Internationalization of Workflow Interfaces

Richard Wynne

INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS
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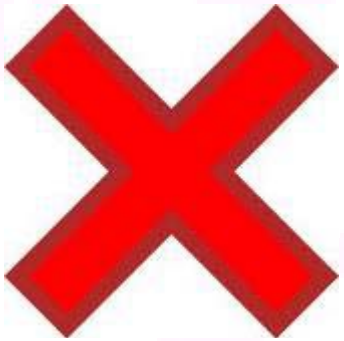
Manuscript Supply Chain

Aries systems
Publish Faster. Publish Smarter.

All good research is/should only published in English



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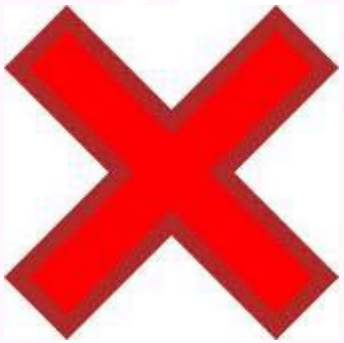
All publishable researchers speak English



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Internationalization of manuscript supply chain

Internationalization of your workflow system

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But how?

Brute force code editing:

- Different code instances
- Expensive to implement
- Expensive to maintain
- No ability to “toggle” languages
- Not sustainable over new releases

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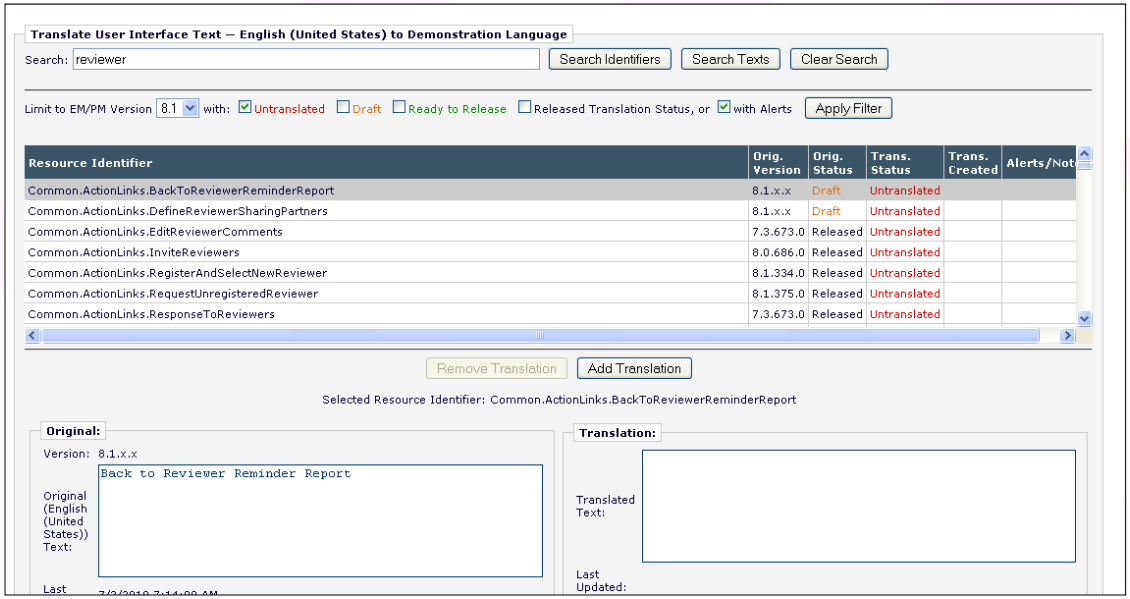
“Tokenization”

- Every code module text string replaced with a “token”
- Run-time replacement of “token” with translated text from a database
- Massive investment



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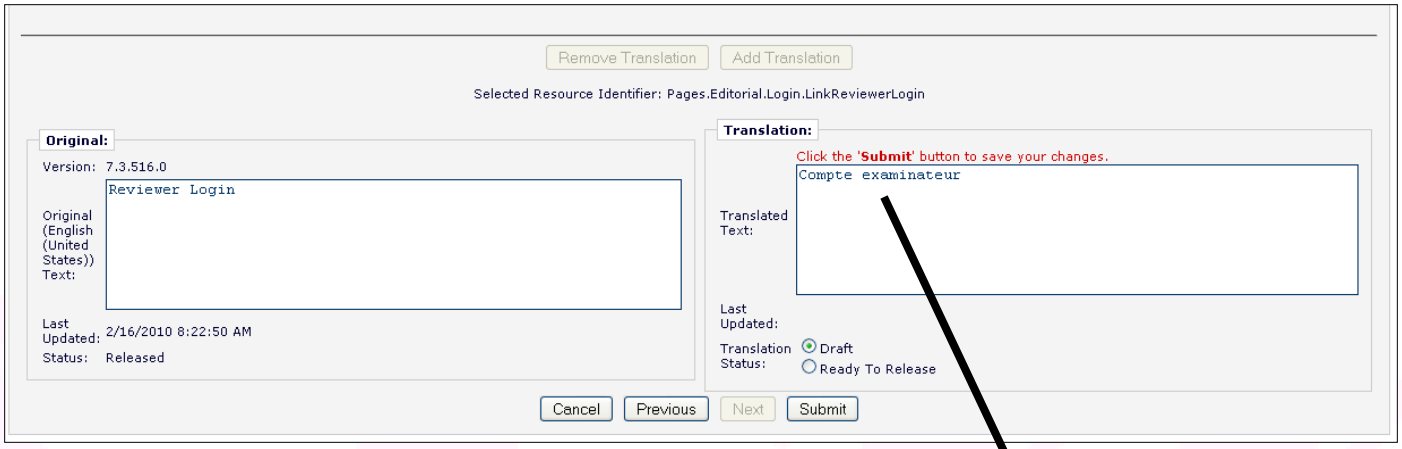
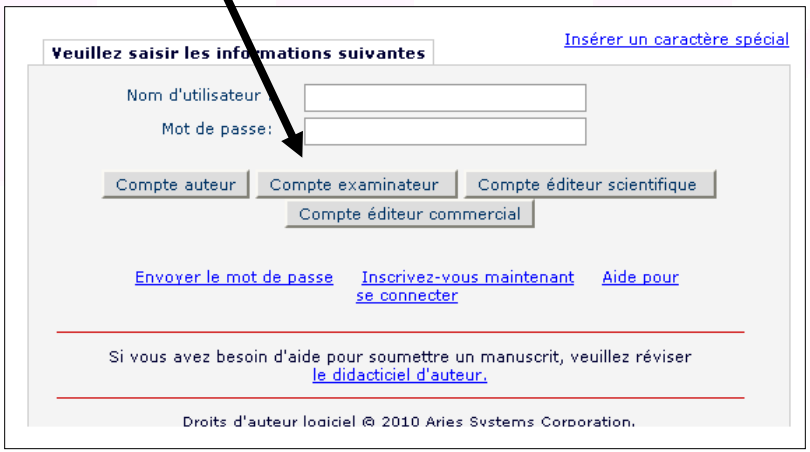


Sustainability over multiple releases



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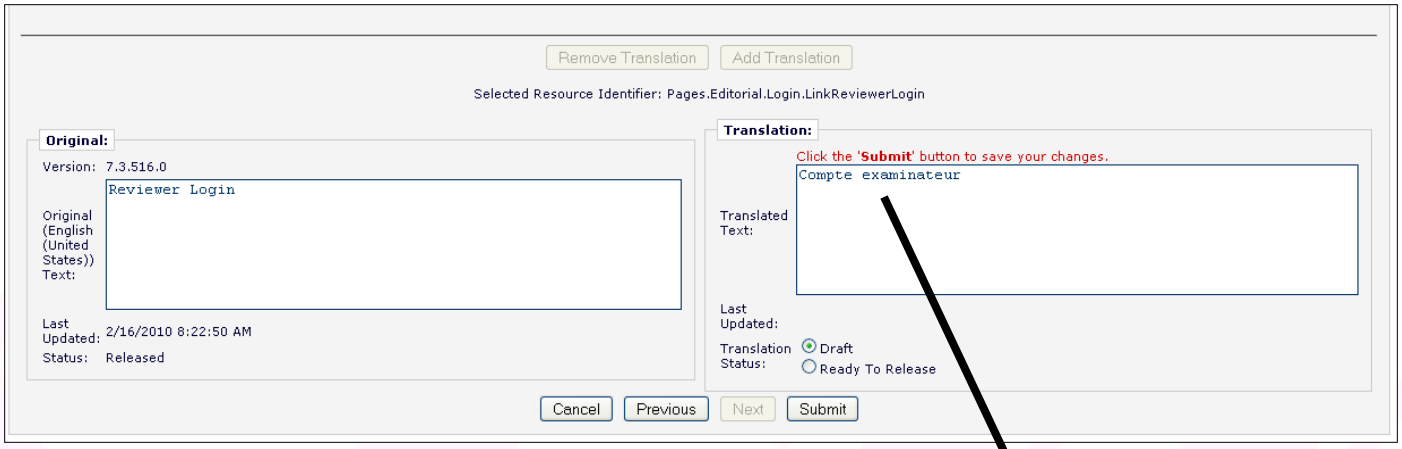

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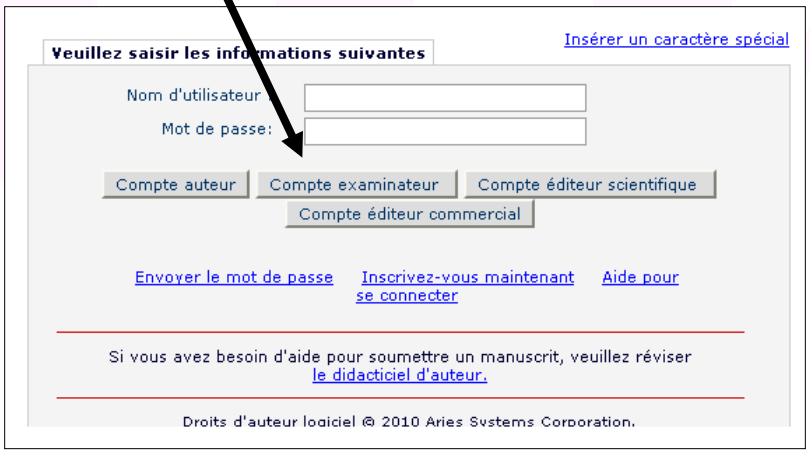

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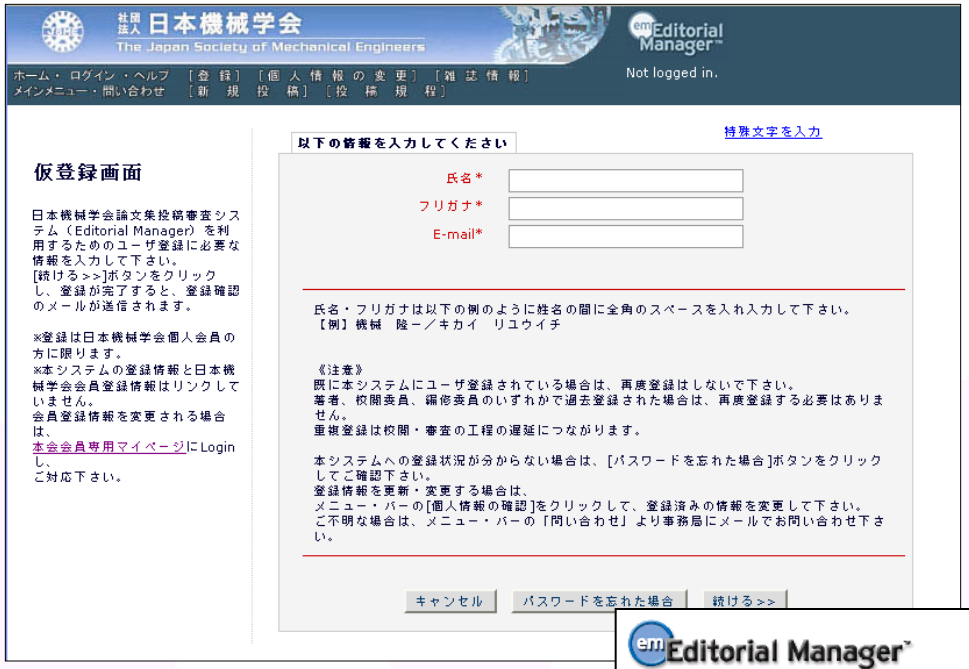

Success!

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Success!

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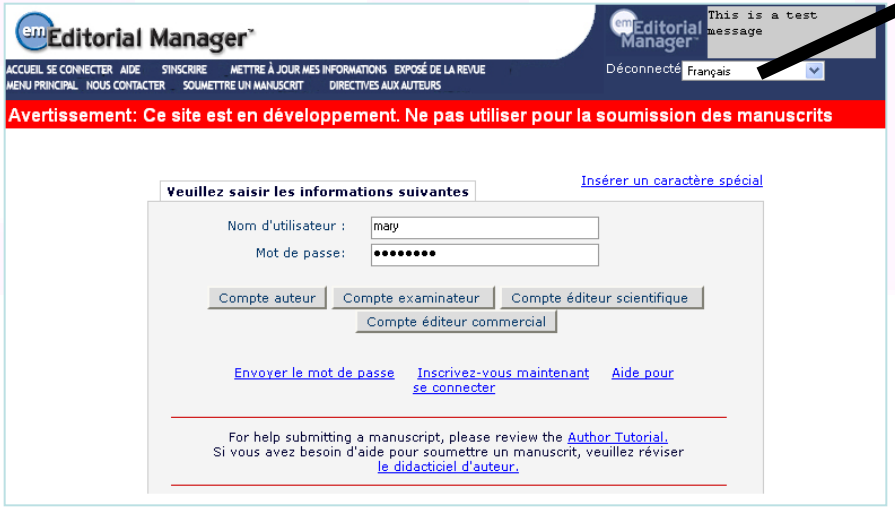
Competitive Advantage for Publisher

- Local language publishing
- Greater market penetration
- More author relationships
- Brand enhancement
- More intellectual property

“Toggle” – user selected interface



Competitive Advantage for Publisher

- English language journals reaching out to target author communities (e.g. China, Brazil etc.)
- Extend author community
- Build relationships with international editors and suppliers
- Brand enhancement
- Dual language mandates

Other factors: Unicode

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Other factors: Dual field options

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Manuscript supply chain revolution

- Workflow applications in the “cloud”
- Deeper: end-to-end
- Broader: Internationalization
- Economies of scale
- Higher capital costs to implement right architecture. Lower marginal costs to reach new markets
- Due diligence on solutions

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Supply chain revolution

- Workflow applications in the “cloud”
- Deeper – end-to-end
- Broader - Internationalization
- Economies of scale
- Higher capital costs to implement right architecture. Lower marginal costs to reach new markets
- Due diligence on solutions

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Internationalization of manuscript supply chain:

Problem or opportunity?

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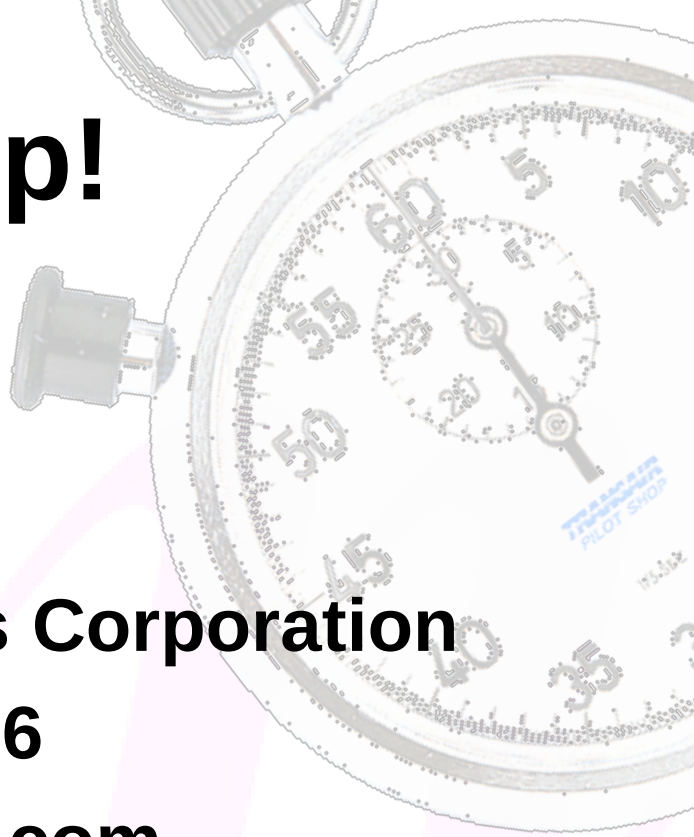
Time's Up!



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