



## ESRI's Software Localization Project: The Brazilian Experience

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### Abstract

The main goal of ArcGIS localization project developed at Imagem Company, a Brazilian ESRI distributor, is the implementation of optimized translation methodologies geared to use the most adequate styles and terminologies, applied in international softwares, to the Portuguese language spoken in Brasil. The project is divided in 03 phases: Graphical User Interface translation, Help files and Hardcopies. The project methodology differentiation is obtained by producing and making available technical terms glossary using a local network, translation memories technologies, automatic translators support, technical dictionaries, including technical and languages knowledge of the localization team. The use of modern tools associated to severe quality control processes warranted the success of the final product. These processes allowed a better trustworthy translation, optimizing activities regarding to working time and avoiding words and redundant terminologies.

### Introduction

The ArcGIS localization project developed by Imagem Company began in July 2003. The main idea is to translate and transform concepts and feelings to represent the Brazilian geoprocessing users cultural reality. The possibility to have the ArcGis in Portuguese breaking the language barrier was well accepted by the geoprocessing Brazilian community. The ArcGiS Brazil will facilitate the understanding of GIS terminologies and simplify training and the consulting activities through the use of self explaining tools. This pioneering initiative in Brazil is a market strategy with a true possibility of increasing the GIS users group in the country. The wide segments diversity that uses ArcGIS tools can work with software which meet the users needs and allowing the knowledge of the whole technology.

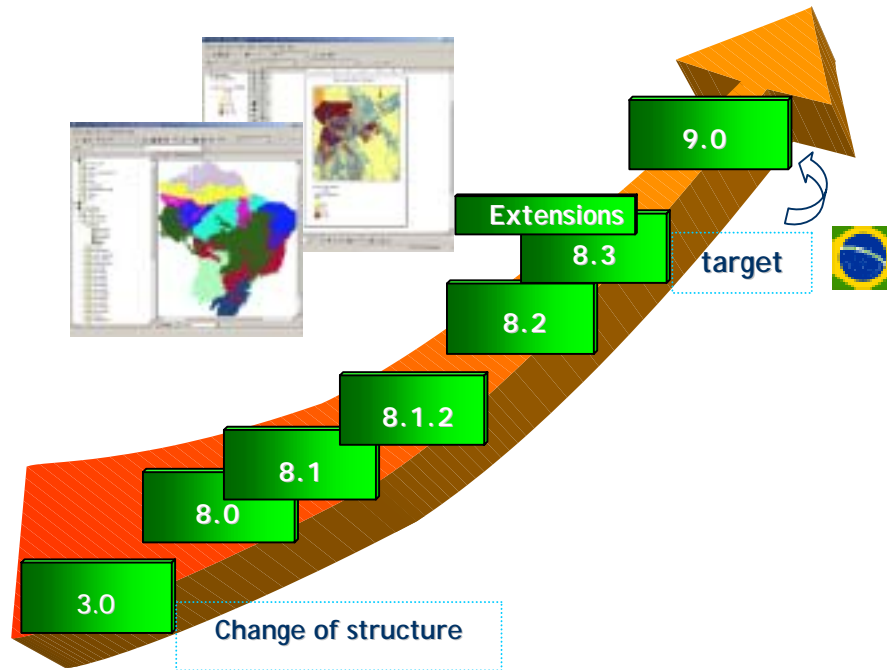


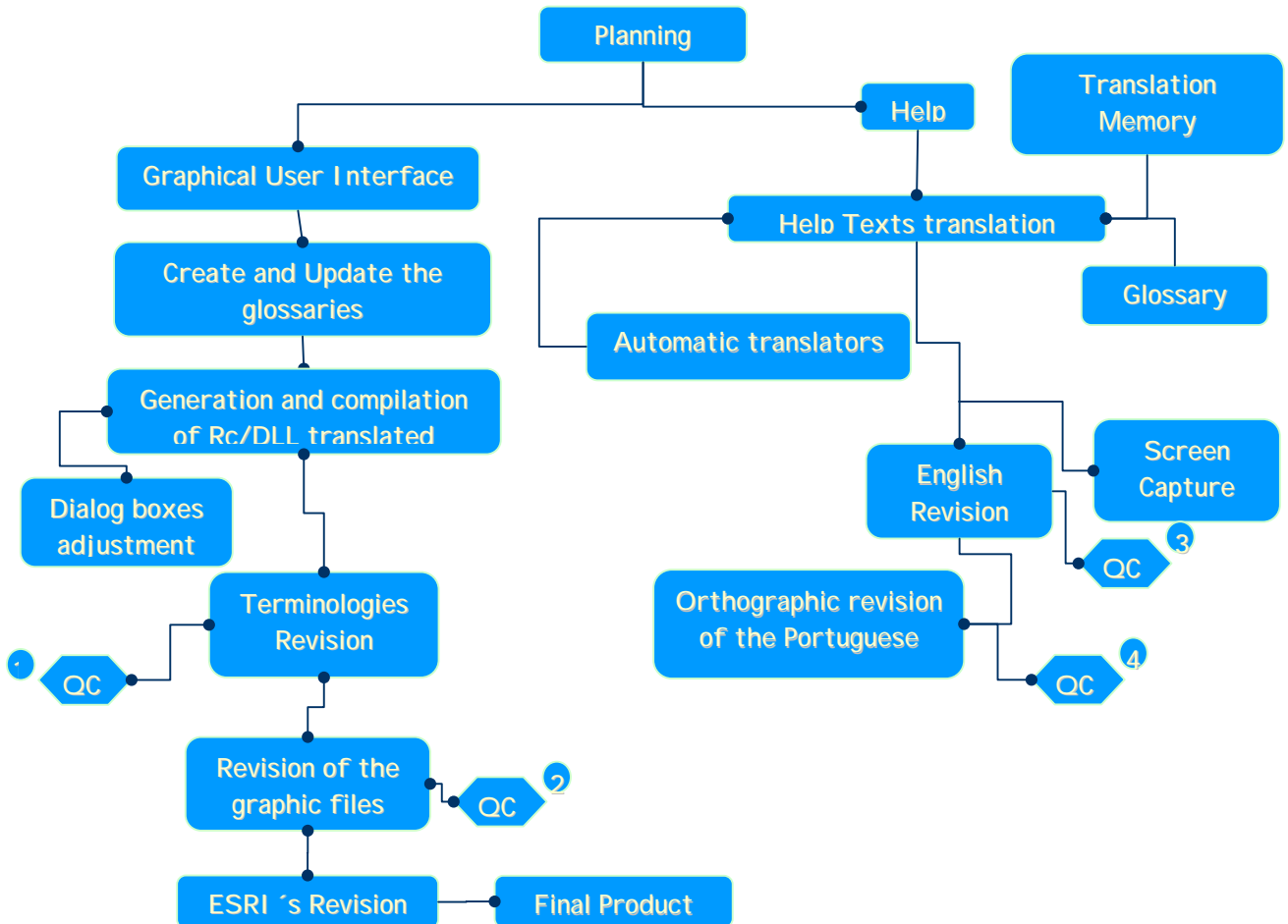
Figure 1: ESRI 's software development

**Objectives:**

- Increase the understanding of GIS technical terminologies
- Develop advanced analysis comprehension
- Larger productivity due to an easier understanding
- Easy knowledge transmission and activities explanation for customers to costumers and technicians

## **Methodology**

The methodology proposed was established under processes and resources optimization and was developed to provide a fast and accurate migration between ArcGIS software versions. The first step was to create a team of Geoprocessing analyst with an ample experience in working with GIS tools and technical terms. The project was divided in three phases: Graphical User Interface translation, Help files and Hardcopies. Specific translation software as RC-Wintrans, Wordfast, text editors, automatic translators support associated with translation memories technologies and technical dictionaries improved the production. The work began with the planning phase aiming at elaborating chronograms and the job assignment. Glossaries on a network were used to automatically substitute technical terminologies and avoid redundancies. The glossaries are constantly updated with new terminologies from technical dictionaries, discussion forums and consulting. The software used for the translation is simple and interface friendly allowing to work with resources or DLLs. The utilization of sophisticated applications or programmers is not necessary. The dialog boxes adjustment was one of the most laborious stages, because there were specific processes to adjust the texts to the dialog boxes size. At the end of each process were used quality control stages to assure the final quality of the accomplished work.



**Figure 2: Simplified methodology used in the localization project**

## **Results**

The first obtained results were the team training and the creation of the work general structure. The initial localization project was the translation of the graphic user interface and help files of the ArcFM software. After concluding the previous phases, the localization of ArcGIS 8.3 – ArcView, ArcEditor and ArcInfo – internal modules and the extensions 3d and Spatial Analyst were completed. The conclusion job of ArcGIS 9.0 has been accomplished in parallel and through the glossaries utilization of technical terms generated in the version 8.3. It is foreseen for July ArcGIS 9.0 new release and its extensions in Brazil. Thus, it will be able to establish a fast process of translated software distribution to the community of users.

## **Conclusion**

The ArcGIS software translation and its extensions had a good acceptance by geoprocessing users community in Brazil. The carried out researches showed that the users are very satisfied with the initiative and the results. The software translation allows users integration with different needs and enables the increase of the geographical culture in Brazil.

## Appendixes



Figure 3: Company Imagem support and training sector homepage

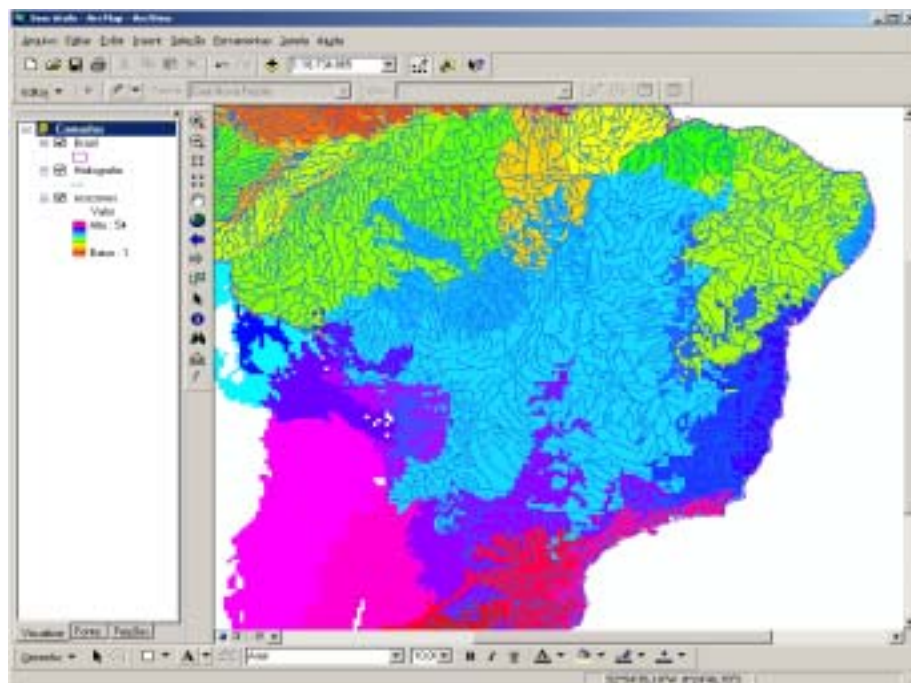


Figure 4: Example of the ArcMap translated for the Portuguese/Brazil

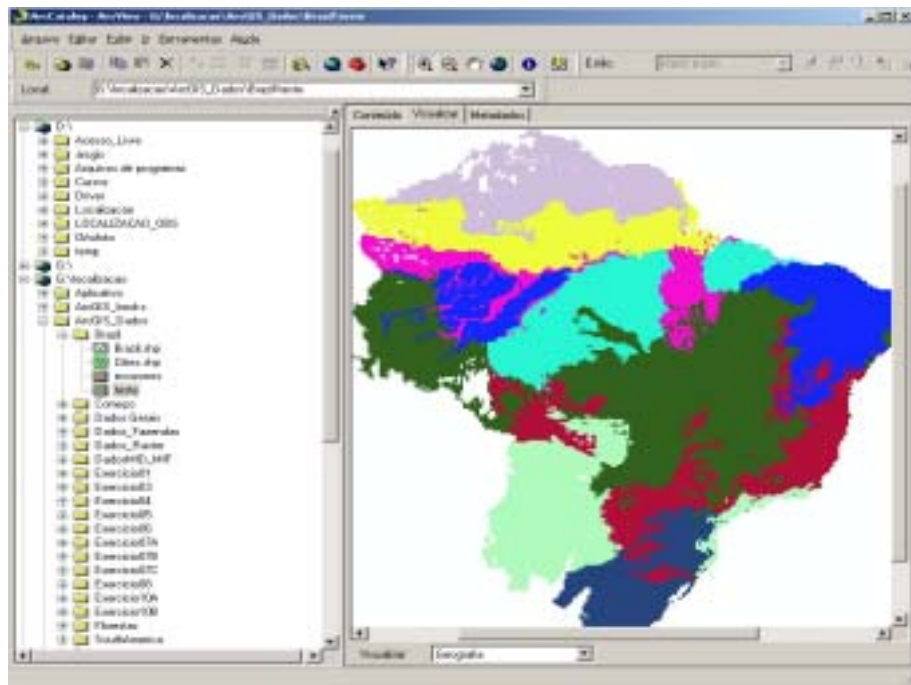


Figure 5: Example of the ArcCatalog translated for the Portuguese/Brazil

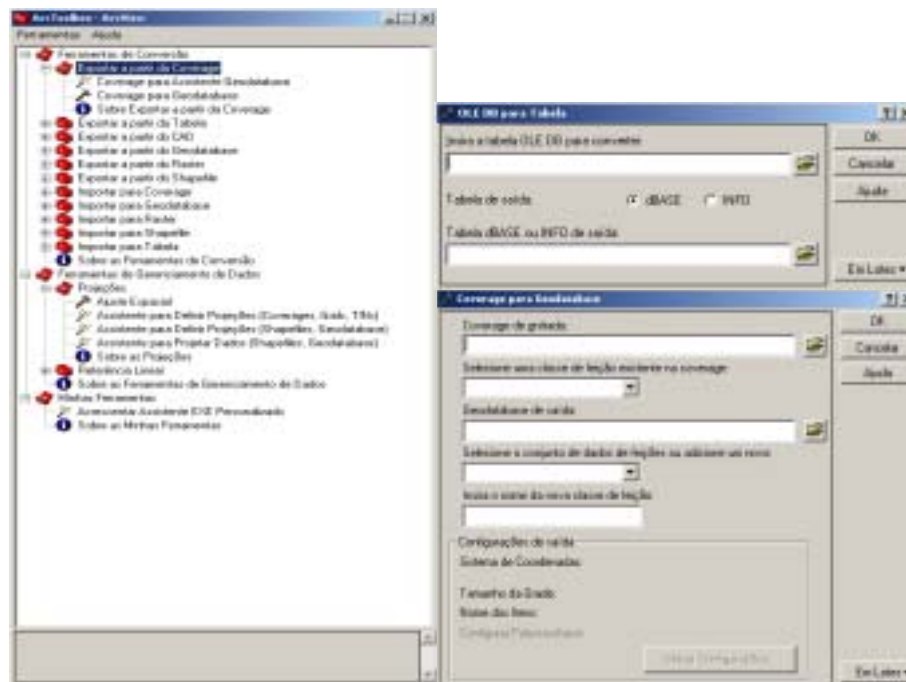


Figure 6: Example of the ArcToolbox translated for the Portuguese/Brazil



