

# The Power of Localization in the Era of Continuous Development



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eventbrite



Rechercher des événements

Organiser ▾

Aide ▾

Créer un événement

Se connecter

Pour ceux  
qui adorent sortir

Simpson, Great American Music Hall

Je veux sortir

Toutes les dates ▾

Lieu

Oakland

Je suis d'humeur pour...

N'importe quoi ▾



Découvrir d'autres événements populaires

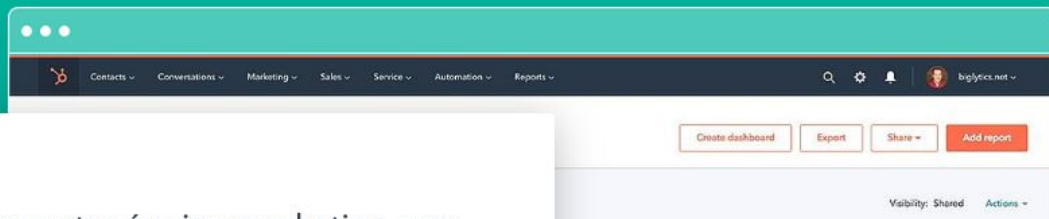


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## Logiciel d'inbound marketing tout-en-un

Le logiciel Hub Marketing vous propose toutes les ressources dont vous avez besoin pour augmenter votre trafic, convertir vos leads et établir votre ROI, ainsi que le savoir-faire d'une équipe de formation et de support qui vous aide à développer votre entreprise.



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**ATLASSIAN**

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무료로 체험하기

지금 구입



Login

**Jira Software**

특징

제품 가이드

엔터프라이즈 제품

가격

무료 평가판 사용

애자일 팀이 사용하는 최고  
의 소프트웨어 도구

무료 평가판 사용

Localization = Great User Experience



Development workflows have evolved



# Development workflows have evolved

Prog. Languages

Built-in localization

CVS

Fast development &  
Collaboration

Git

wow, much branches

Agile

Releases every week

Modern dev

Whole lotta frameworks  
Dynamic content







**You can't have a “little”  
localization problem.**

# Localization has to keep up

## Prog. Languages

Built-in localization (i18n)

## CVS

Fast development &  
Collaboration

## Git

wow, much branches  
Offline dev

## Agile

Releases every week  
Speed

## Modern dev

Whole lotta frameworks  
Dynamic content



PO file  
in FTP

PO file  
in CVS

Many PO files

Many PO files  
Every day

PO, JSON, YAML  
Many CI tools  
Many teams

Source lang. Editing  
Machine Translation





*“Localization is so easy!*  
**...said no one ever.”**

— Scott Sandler, Slack

Who's doing it well?

NETFLIX

 waze

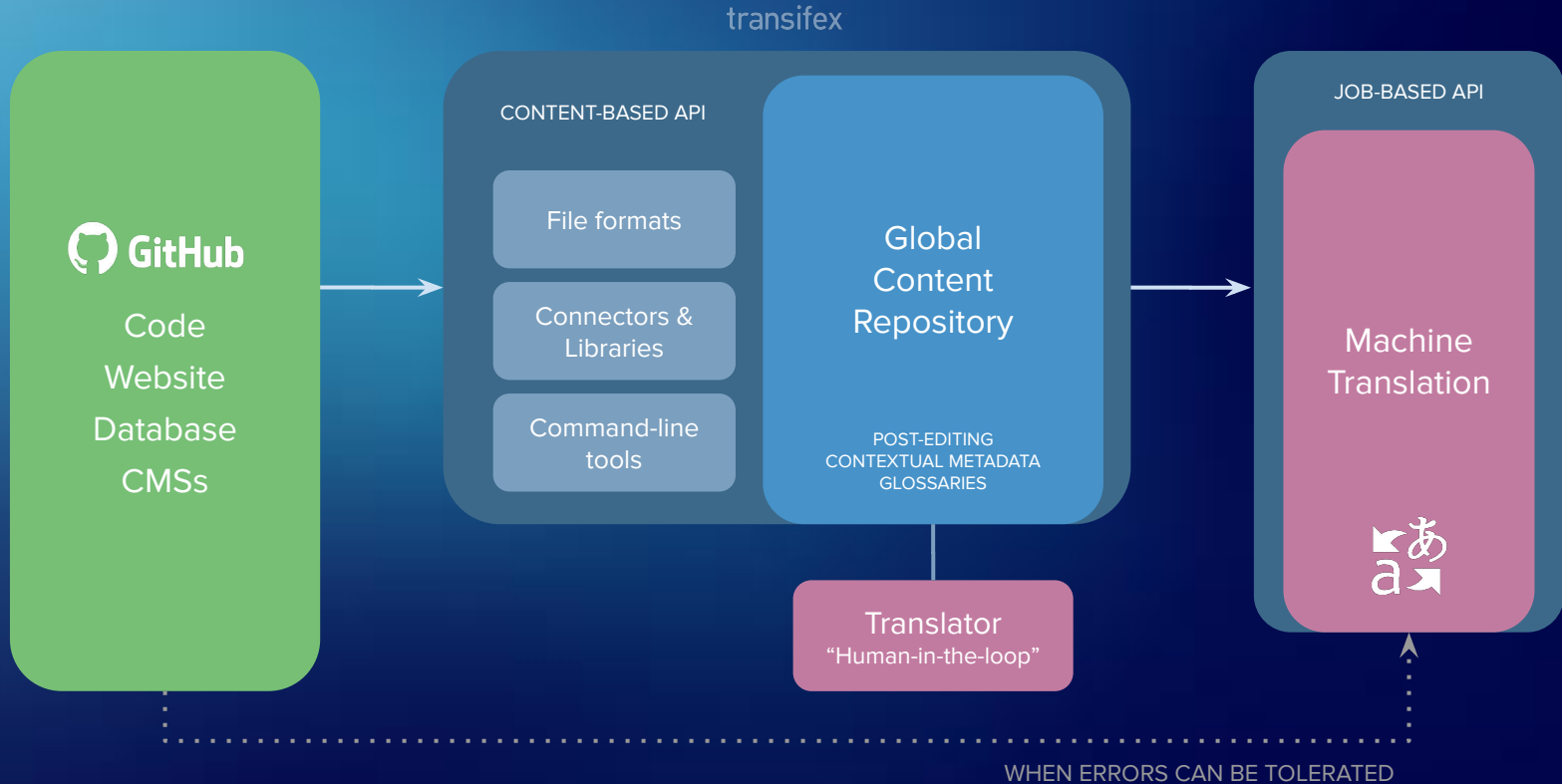
 ATlassian

HubSpot

meetup

 slack

# A Modern Localization Infrastructure





# Elements of a Modern Localization Infrastructure

Centralized Content Management

Integrations into git, etc.

Lightweight, agile workflows

Continuous deployments

Works with marketing, docs

Machine Translation

Integrations with collaboration tools

Content-Ops mindset

Modern language provider

Work with own users, employees,  
regional partners

# Challenges ahead we're excited about

Unified markup across programming languages

One **translate()** function to replace all file operations

Decoupling content management from code

Everyone  
uses technology  
in their native language





transifex.com / promo / developerweek2020

CODE: **DW2020**

# Thank You!



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