



What is ABREVE®?

ArchiText's proprietary ABREVE methodology combines unique authoring and editing techniques with an in-depth knowledge of the localization process. The resulting content achieves optimal usability and maximum cost-effectiveness for multilingual deployment.

ABREVE takes the often overlooked standards of clarity, conciseness, and consistency to new levels, increasing usability in every language.

You can apply ABREVE techniques during content development or the editing phase.

Why is ABREVE necessary?

The ABREVE methodology increases usability while dramatically lowering the cost of localization, allowing you to improve user experience, save money, and increase market reach.

How does ABREVE reduce costs?

- Reduces word count
- Increases 100% - matching text segments
- Lowers printing costs (fewer pages)
- Reduces time to edit and update content
- Increases opportunities for reuse in a Content Management System

What is the return on the investment?

Savings in localization more than offset the cost of ABREVE. Depending on the number of target languages, the return on investment in ABREVE can be 400% or more. In other words, for every \$1 invested in ABREVE, you can save \$4.

Are there cost savings?

Instead of making an investment and waiting for an ROI, ArchiText's ABREVE end-to-end solution saves you money immediately. End-to-end projects combine ABREVE content globalization and localization; ABREVE directly reduces the cost of localization.

How does ABREVE increase usability?

Eliminating unneeded and confusing information reduces user frustration. And users can quickly find the information they need when there is less of it. ABREVE also restructures graphics and layouts to the most concise and usable formats.

How can ArchiText work on content without knowing our products?

ArchiText offers ABREVE content globalization—we apply the ABREVE methodology to your content. We evaluate and structure content to enhance usability in all languages, independent of the technical information conveyed. ArchiText's staff is skilled at performing this linguistic work, but does not serve as technical reviewers, such as your own subject-matter experts. A thorough review cycle is a normal part of ABREVE content globalization, to address your concerns about information integrity and let you approve all ABREVE modifications in detail.

Will ABREVE slow down our content development schedule?

Since the ABREVE methodology emphasizes word count reduction and is often used in the editing phase, the process doesn't take as much time as you think. If the materials are being localized after completion in English, ABREVE usually takes about the same amount of time as the contemplated localization cycle.

The "extra" time, if any, for ABREVE work on the source content is balanced by savings in volume—and therefore time—spent on localization. The sooner ArchiText's ABREVE process begins in your content development cycle, the smaller its schedule impact will be.

Will ABREVE eliminate important information?

No. The process preserves the integrity of your technical information. The core objective of ABREVE is clear, efficient communication.

Our style guide includes “writing for translation;” why do we need ABREVE?

ABREVE is different from the traditional concept of writing for translation. It is not a collection of techniques for anticipating objections from non-English-speaking audiences and overcoming them by altering or weakening the source text.

Style guides for “writing for translation” vary in effectiveness. Many emphasize micro-techniques, such as avoiding certain numbers and colors, or force you to adopt a writing style that adds words to clarify text for non-native speakers of English.

The value of these techniques is questionable—they may help localizers, but often at the expense of usability and increased localization costs.

Most style guides usually do not adopt word count reduction as a core principle. ABREVE focuses on clear communication of concepts as concisely as possible, which helps your writers and editors, the localizers, and your audience of users, while reducing localization costs.

Why must content teams and managers learn about the localization process?

Translation memory (TM) tools have become a localization industry standard. Understanding how they work, and how to increase consistency, reduces costs.

By anticipating what happens downstream, the team’s policies and procedures can address localization issues in the source, supporting a write-once-use-many strategy in all languages.

The localizer for each language can make some adjustments for localization, but it’s much more cost-effective for content developers to make them once in the source language.

If we used TM, is it worthwhile to apply ABREVE principles to legacy content?

The answer requires a calculation that ArchiText can compute for you.

Is ABREVE a software application?

No. You choose the words and images that comprise content; ABREVE provides a process for making the best-informed choices.

Will ABREVE work with my content development tool?

Since ABREVE is a methodology, it is compatible with virtually all content development tools. Consider ABREVE Content Globalization as a filter for your content to prevent “Garbage In-Garbage Out.”

Is ABREVE just a way to make the localizers’ job easier?

Absolutely not. ABREVE is designed to benefit end-users much more than localizers because it improves and reduces the source text. Your company saves in production and localization costs and provides better content in all languages.

Making the localizers’ jobs easier is a cost- and time-saving effect of ABREVE. It lets them avoid wasting time and effort dealing with unnecessary problems and processing volumes of inefficient text. Instead, localizers can focus on what they do best—conveying important information in the target language.

Our company may localize in the future. Why would we need ABREVE now?

ABREVE improves English content, so it creates value with higher usability, regardless of whether you localize. The word count reduction means less work and time spent on future releases. You can also think of ABREVE as a unifying edit pass, especially if your process includes many authors working in a distributed team.

Applying the ABREVE principles to existing content now pays big dividends when you choose to localize. If your company doesn’t localize right now, that doesn’t mean it won’t be doing so in the near future.

If our group attends ABREVE Training, when can we apply what we learn?

Immediately after ABREVE Training, students historically reduce word count by an average of over 20%, which provides a significant savings in localization dollars.

Students become even more proficient as they gain experience, especially if combined with:

- a group-wide effort to revise the style guide
- a policy that requires editors or peer editors to enforce the new standards

What companies have benefited by using ABREVE?

Altiris	Motorola
Applied Biosystems	nSight
Autodesk	Ohmart/VEGA
Bentley Systems	Schneider Electric
FrontRange Solutions	The MathWorks
Hologic	Tyco Fire & Security
Ipswitch	VERITAS/Symantec
Kodak	Websense
Minitab	Xerox

Contact ArchiText for

- ABREVE training
- ABREVE globalization consulting
- ABREVE content globalization services
- ABREVE end-to-end services (content globalization and localization)

“We see ABREVE as an opportunity to save money and create better content—a solution that validates Kodak’s business strategy of ‘create once, reuse many times.’ ”

—Ann Nasella, Product Localization Manager, Eastman Kodak