Before the Project Begins

• The Marriott Sponsor or project owner reaches out to the Marriott Regional Reviewers to provide background and explanation of the project. This occurs before the English copy is finalized to allow the regional reviewers the opportunity to make market specific suggestions.
• Marriott submits the final source files to TDC via Project Director tool for a cost and time estimate.
• TDC prepares and analyzes the files with the Marriott Translation Memory (TM) to leverage previously translated content.
• With the leverage statistics TDC provides a cost and time estimate for the project.

Estimate Approval and Start of Translation Process

• Marriott approves the cost and time estimate and TDC begins the localization process with Translation, Editing and Proofreading.
• A qualified team of professional linguists who are native speakers of the target language as well as subject matter experts translate, edit and proofread all text material.
• The TDC Language Project Managers collaborate with the linguists and the Account Manager to address any questions or concerns during the translation process.

Regional Review

• TDC delivers translated content to the Marriott Regional Reviewers in the Translation and Review Portal (TRP). TRP is an online tool which displays the translations in a bilingual format.
• The native speaking Marriott reviewers make revisions directly in the online tool to reflect their linguistic preferences.
• TDC’s native-speaking Language Project Managers serve as the main point of contact for the Marriott reviewers during the review process.
• TDC’s native speaking Language Project Managers look over the review feedback and approve the revisions for implementation.
• If there are any questions the Language Project Managers consult with the client reviewers on linguistic matters and function as a clearinghouse for review preferences.
• They ensure all Glossaries and Style Guides and Translation Memories are up-to-date so all future translations reflect the Marriott reviewer’s preferences.

Desktop Publishing and Localization QA

• Based on the file type, TDC provides Desktop Publishing (DTP) and Localization QA services:
  • Desktop Publishing (DTP): Once the translated graphic image text is finalized, the TDC desktop publishing specialists flow the translated text into the source format to match the existing English layout. This is a particularly design intensive phase of the project as the length of the translated text often increases by 25%-40% beyond the English equivalent. TDC’s team of graphic designers readjust the layout as needed to accommodate the text expansion ensuring overall design cohesiveness and consistency with the English source content. The formatted file then cycles through design QA and post-DTP linguistic review to ensure the language and style has not been altered during the formatting process.
  • Localization QA: Once the translation is finalized, all files are checked by QA engineers to ensure the code is unaltered or, when appropriate, localized correctly for the target specifications. The web production team corrects any formatting discrepancies so all files are delivered in the same structure and format received from Marriott.

Post Localization Testing

• TDC delivers the translated files for Post Localization Testing.
• Post Localization Testing is a necessary step to verify and approve the translated text in the context of the online environment.
• Once the translations are displaying in the test site architecture, TDC’s qualified linguists navigate the site following the Test Plan.
• TDC confirms the layout is consistent with the source, all elements display properly and that all translations are correct in the final environment.
• TDC delivers itemized bug reports indicating linguistic and/or functional modifications, as well as updated files with all linguistic fixes.
• Marriott stages the updated files with linguistic fixes and implements all functional fixes.
• Successful implementation of this phase of the project is dependent on a Marriott internal technical contact for the following tasks:
  • staging the test site
  • establishing remote access to the staged pages
  • providing site roadmaps, QA test plans or a list of URLs to the staged content for testing
  • remediating linguistic and/or functional bugs