


Terminology and Knowledge Engineering Conference 2010

Applications of the ISO/CDB model
in commercial environments

Kara Warburton

The apathy of terminology management – a vicious cycle for commerce

- Terminology – how well it is managed -- plays a part in the success of their business
 - But they don't realize this; terminology is not even on their radar
 - Due to lack of awareness, terminology loses in the competition for funding; so nobody manages the terminology
 - Nobody has taken responsibility for managing terminology on their behalf, across the industry
 - And so, silos of uncontrolled terminology germinate everywhere
 - These silos make any future attempt at industry-wide standardization more difficult, and less likely to be undertaken
 - The longer we wait, the more silos there are, the more difficult it is to standardize terminology industry-wide
- 


Why should we care about standardizing the terminology of an industry?

- Standardized terminology is essential for effective communication
 - It helps the economy:
 - Reduces barriers – linguistic, geopolitical, trade, etc.
 - Levels the competitive playing field – fostering development where its needed
 - It supports multilingualism and multiculturalism
 - It helps a business:
 - Reduces production costs
 - Increases customer loyalty
 - Increases content repurposability
- 


But who is responsible for standardizing the terminology of an industry?

- ???


How the CDB can help

- Providing access to standardized terminology and other structured content in many industrial and commercial sectors
 - Providing a common, trustworthy, platform for standardizing terminology
 - Thereby increasing cross-industry terminology and content harmonization
 - And breaking the vicious cycle
- 


Features of the CDB supporting reuse

- Publicly available on a network
 - Import and export
 - Structured content
 - Nature of the content: reliability and consensus-based, free from bias
 - Up-to-date
- 


CDB – measurable benefits

- It takes 20 minutes to research a term during the writing or translation task
 - Terminology work is necessary for between four and six percent of all words in a text
 - Inconsistent or uncontrolled source language terminology increases translation costs, sometimes up to 50%
- 


Federated content – a productive model

- A “community” model
 - Drawing in content from other sources
 - Example: EuroTermBank, IBM, others
 - Leverages existing resources to increase total value-add
 - Reliability is explicitly indicated, and benefits from the “crowd effect”
- 

ISO TC37 involvement

- TC37 Chair is member of ISO ITSIG's Concept Database (CDB) Interest Group
 - CDB is an integral part of the TC 37 Strategic Plan
- 

CDB Potential Uses

- Terminology harmonization – consistency and interoperability
 - Cost reductions for production
 - Integration into controlled authoring
 - Integration into CAT tools
 - Integration into workflow
 - Content management systems
 - Content repositories
 - Automated workflow systems
 - Production chains
 - Search engine optimization
- 

Conclusion

- The CDB has industry-wide impacts and provides a valuable service to all sectors
 - The CDB is based on recognized standards and proven methodologies
 - The CDB is a model for open, interest-free collaboration
- 