

Globalization Project Management

■ Overview

Your company just decided to market worldwide a product you are currently managing. What do you do? What are the challenges? How do you prepare for success? What are the numerous pitfalls to avoid?

This workshop teaches the fundamentals of managing a software project which will be deployed worldwide. The problems and challenges facing managers are explained in detail along with recommended solutions and industry best practices. Numerous examples and exercises are provided. This workshop will show you how to build globalization expertise, how to work with global requirements, how to work with the development, testing, documentation, services and other teams, how to build estimates, how to track tasks, how to manage outsourced resources, and much more.

You will learn how to adapt your current methods and work practices for managing the deployment of a global product.

■ Target Audience

This course is intended for project managers, product managers, team leads, documentation managers, development managers, customer support managers, professional services managers and test managers.

■ Benefits

This workshop provides software managers with an insight to the challenges facing them in their task to manage a project being built for the global market. The workshop describes how to successfully prepare and run a globalization project task.

This workshop will prepare you for all aspects of managing a globalization project. You will know the issues, you will know the pitfalls and you will know the solutions. The workshop will provide you with a clear understanding of industry best practices, how to apply them and what their benefits are. You will learn how to clearly and efficiently communicate globalization concepts and issues.

■ Duration

The agenda described below is for a one-day session.

■ Pre-requisites

None.

■ Agenda

1. Why globalize?

- What is the driving force?
- Market growth or potential loss of market share?
- Who are the stakeholders?

2. Build i18n expertise

- Character sets and encodings
- Fonts & glyphs
- Cultural data: date, time, images, sounds, ...
- Text processing: searching, sorting, grammatical issues, etc.
- Input/output problems: import/export, upload/download, cut & paste
- User interface and pseudo translation
- Building a network of experts

3. Globalization Requirements

- Multiple languages vs. multiple countries vs. multiple locales
- locale tiers and locale/market deployment plans
- Elaborating the Unicode requirement: encodings, forms, etc.
- Manage and prioritize requirements
- Developers don't always understand foreign users
- Globalization usage scenarios

4. Working with the other teams

- Development
- Configuration management
- Testing
- Documentation
- Customer support
- Professional services
- Outsourced resources

5. Process and tracking

- Development lifecycle
- Process evolution
- Risk management
- Realistic estimation
- Sample estimate component
- Roles and Responsibilities

■ Handouts

Each attendee will receive a 200+ page booklet, one slide per page, with ample room for notes, complete with table of contents and glossary. The booklet is designed to serve as a practical easy-to-use reference “book” for regular use during an internationalization project.

About our Instructor – Matta Saikali

Matta has more than 25 years' experience in internationalization and localization testing. His testing experience covers more than 30 languages including European, Asian, Arabic, Hindi, etc.

Formerly Director of Software Quality Assurance at Gemplus, Matta built up and managed a team of 50+ SQA professionals responsible for testing globalized Windows applications and mobile devices in European and Asian languages.

As Director of SQA at Purkinje, Matta managed the testing team for a multilingual multi-user client-server application for clinical data entry.

Matta was also SQA team leader at ALIS where he was involved in testing all ALIS products, notably their Arabic/Farsi product line.

Additionally, Matta holds a B. Sc. and M. Sc. in Electrical Engineering.