Internationalization of Workflow Interfaces

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Manuscript Supply Chain
All good research is/should only published in English
All publishable researchers speak English
Internationalization of manuscript supply chain

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Internationalization of your workflow system
But how?

Brute force code editing:
- Different code instances
- Expensive to implement
- Expensive to maintain
- No ability to “toggle” languages
- Not sustainable over new releases
“Tokenization”

• Every code module text string replaced with a “token”
• Run-time replacement of “token” with translated text from a database
• Massive investment
Sustainability over multiple releases
Sustainability over multiple releases
Success!
Competitive Advantage for Publisher

- Local language publishing
- Greater market penetration
- More author relationships
- Brand enhancement
- More intellectual property
“Toggle” – user selected interface
Competitive Advantage for Publisher

- English language journals reaching out to target author communities (e.g. China, Brazil etc.)
- Extend author community
- Build relationships with international editors and suppliers
- Brand enhancement
- Dual language mandates
Other factors: Unicode
Other factors: Dual field options
Manuscript supply chain revolution

- Workflow applications in the “cloud”
- Deeper: end-to-end
- Broader: Internationalization
- Economies of scale
- Higher capital costs to implement right architecture. Lower marginal costs to reach new markets
- Due diligence on solutions
Supply chain revolution

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Internationalization of manuscript supply chain: Problem or opportunity?
Time’s Up!

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