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Language and Linguistic Services

OpenText Professional Services

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Contents

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OpenText understands the Science of Language

The OpenText™ Professional Services team leverages more than 25 years of experience delivering content management solutions. With teams dedicated to the science and understanding of language, and with roles ranging from computational linguists, translators, editors and language specialists, these skilled professionals have specialized expertise and experience focused on understanding and processing language – by humans and linguistic software.

We offer services in two science of language areas:

OpenText Globalization Services focuses on delivering value for organizations that need help enabling their consumers to understand communications in a way that is most natural for them.

OpenText Linguistic Services focuses on delivering value for organizations that want to process their content for improved efficiencies and effectiveness using natural language processing software.

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Quality assurance is not only a post-project activity, but rather a process that also occurs before and during the project.

Globalization Services

Translation & Localization Services

OpenText Translation & Localization Services helps organizations that communicate with their customers, employees and vendors in more than one language efficiently and with the utmost quality. Regardless of the type, size or volume of text that needs to be translated or the number of languages required, the team covers all linguistic needs.

Document translation services

A team of professional translators provides high-quality translations of all types of documents in the chosen language combination.

Comparative editing and proofreading services

The team compares a translation with the original text to ensure consistency in content, terminology, tone and style. As necessary, they also correct spelling, grammar, usage and typography of the text.

Software translation services

Turnkey localization services are offered to make software products and solutions available in other languages. This includes working on software text strings for user interface (UI) elements, as well as other material such as help files.

Website localization services

OpenText can help increase online presence and expand businesses in foreign markets by making websites available in multiple languages.

Working with OpenText Translation & Localization Services provides many benefits. OpenText has a global resource pool of over 200 people in 20 countries, available as dedicated or on-demand, and the Translation & Localization leadership team has over 50 years of combined experience.

Customer Benefits

Consistency

Consistency is provided from pre-production through to project completion by assigning the most qualified team members to the project.

On-time delivery

All delivery parameters are confirmed and the project is managed to meet required turnaround times.

Convenience

All customer questions are answered promptly providing clear visibility into the project.

Turnkey solution

For requirements beyond standard text translation, OpenText will find a solution that corresponds to customer needs and budget.

Quality

The quality assurance approach and methodologies used include building quality up-front. Quality assurance is not only a post-project activity, but rather a process that also occurs before and during the project.

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The OpenText approach to Translation & Localization

The approach involves three key principles in line with a culture of quality:
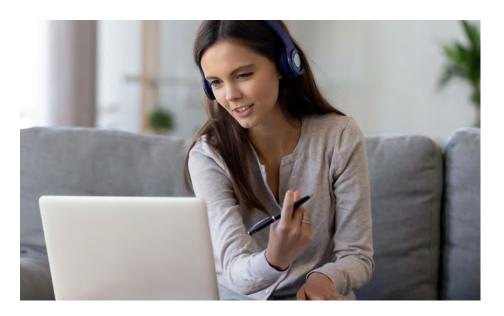
1. Ensuring the correct approach to translation

The translation team faithfully renders the meaning of the source text so that readers of the final text will have the impression that the text was written in their own language rather than having been translated.

2. Working with excellent translation resources

The translation team diligently performs terminological research and always seeks clarification on any points they are uncertain of.

3. Having a strong project management team

OpenText's project managers are the central point of contact during each project. They are responsible for coordinating all the translation work and ensuring that it is carried out successfully. Their main objective is summed up in once sentence: "To provide utmost client satisfaction".

Transcription Services

Verbatim transcripts of client-provided audio / video of events are provided including speeches, press conferences, interviews, public hearings, inquiries, proceedings and radio / TV transcripts.

They focus on providing accurate transcriptions of any audio or video file.

Transcription efforts will vary depending on factors including:

- If the audio is of poor quality

- if the people speak very quickly

- if there are strong accents

- if there are several voices

- if there are a lot of technical/scientific terms that a person can't be expected to be able to type out easily without doing research

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The focus is to deliver professional, quality products that enhance customer branding and improve customer satisfaction.

Accessibility tagging services

Ensuring content, such as PDF files, meet accessibility guidelines and best practices, such as tagging in compliance with Section 508 of the US Rehabilitation Act for delivery to government agencies and end users.

Manual PDF remediation services

Manual PDF remediation services prepare PDF files with the document structure needed for assistive technology users. Accessible PDF files will contain a hidden structured, textual representation of the PDF content that is presented to screen readers. This includes providing alternative text for images, proper headings, appropriate data tables, link text, list and columns, etc.

Technical writing services

Technical writing, editing, and documentation is provided along with help for system design in the areas of engineering, hardware, software, and apps. The focus is to deliver professional, quality products that enhance customer branding and improve customer satisfaction. Services range from having on-site professionals to proposing a communications team of technical writers, designers, trainers, and editors.

Desktop publishing (DTP) services

Providing desktop publishing including typesetting, graphics, and website layout. The team is equally at ease working on brochures, marketing collateral, newsletters, magazines, catalogs and manuals. Our experts have experience working on documents with heavy graphics and complex design layout using various software applications including the Adobe Creative Suite (InDesign, Photoshop, Illustrator, PageMaker, FrameMaker, Captivate, Flash, etc.) as well as other tools like QuarkXPress.

Interpretation services

Professional interpreters are provided for consecutive and simultaneous interpretation, including ASL and LSQ (American Sign Language and Langue des signes du Québec).

Consecutive interpretation includes situations where an interpreter will accompany a person to events or meetings and will act as the linguistic hub to help the dialogue between the person and other individuals.

Simultaneous interpretation situations can include conferences where the interpreter is set up in a booth with sound-proofed panels, where audience members will have a receiver to listen to the content being interpreted directly while the speaker is talking.

Voice-over services

Narration is provided for e-learning applications, how-to tutorials, corporate videos, advertisements, phone messages, on-hold messages, and any other audio project.

For most projects, the team wil typically propose different professional narrators for the client to select the voice talent that best suits their needs and preferences. The narrators make full use of vocal techniques like elocution, intonation and projection. The team also uses a completely soundproof recording booth and post-production facilities to obtain a crystal-clear sound quality.

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Computational Linguistics

The OpenText Linguistic Consulting team is composed of talented computational linguists and lexicographers who work with customers to help them get the most value out of their content. The offering includes services to establish how content can be organized, sorted, and enriched to improve processes and workflows for finding information, analyzing volumes of content and gaining new insights.

Taxonomies and content organization services

Taxonomies and ontologies have long been utilized to categorize ideas, species and all type of content and 'things'. OpenText linguists and lexicographers have specific expertise around how to create, maintain and apply these structures against content and for automated systems. Services offered include:

Custom taxonomy creation

Build a classification structure tailored to specific content and business needs. Lexicographers will work with organizations and their content to define a structure that is logical, cohesive, and comprehensive. The final taxonomy will reflect the nature and needs of the content and can be used to tag and organize it.

Taxonomy fit and adoption

Organize information using OpenText's business ready taxonomies representing over 150 industries or vertical applications. For organizations that prefer to leverage existing standard taxonomies, they may choose from the Catalog of Taxonomy Services. Linguists will work to review content and the selected taxonomy,and perform an analysis for fit and function. Any proposed adjustments will be identified and documented.

Taxonomy review and guidance

In some cases, organizations may have taxonomies that worked for their content in the past, but may no longer fit current needs. For example, the nature of the content to classify may have changed through new content creation, acquisition of new content sets, or a plan to gain more content in a new domain. Lexicographers will work to review the current classification state, perform an analysis to assess any gaps, and recommend any changes or updates to the structure to maximize its use.

Magellan taxonomy automation

Enable a taxonomy for automated classification by creating a custom Knowledge Base to be used by OpenText Magellan Text Mining. Using machine learning algorithms, the model created is then used to apply taxonomy labels to content automatically.

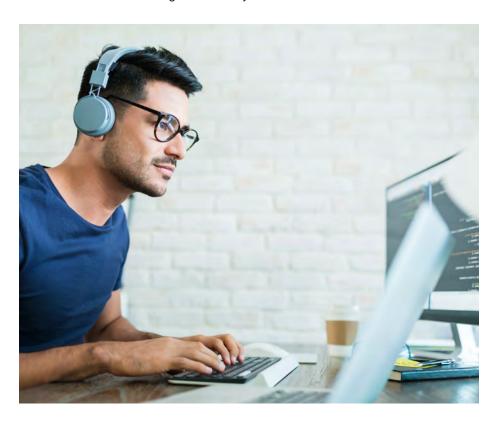#### Taxonomy and categorization audit and optimization

Optimize the effectiveness of categorization structures by assessing its fit and flow within a content process. Have categorization needs changed over time? Has the content to categorize changed in type and volume? Is the taxonomy still relevant and is its application in an automated solution still reliable? Linguists will work with existing content classification setups and perform an analysis on the taxonomy and its performance in an automated solution. Following the identification of specific areas of improvement, they will perform an iterative series of refinements and testing to optimize its value and use.

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Taxonomy management and maintenance training

This training is offered to organizations that are ready to maintain and manage their taxonomy themselves. As an organization's content grows and evolves, so should the taxonomy that reflects it. This training enables content managers with skills, techniques and tools to maintain the taxonomy to maintain its effectiveness and adoption across growing content needs.

Library of taxonomies and pre-trained knowledge bases

Augmenting the pre-trained taxonomies that come with Magellan, OpenText Professional Services offers additional business-ready pre-trained taxonomies and vocabularies in multiple languages. These can be individually licensed or included as part of a consulting services engagement. The Linguistic Consulting team can then refine these Knowledge Bases for specific content and business needs. For more details see the Catalog of Taxonomy Services

Relevant semantic metadata extraction services

The biggest value in identifying and extracting metadata from text is the idea that a structured based is being formed on something that has less structure. The now formed structure, in this case – semantic metadata, can then be used, analyzed, and understood within a larger context of fast processing systems. This naturally relies on an understanding and study of the science of language and its applications within technology - Natural Language Processing (NLP). NLP is a subfield of linguistics, computer science, and artificial intelligence concerned with the interactions between computers and human language, in particular how to program computers to process and analyze large amounts of natural language data. Along with taxonomy and categorization services, additional core services offered include:

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Semantic Strategy Workshop

This workshop is key to defining a strategy around content and extracting its relevant semantic metadata. It's not only a look at the content itself and what can be extracted, it is also an exercise around how that extracted information can be used in a content workflow for more insight, better findability, and improved efficiencies. A computational linguist will work on customer site to explore how semantic technologies can be leveraged in the organization's specific context. The Semantic Strategy Workshop is aimed at providing an overview of the technology to be used, successful implementation examples and looking at the different content challenges that can be addressed in the organization. As a result of the workshop, content managers are equipped to define a plan around maximizing the information extracted by automated solutions and a document of recommendations and observations is also delivered following the workshop.

Custom named entity extraction

Named entities found within text are valuable nuggets of information that help to denote special concepts and ideas. Named-entity recognition identifies and extracts named entities mentioned in unstructured text. These entities can be a person's name, organizations, locations, medical codes, date and time expressions, currencies, etc. As each organization and industry is interested in a particular set of entities, these entity lists can be created and customized based on a specific domain or context. The end result is an Authority File that can be leveraged by Magellan Text Mining for automated identification and extraction of the named entities.

Attribute and relationship recognition

Sometimes identifying an entity is just the starting point, and there is an interest in analyzing and understanding the relationships and attributes tied to any said entity. This service goes beyond extraction by analyzing the relationships and attributes that exist around entities automatically detected within content. Magellan Text Mining extracts relevant semantic metadata that is augmented with specialized configurations to identify the attributes, relationships and values around the data extracted.

Semantic metadata tuning and configuration

Content types: Mortgage documents, contracts, educational, media, articles and correspondence are also configurable.

For more information, please contact **translationservices@opentext.com**

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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