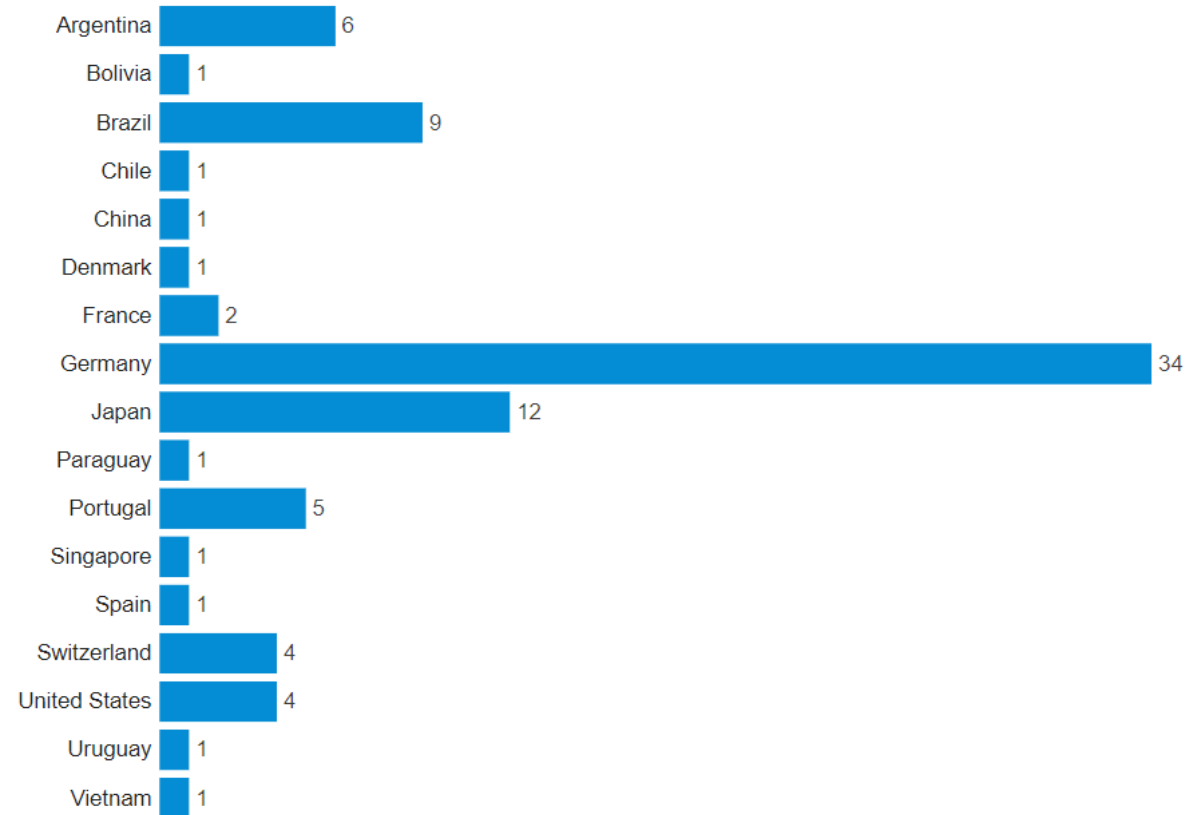
Notice any issues here? Like loss of control and ownership of SAP data? What about SAP's commitment to GDPR and EU laws? These issues are *in addition* to the damage caused if SAP information were revealed publicly.

Do YOU spill SAP data into free online services? Here are some **Security Tips** about them:

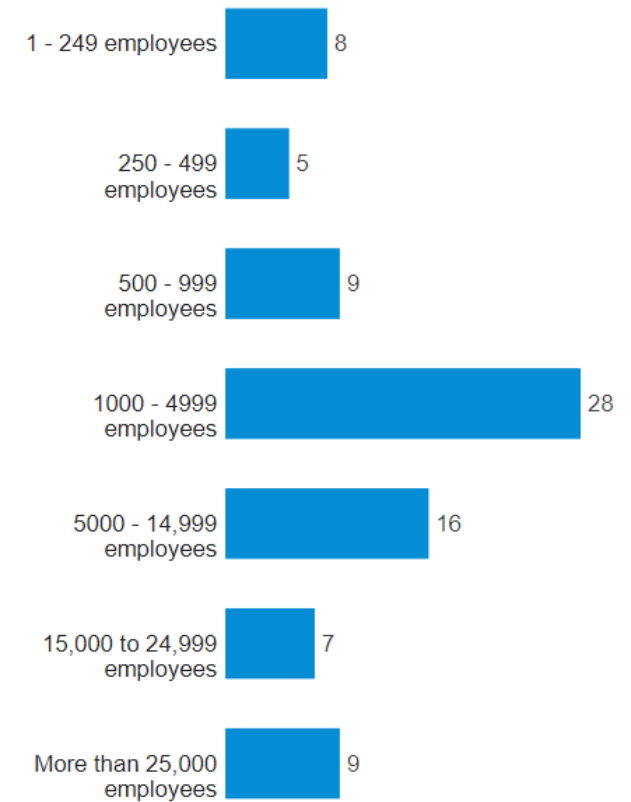
1. Not designed for sensitive data
 2. Not approved for SAP business use
 3. Find an SAP in-house alternative!
 4. SAP sometimes has several alternatives - check out the helpful [When to Use What](#) listing.
- Test Yourself** below for the basics, and [click here](#) for [Downloadable Poster](#) for your work area. Thank you!

Survey results...

Headquarter location - All

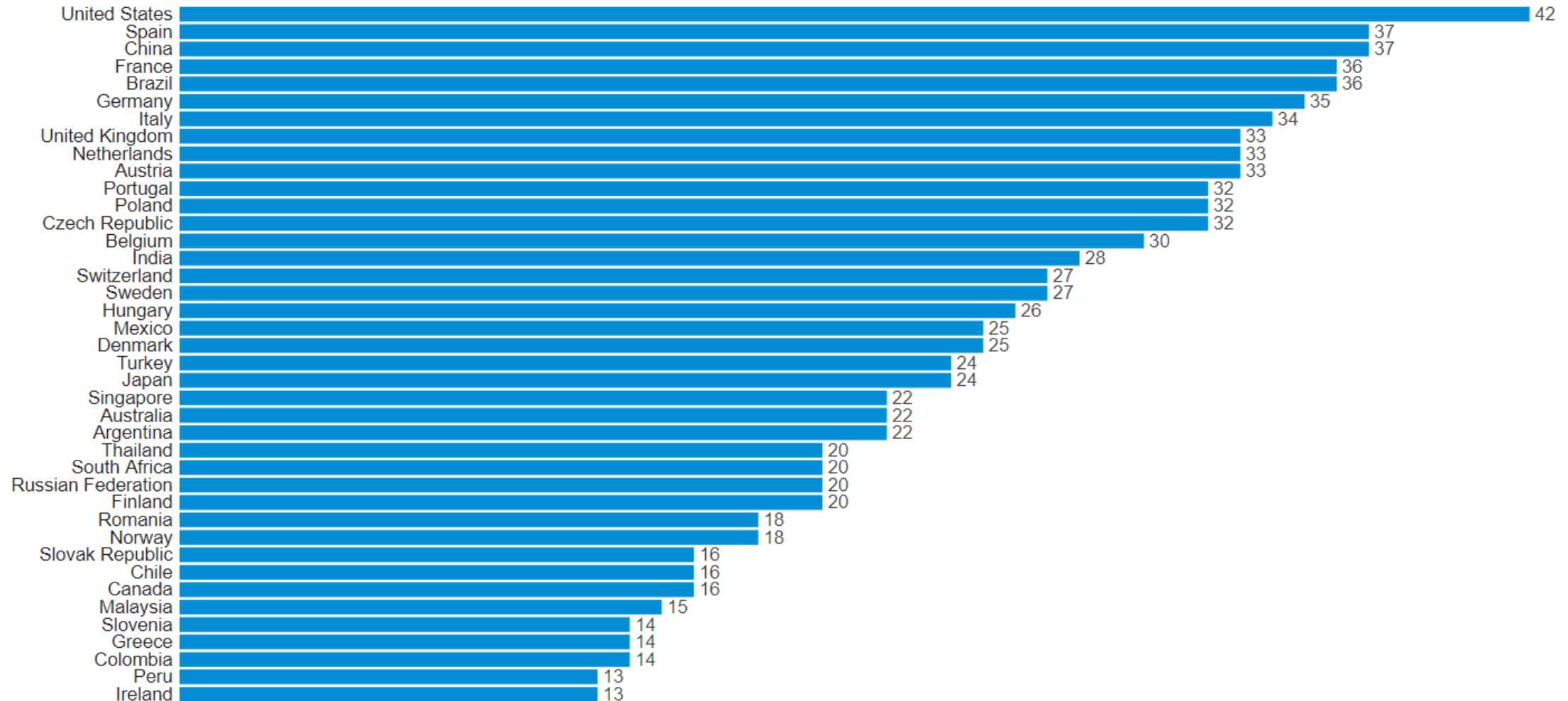


Company size



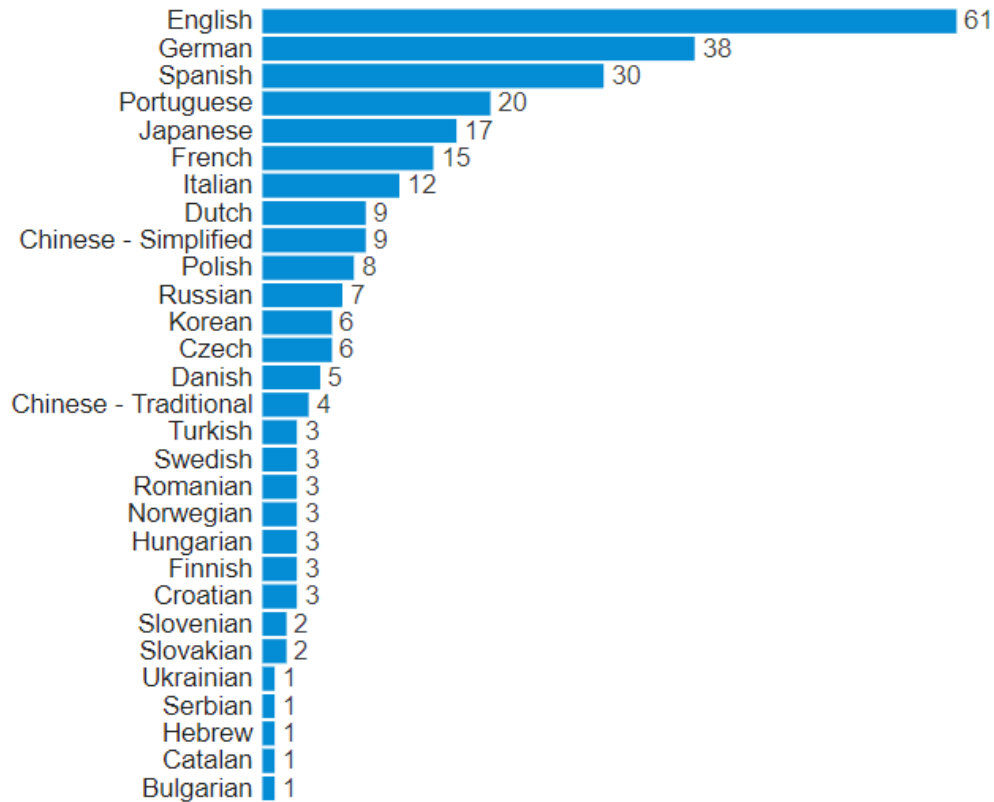
Location of subsidiaries

Subsidiary location - Top 40



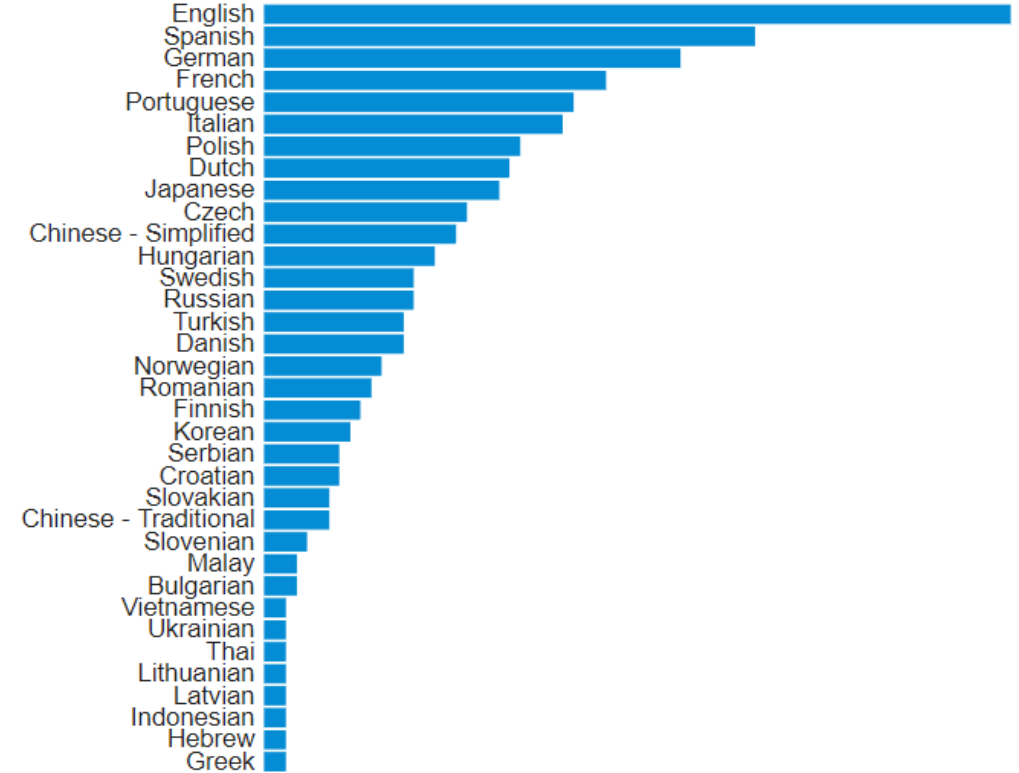
Primary business language // SAP solutions language

Primary business languages in company's IT landscape



Others: Czech, Hindi

SAP solutions language



Others: Brazilian, Czech,

Translation requirements today

Does your company have a requirement for translation?



● Definitely yes ● Probably yes ● Might or might not ● Probably not ● Definitely not

Would you be interested in a specific, secure, and business-focused machine translation offering from SAP?



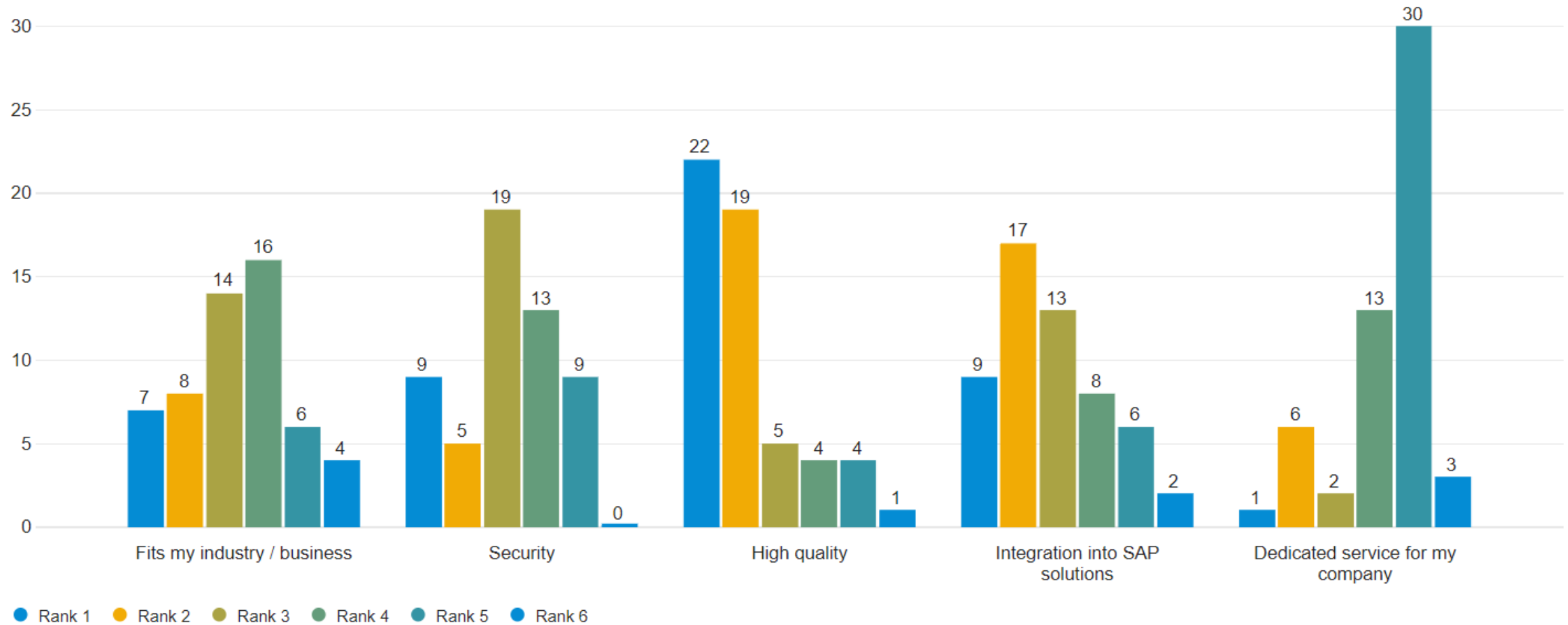
● Yes ● Probably ● Neutral ● Probably not ● No

How does your company manage data security for translation?



● We have a global security policy for translation ● We have a local security policy for translation ● Our security policy does not include translation explicitly ● I don't know

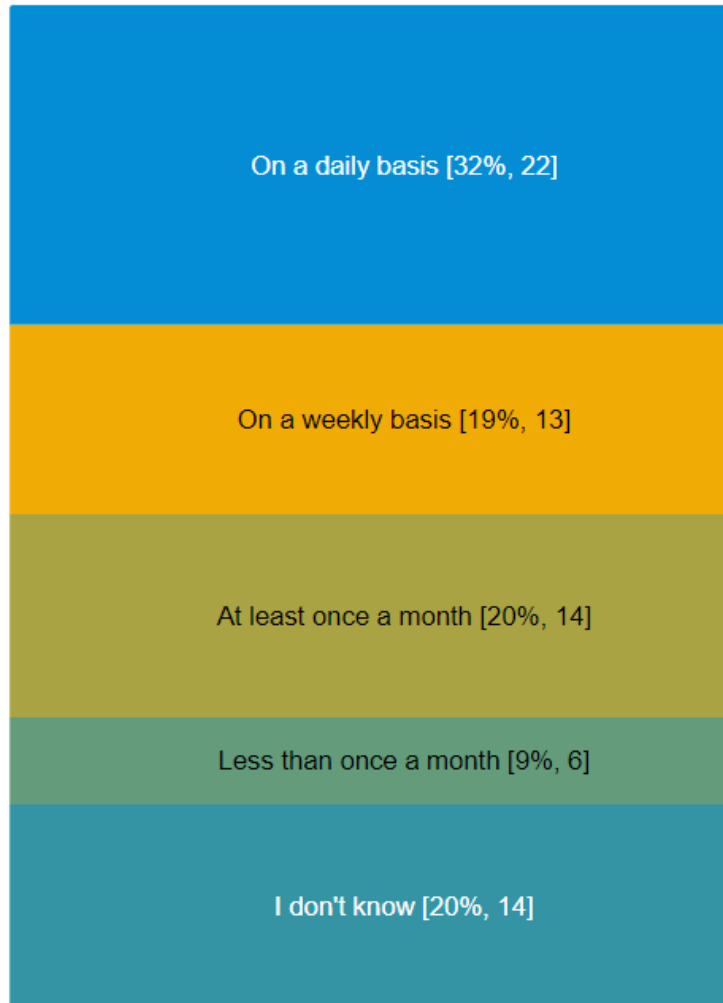
Attributes of an MT system for SAP/business translation



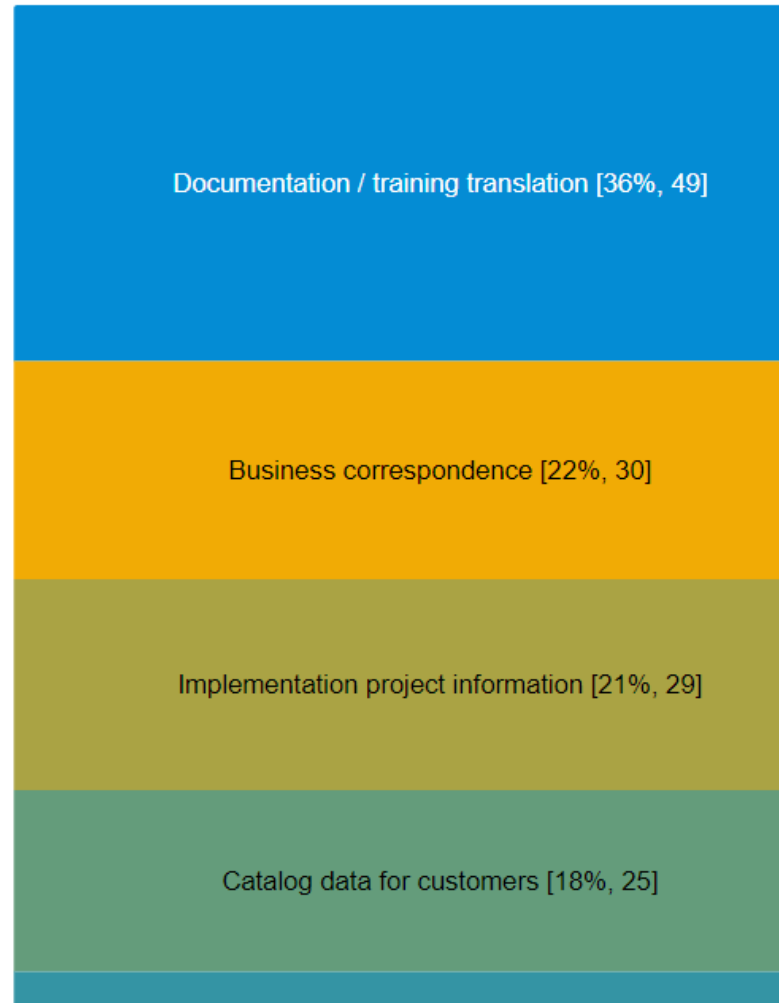
Others, please specify: integrated ACROSS SAP solutions

Translation requirements: frequency

How often does your company have a requirement for translation?



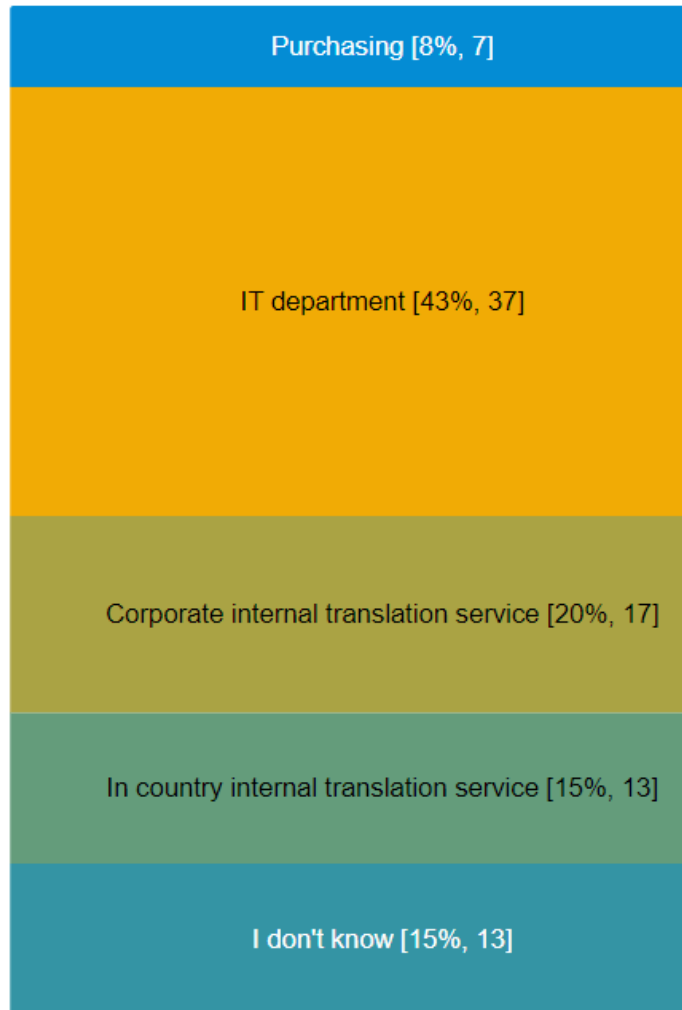
Which type of translation does your company need?



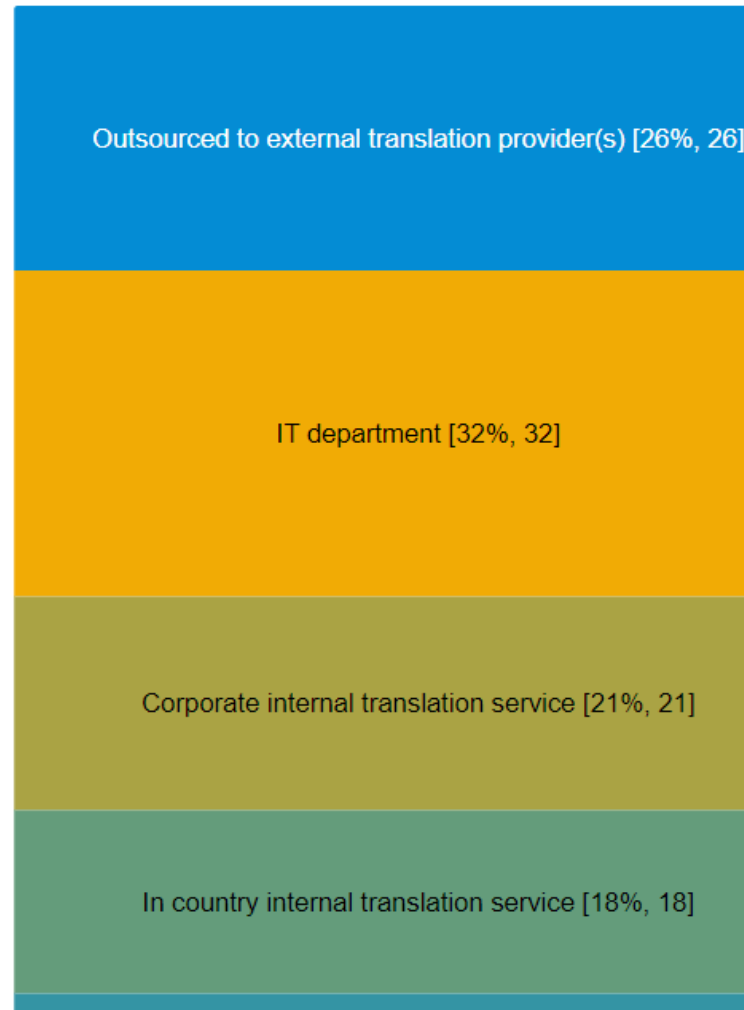
Options with 0 choice count:
Technical translation, such as custom-developed functionality (UI)
Legal and judicial translation, such as business contracts
Financial translation, such as annual reports
Marketing translation, such as websites and promotional materials

Translation service responsibility

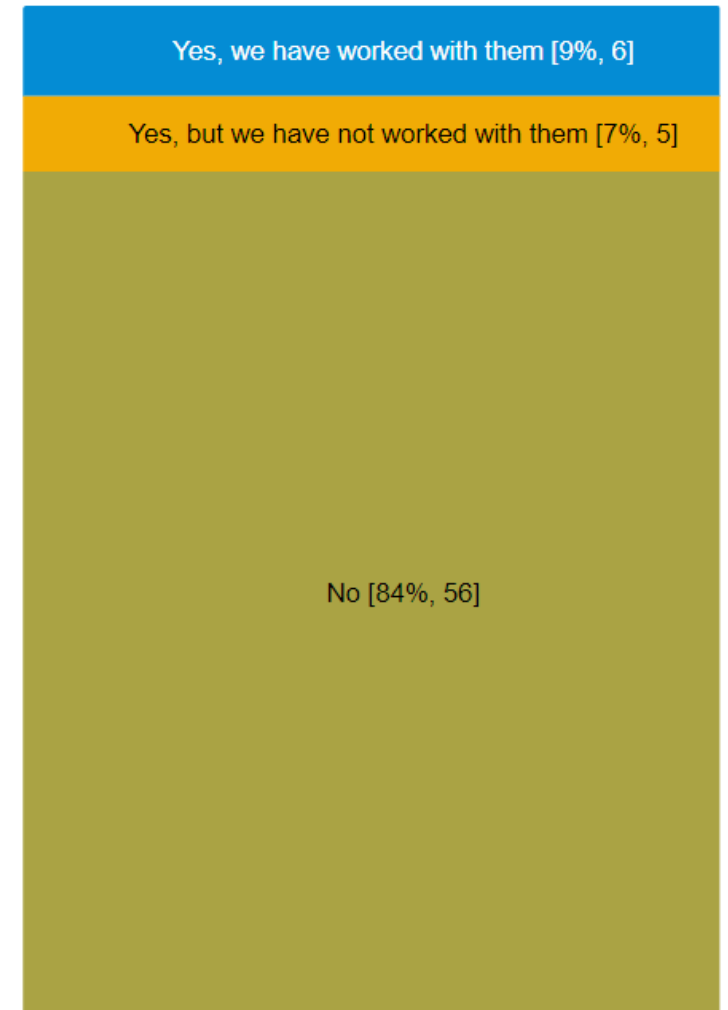
Who is responsible for arranging translation in your company?



Who performs translation services for your company?

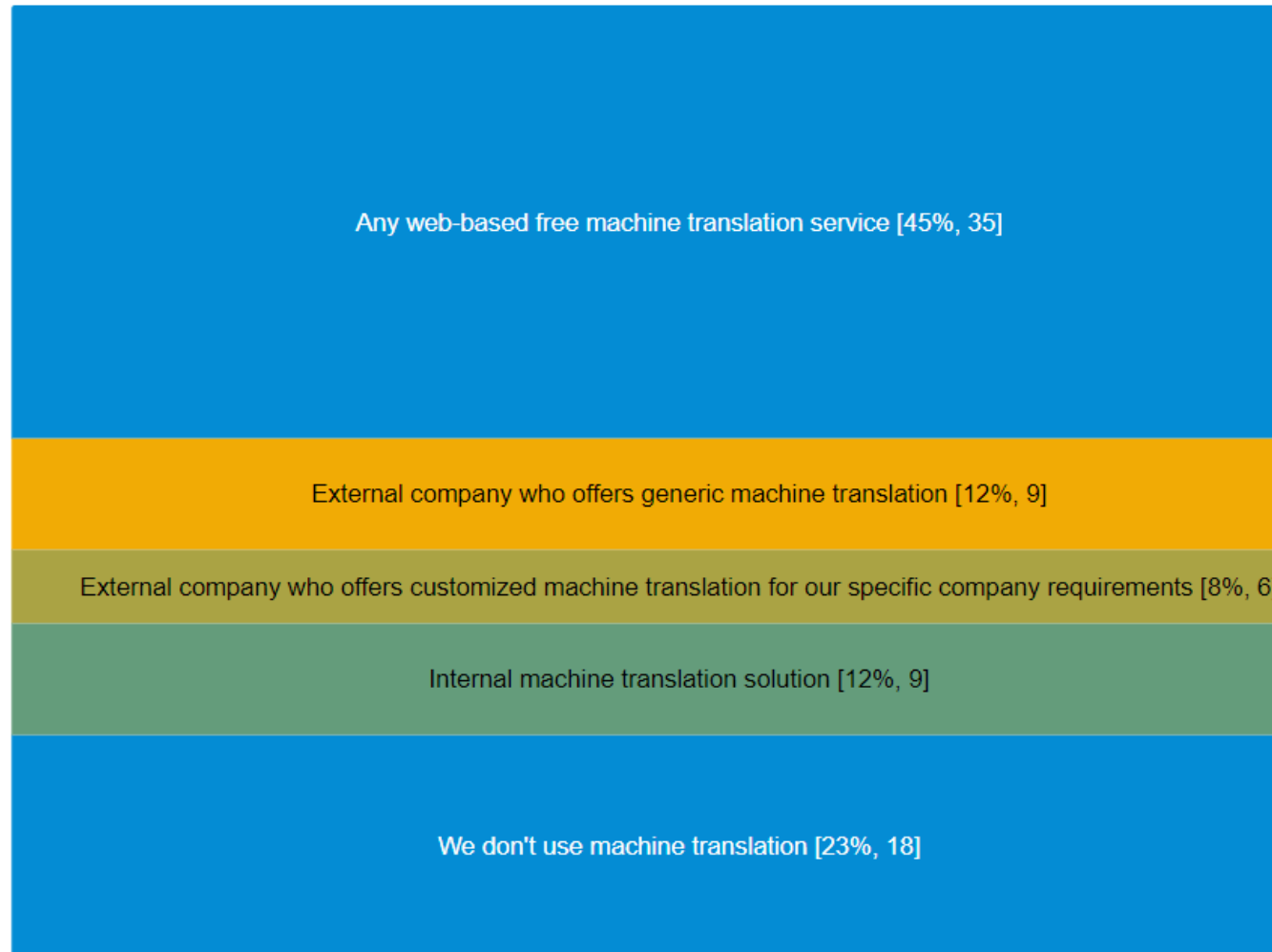


Do you know SAP Language & Translation Partners?

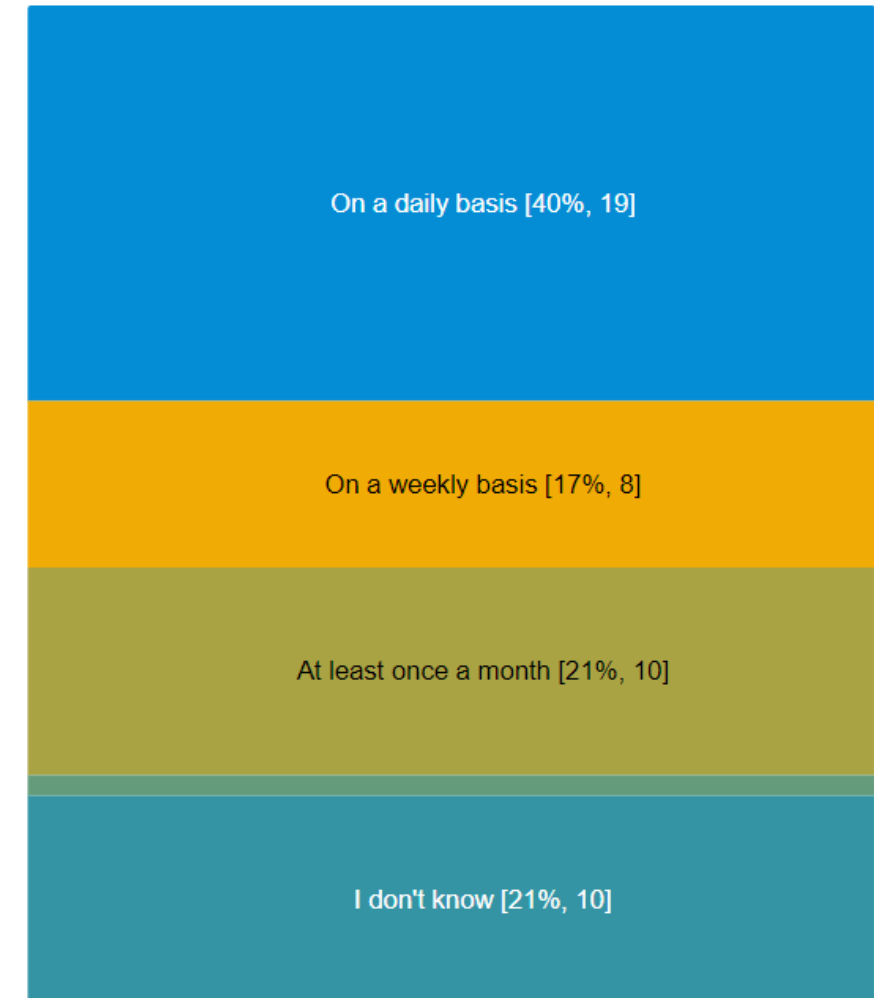


Machine translation: resource and frequency

Which type of machine translation does your company, or your translation supplier(s) use, if any?



How often does your company use the above mentioned machine translation service(s)?



Thank you.

Contact information:

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