

StorePOINT
Revolutionising Art Work
Production
A KTP Case Study

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Coverage

- ✿ Background
- ✿ The POINTandGo! Localise (PAGL)
- ✿ Reflections
 - ✿ StorePOINT
 - ✿ Kingston University
 - ✿ Associate
- ✿ Future Work

Background

- * StorePOINT International Ltd
 - * Background
 - * Automation of artwork
- * Origins of PAGL
- * Origins of KTP

The PAGL System

pointandgo **localise**
localisation management system

Username:

Password:



PointandGo! Localise v3.0
Powered by [StorePOINT International](#)
[Browser Requirements](#) | [System Support](#)

PAGL Home

Welcome to PointandGo! Localise. Please check the progress of all your assigned tasks at the bottom of this page before any navigation.

Navigation Options

- Campaigns** view existing projects or launch a new one
- Library** review archived projects
- Control Panel** system administration
- My Profile** update your contact details, language capacity, specialisations, and rates
- Inbox (0 Unread)** access your internal message box
- Support** have your queries or comments logged on our support ticket site

Tasks Summary

- Overdue: **57**
- Urgent: **0**
- Non-Urgent: **0**
- Completed: **159**

Company Workflow Statistics

Campaigns	Artworks	Pages	Tasks
132	264	647	366

Real-time transcreation starts here!

Do you know that you can now set up a campaign, upload your artworks, assign translators and proofreaders, and manage the entire workflow online?
 ▶ Want a piece of work done? Create your campaign now!

The list below shows all your work in progress. Please click on the edit icon to access task details. You may also sort your tasks by clicking on the column headers.

Intray Outtray

Campaign Title	Brand Name	Reference	Artwork Title	Task Description	Deadline	Task Manager	Translation Progress	Task Status
PAGL_User_Manual	PointandGo Localise		PAGL_User_Manual	Translation 	30th Nov. 2009	SP Admin	Word Count: 2723 / 2729 (6) 100% Complete	Assigned
WOIS_Heine_Fashion_SS10	Heine		Spread_1	Translation 	26th Nov. 2009	Jonathan Turner	Word Count: 749 / 749 (0) 100% Complete	Assigned
WOIS_Heine_Fashion_SS10	Heine		Spread_2	Translation 	26th Nov. 2009	Jonathan Turner	Word Count: 603 / 603 (0) 100% Complete	Assigned
WOIS_Heine_Fashion_SS10	Heine		Spread_3	Translation 	26th Nov. 2009	Jonathan Turner	Word Count: 595 / 595 (0) 100% Complete	Assigned

Before Translation

The screenshot displays the StorePOINT International web interface. At the top, the logo for 'pointandgo localise' is visible, along with navigation links for Home, Campaigns, Library, and Control Panel. The user is logged in as 'admin, StorePOINT International (Super Administrator)'. The interface shows a 'Task Home' section with the text 'where to start your translation task.' and a 'Help' icon. Below this is the 'Artwork Preview' section, which includes a prompt: 'Please click the textbox on your artwork preview to start the translation task or you may work offline.' The main preview area shows a document titled 'Japanese Student Guide' with a word count of 2574 / 2574 and a progress bar indicating 100% completion. The artwork itself features a red header with the title and a large white graphic of the numbers '34' on a dark background. On the right side, there is a sidebar with various options: Document Details, Translation, Task Log, Notes, Options, Edit Document, Work Online, Update Image, Export Document / Work Offline, Import Document, and Download Artwork. Each option has a corresponding icon and a 'Go' button.

pointandgo localise
Home Campaigns Library Control Panel

admin, StorePOINT International (Super Administrator)
My Profile Inbox (0 Unread) My Portal Support Logout

Online (1)

Task Home where to start your translation task. Help

Artwork Preview Please click the textbox on your artwork preview to start the translation task or you may work offline.

Japanese Word Count: 2574 / 2574 100% Complete

Japanese Student Guide

Work Online Update Image

Export Document / Work Offline
Export RTF Go

Import Document
Import RTF Browse... Go

Download Artwork
Download Original PDF Go

Real-time Visualised Translation

Visual Translation where to help you translate your artwork. Help

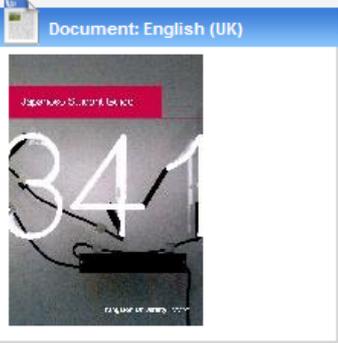
Task Home > Translation Preview Please type your translation in the textbox and update your entry for preview.

Japanese Textboxes Only Word Count: 2574 / 2574 100% Complete

Textbox: English (UK)

Japanese Student Guide

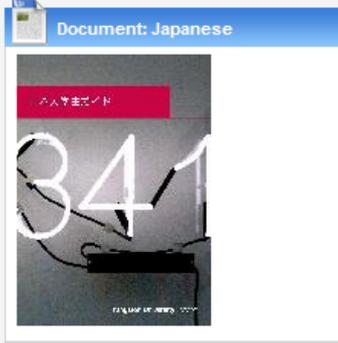
Document: English (UK)



Textbox: Japanese

日本人学生ガイド

Document: Japanese



Go to Page: 1 Load Machine Translation

Paragraphs in This Textbox

Japanese Student Guide

日本語学生ガイド

Translation Memory | Style Editor | Notes

日本語学生ガイド	2009-12-01 10:44:06 admin Google	<input type="button" value="Delete"/>
日本人学生ガイド	2009-10-16 09:26:28 Unknown Unknown	<input type="button" value="Delete"/>

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After Translation

pointandgo localise localisation management system

Home Campaigns Library Control Panel

admin, StorePOINT International (Super Administrator)

My Profile Inbox (0 Unread) My Portal Support Logout

Online (1)

Task Home where to start your translation task. Help

Artwork Preview Please click the textbox on your artwork preview to start the translation task or you may work offline.

Japanese    

Word Count: 2574 / 2574  100% Complete



Document Details

- Translation
- Task Log
- Notes

Options

- Edit Document
 - Work Online
 - Update Image
- Export Document / Work Offline
 - Export RTF
- Import Document
 - Import RTF
- Download Artwork
 - Download Original PDF

Reflections - StorePOINT

- * KTP a very happy accident
 - * West Focus and Hilary Dalke
- * How did we get here
 - * Enterprise office - Lorna Hawthorn and the team there
- * What happened and why
 - * Business plan, Budget, Approval, Find an Associate

Reflections - StorePOINT

- ✿ What have we gained?
 - ✿ A business system ready for the next generation of web working "The Cloud"
- ✿ What have we learned?

It is never simple, it is never easy and nothing, nothing ever works the way you planned it
- ✿ What does success look like?

A forecast of £300K new business and sales to date of £80K

Reflections - Kingston University

- ✿ Forged relationships between StorePOINT and a number of the University's departments
- ✿ Contributions from Canon, Apple and Quark
- ✿ Contribution to Faculty's research
- ✿ Example of an object-oriented approach, reusable code and workflow system to feed and inform teaching
- ✿ Learnt from mistakes

Reflections - Associate

- * Work experience
- * Putting principles of OOP and pattern design into practice on commercial software
- * Project management skills
- * Exposure to the business, clients, marketing and selling

Future Work

- ✿ Enterprise system moving to a self service model
- ✿ Today, Quark, InDesign, MS Word tomorrow
PowerPoint, Framemaker in fact any file that
supports XML
- ✿ Fully collaborative environment with chat room
and voice over IP and conversation appending to
file
- ✿ CMS with a difference
 - ✿ CSS with language
 - ✿ CSS with PDF by Language
 - ✿ PURL by site by language

Thank you

Questions?