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
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
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
What SAP supplies to its customers today (HITL* processes):
- UI translation (wide range of languages)
- Documentation translation (specific languages)
- Educational and knowledge content (specific languages)

Where we can expect increasing support from SAP MT solutions:
- SAP Notes and KBAs (some languages already covered)
- Previously untranslated documentation
  - S/4HANA User Assistance (planned)
  - Ticket Translation (planned)
  - Multi-lingual Expert Chat in SAP Support Launchpad (planned)
  - OpenSAP course translation (pilots completed)
- Discussion documents and blogs (envisioned)
- Customer-created content (envisioned, depending on demand)
- Industry-vertical machine translation (envisioned, depending on demand)
- Customer-specific machine translation (envisioned, depending on demand)

*HITL = Humans in the loop
Special services that SAP (only) offers
SAP Translation Hub

Key Features

- 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 Multilingual Text Repository
- SAP Machine Translation
- 40 languages are supported
- Accessible via web services (APIs)
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

Sign up for our Newsletter and Maintenance DL

Where can you buy it?

SAP Store

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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
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)

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 & Alpig

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...

Sensitive information belonging to Norwegian petroleum company Statoil and other major Scandinavian companies was found publicly online because employees had used free translation service [mask]. 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 [mask]. “But, frankly, if you’re going to use a free, online service—whether it’s ours or [mask] 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 [mask]?

When users at corporations, doctors offices, government agencies, and so forth, pasted content into the free online service [mask] service, search engines indexed the pasted content. It thus became available to anyone via 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 [mask] and [mask] Translate to its employees.)

Though many viewed this as a massive data breach, [mask] 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 [mask] Translate?

Check out the Translate Terms of Service. When you paste text into the translation window:

- You give [mask], and anyone who works with, “worldwide license” to use and publish (and store) what you provided.
- You agree [mask] 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 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.

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Survey results…

Headquarter location - All

- Argentina: 6
- Bolivia: 1
- Brazil: 9
- Chile: 1
- China: 1
- Denmark: 1
- France: 2
- Germany: 34
- Japan: 12
- Paraguay: 1
- Portugal: 5
- Singapore: 1
- Spain: 1
- Switzerland: 4
- United States: 4
- Uruguay: 1
- Vietnam: 1

Company size

- 1 - 249 employees: 8
- 250 - 499 employees: 5
- 500 - 999 employees: 9
- 1000 - 4999 employees: 28
- 5000 - 14,999 employees: 16
- 15,000 to 24,999 employees: 7
- More than 25,000 employees: 9
Location of subsidiaries

Subsidiary location - Top 40

1. United States
2. Spain
3. China
4. France
5. Brazil
6. Germany
7. Italy
8. United Kingdom
9. Netherlands
10. Austria
11. Portugal
12. Poland
13. Czech Republic
14. Belgium
15. India
16. Switzerland
17. Sweden
18. Hungary
19. Mexico
20. Denmark
21. Turkey
22. Japan
23. Singapore
24. Australia
25. Argentina
26. Thailand
27. South Africa
28. Russian Federation
29. Finland
30. Romania
31. Norway
32. Slovak Republic
33. Chile
34. Canada
35. Russia
36. Slovakia
37. Malaysia
38. Slovenia
39. Greece
40. Colombia
41. Peru
42. Ireland
Translation requirements today

Does your company have a requirement for translation?
- Definitely yes: 58%
- Probably yes: 16%
- Might or might not: 7%
- Probably not: 10%
- Definitely not: 8%

Would you be interested in a specific, secure, and business-focused machine translation offering from SAP?
- Yes: 18%
- Probably: 25%
- Neutral: 27%
- Probably not: 27%
- No: 4%

How does your company manage data security for translation?
- We have a global security policy for translation: 9%, 6
- We have a local security policy for translation: 6%, 4
- Our security policy does not include translation explicitly: 38%, 26
- I don't know: 47%, 32

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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?

- On a daily basis [32%, 22]
- On a weekly basis [19%, 13]
- At least once a month [20%, 14]
- Less than once a month [9%, 6]
- I don't know [20%, 14]

Which type of translation does your company need?

- Documentation / training translation [36%, 49]
- Business correspondence [22%, 30]
- Implementation project information [21%, 29]
- Catalog data for customers [18%, 25]

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

<table>
<thead>
<tr>
<th>Question</th>
<th>Category</th>
<th>Response Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is responsible for arranging translation in your company?</td>
<td>Purchasing [8%, 7]</td>
<td>IT department [43%, 37]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corporate internal translation service [20%, 17]</td>
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<tr>
<td></td>
<td></td>
<td>In country internal translation service [15%, 13]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I don't know [15%, 13]</td>
</tr>
<tr>
<td>Who performs translation services for your company?</td>
<td>Outsourced to external translation provider(s) [26%, 26]</td>
<td>IT department [32%, 32]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corporate internal translation service [21%, 21]</td>
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<tr>
<td></td>
<td></td>
<td>In country internal translation service [18%, 18]</td>
</tr>
<tr>
<td>Do you know SAP Language &amp; Translation Partners?</td>
<td>Yes, we have worked with them [9%, 6]</td>
<td>Yes, but we have not worked with them [7%, 5]</td>
</tr>
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<td></td>
<td></td>
<td>No [84%, 56]</td>
</tr>
</tbody>
</table>

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Machine translation: resource and frequency

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

- Any web-based free machine translation service [45%, 35]
- External company who offers generic machine translation [12%, 9]
- External company who offers customized machine translation for our specific company requirements [8%, 6]
- Internal machine translation solution [12%, 9]
- We don't use machine translation [23%, 18]

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

- On a daily basis [40%, 19]
- On a weekly basis [17%, 8]
- At least once a month [21%, 10]
- I don't know [21%, 10]
Thank you.

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