



DSAG-Globalization-Symposium  
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Sneak peek:

# TRANSLITERATION VON PERSONEN- UND FIRMENNAMEN

## Transliteration of Personal and Company Names

Kerstin Benner, Christian Schuster  
Workflow Translation and Software Localization GmbH





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# AGENDA

1. Introduction and Welcome
  - 1.1 Welcome, Agenda
  - 1.2 Workflow Translation & Software Localization GmbH
  - 1.3 Short bio: Kerstin Benner
  - 1.4 Short bio: Christian Schuster
  
2. Translation ↔ Transliteration
  - 2.1 Translation alone is not always sufficient
  - 2.2 The meaning of transliteration/transcription
  - 2.3 Unsuitable examples beyond a simple translation
  - 2.4 Some entities needing transliteration



## AGENDA

3. Solution
  - 3.1 Workflow Transliteration Tool (WTT)
  - 3.2 Functionality including live demo
  - 3.3 Big Data (Open Data) integration: Case study with Japanese commercial register
  - 3.4 Outlook and further development strategy/SAP integration
4. Conclusion
5. Q/A Session

# 1 Introduction and Welcome

## Workflow Translation & Software Localization GmbH



- Founded in 2004,  
Managing Director: Isabella Musso
- Head office in Walldorf, branch in Italy
- Member of Transline Gruppe GmbH
- Certified SAP partner for translation und language consulting
- Specialized in:
  - SAP translation
  - Translation of technical documentation and marketing texts
- Average annual performance in translation:
  - 7 million words per year for translations of SAP products and documentation
  - 4 million words per year for technical documentation and marketing texts

## Workflow Translation & Software Localization GmbH



wordflow

where your words cross borders

- Our range of services:
  - Strategic consulting for Global Rollouts
  - Translation process setup for your rollouts
  - Setup and Maintenance of your SAP translation environment, Translation process execution and supervision
  - Post-processing language test management
  - Translation of documentation and training material
  - Creation of language transports, language packages and SAP Add-ons
  - Support Package and SAP Add-on installations
  - Assistance during system upgrades and data migration
  - Optimization of SAP translations with Wordflow tools

# 1 Introduction and Welcome

## Short bio: Kerstin Benner



- 24 years of experience at SAP in Walldorf
- Focus in software logistics:
  - Transport management
  - Final Assembly
  - SPAM/SAINT
  - Release Upgrades
  - SP Updates
  - Migration
- At Workflow since 2015 as an SAP Basis specialist and expert for SAP-translation related content

# 1 Introduction and Welcome

## Short bio: Christian Schuster



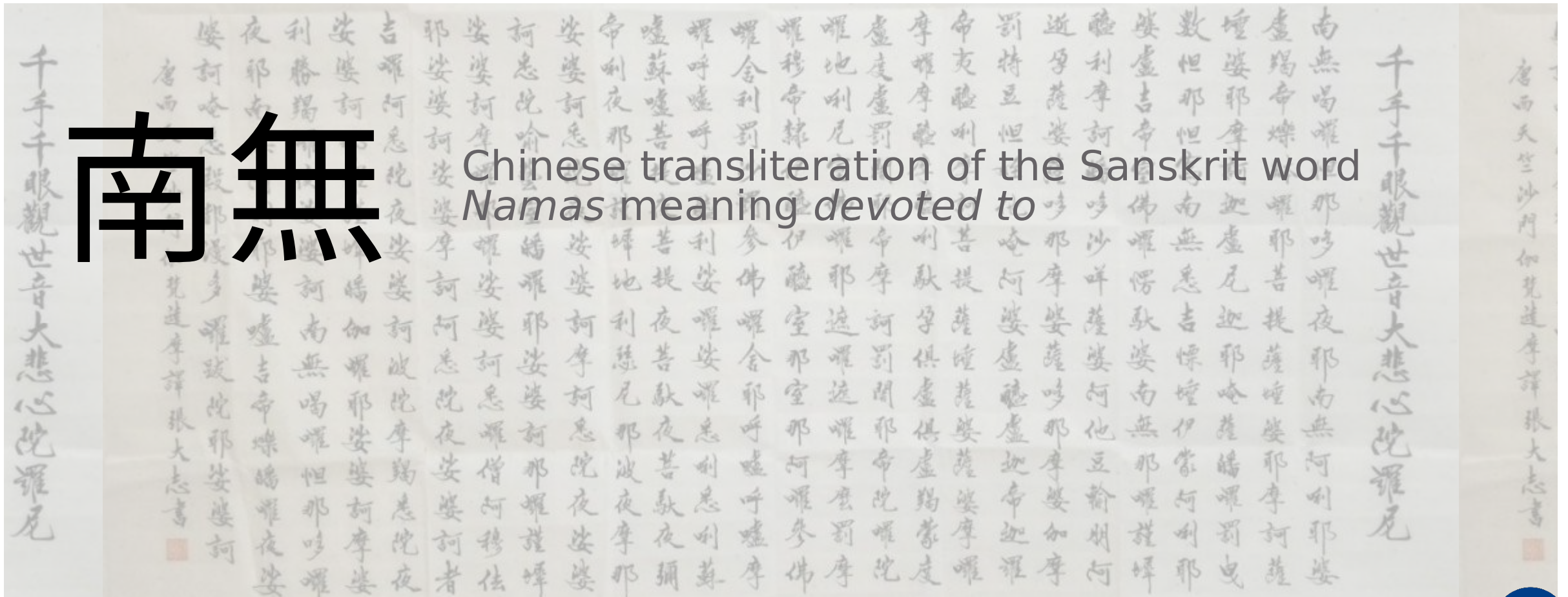
- BA Sinology, Japanology & Computational Linguistics
- Web Developer and Trader
- Studied ancient Chinese Buddhist scriptures at a Buddhist monastery in China
- App developer at Wordflow



## 2. Translation ↔ Transliteration

„to write a word in the characters of another alphabet“

[www.dictionary.com](http://www.dictionary.com)



Source: [http://nevec-img.zenfs.com/prod/tw\\_ec05-7/cc7ec4c8-5f8a-4235-aa31-c59e652ef165.jpg](http://nevec-img.zenfs.com/prod/tw_ec05-7/cc7ec4c8-5f8a-4235-aa31-c59e652ef165.jpg)

## 2. Translation ↔ Transliteration

### Chinese: Traditional vs. Simplified

Traditional	Simplified	Translation
開	开	to open
聽	听	to hear
龍	龙	dragon
漢	汉	Chinese

### Transliteration: Zhuyin vs. Pinyin

Zhuyin	Pinyin
ㄎ ㄞ	kāi
ㄊ ㄩ ㄣ	tīng
ㄌ ㄨ ㄥ ㄨ ㄥ	lóng
ㄏ ㄢ ㄣ	hàn

## 2. Translation ↔ Transliteration

### Transcription

Many variants, fewer diacritics, focus on phonetics

你好 *Nee haoww*

### Transliteration

Unique, usage of many diacritics, direct transformation into another writing system

你好 *nǐ hǎo*



Macedonian transliteration of the Italian words *Pizzeria Cosa Nostra*

## 2. Translation ↔ Transliteration

In Chinese, there are no rules for when to translate characters and when to transliterate them

### Transliteration

Google	谷歌
Amazon	亞馬遜

### Translation

Apple	蘋果
Facebook	臉書
Microsoft	微软

By contrast, the Japanese syllabary is a consistent system that defines how to transliterate data

### Transliteration

Google	グーグル
Amazon	アマゾン
Apple	アップル
Facebook	フェイスブック
Microsoft	マイクロソフト

## 2. Translation ↔ Transliteration

**There is also a mix of translation and transliteration from the Russian language**

### **Translation**

Екатерина Великая

Catherine the Great

### **Transliteration**

Чайковский, Пётр Ильич

Tchaikovsky, Pyotr Ilyich

Гагарин, Юрий Алексеевич

Gagarin, Yuri Alekseyevich

## 2. Translation ↔ Transliteration

### Use Cases:

- Company Names / Personal Names
  - Credit information (Company Names and Addresses)
  - List of companies or persons subject to sanctions
  - Person names and addresses (HR departments)  
Marketing/sales purposes (business cards, webpages, address databases for mailing lists...)
  - Exchange of Information between departments in a multinational company (i.e. Controlling in Japan, Production in Germany)

- ...

Wordflow Translation & Software  
Localization GmbH Altrott-34A

## 2. Translation ↔ Transliteration

### Examples of Japanese company names

Transliteration

Translation

竹下建設 ⇒ Takeshita Construction

盛鉄工所 ⇒ Mori Iron Works

ジャカコン物流 ⇒ Jakakon Logistics

## 2. Translation ↔ Transliteration

### Why Personal Names?

Have you exchanged business cards with someone today? How do you address 林 when you follow up next week?

林

Translation: Forest

Transliteration: Lin

### Example: Double-Sided business Cards

Front Side



International Name

Back Side



Name in Kanji (Japanese)



## 2. Translation ↔ Transliteration

### **Why addresses?**

You've recently acquired an address database and want to send flyers. How do you handle international mailings when you only have the non-Latin script available?

Example:

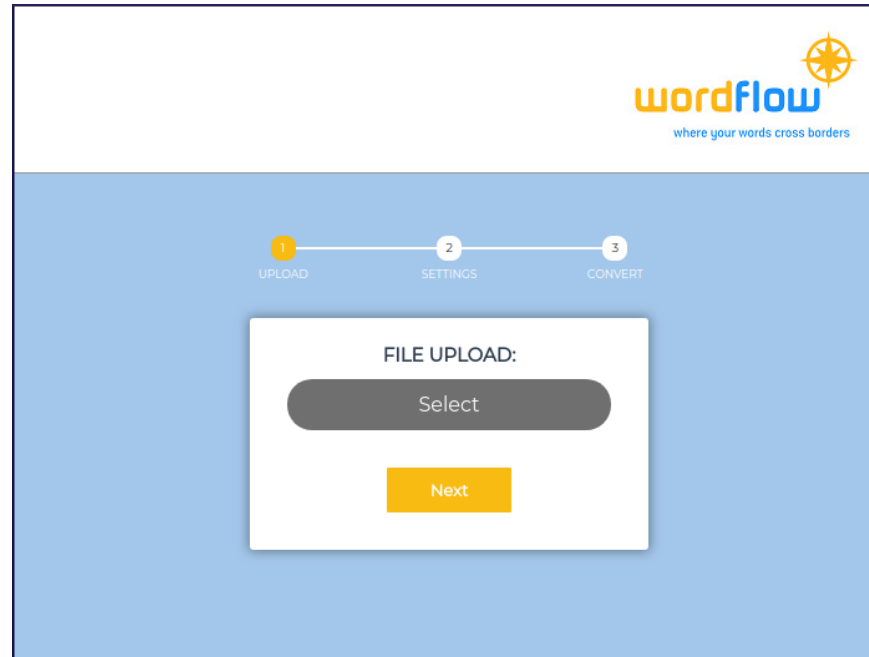
中国，山东省，青岛市 香港东路6号，5号楼，8号室 李小方 收

Li Xiaofang Apartment 8, Building 5, No. 6 Hongkong East Road Qingdao Shandong

### 3. Workflow Transliteration Tool (WTT)

**Web app for machine transliteration of Chinese, Japanese and Russian into Latin**

**(still in development)**



**Next steps:**

- Integrate Big Data
- Integrate SAP via RFC/REST API

### 3. Workflow Transliteration Tool (WTT)

## Big Data (Open Data) integration: Case study with Japanese commercial register



The screenshot shows the homepage of the Global Open Data Index. The header includes the logo for the Global Open Data Index and the Open Knowledge International logo. The main heading is "TRACKING THE STATE OF OPEN GOVERNMENT DATA". Below this, a sub-heading states: "The Global Open Data Index provides the most comprehensive snapshot available of the state of open government data publication". At the bottom, there are three call-to-action boxes: "Compare countries" (Ranked table and map views of participating countries), "Discuss findings" (Discuss your findings in our forum), and "Get the insights" (Insights from local and thematic perspectives).

### 3. Workflow Transliteration Tool (WTT)

## Big Data (Open Data) integration: Case study with Japanese commercial register

10	<b>Company Register</b>  List of registered (limited liability) companies. The submissions in this data category do not need to include detailed financial data such as balance sheet, etc. Open data from company registers may be used for many ends: e.g. enabling customers and businesses to see with whom they deal, or to see where a company has registered offices. This definition draws on the work of <a href="#">OpenCorporates</a> .	100% Great Britain Japan Canada Norway Australia Northern Ireland Argentina Singapore Taiwan Russia France Thailand Ukraine	30%
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### 3. Workflow Transliteration Tool (WTT)

## Big Data (Open Data) integration: Case study with Japanese commercial register

 法人インフォ ヘルプ

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法人プロフィール CSVダウンロード PDFダウンロード

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**法人基本情報(3情報)**

法人番号	1021001055815
法人名	株式会社不二産業
法人名ふりがな	ふじさんぎょう
法人名英語	
本店所在地	神奈川県大和市中央1丁目7番32号 (法人番号公表サイト)
最終更新日	2015年11月06日 (法人番号公表サイト)

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**法人基本情報(3情報以外)**

代表者名	代表取締役 中屋 秀夫 (全省庁統一資格 2018年04月11日)
資本金	
従業員数	
設立年月日	2015年03月10日 (全省庁統一資格 2018年04月11日)
営業品目	建設業、鉄鋼業、非鉄金属製造業、その他の事業サービス業(全省庁統一資格 2018年04月11日)
財務・金融情報	<span data-bbox="779 1236 843 1262">CSV</span> <span data-bbox="873 1236 937 1262">PDF</span>

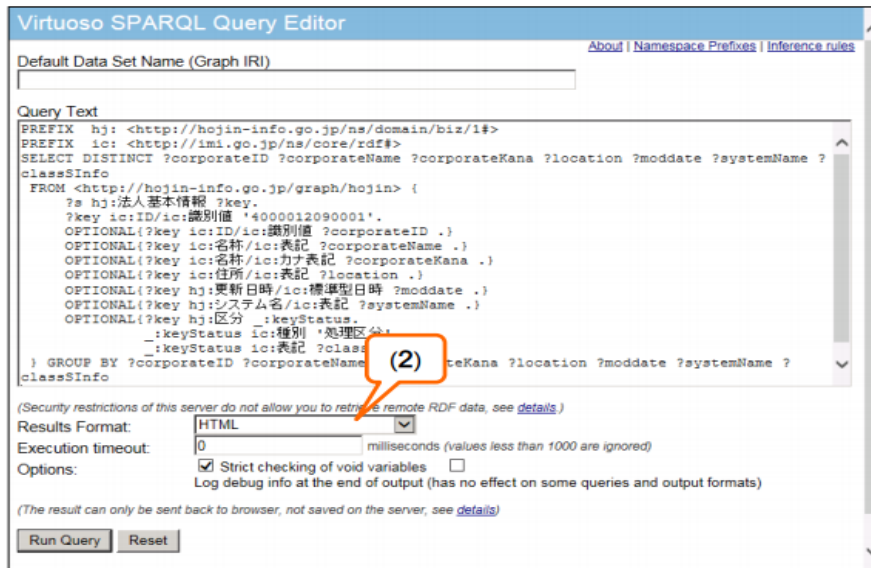
# 3. Workflow Transliteration Tool (WTT)

## Big Data (Open Data) integration: Case study with Japanese commercial register

### 6. <参考>Virtuoso SPARQL Query Editorの起動

WEB画面操作説明書  
(法人インフォメーション)

#### 6.2 Virtuoso SPARQL Query Editorの操作



[検索方法、検索結果出力形式の設定]

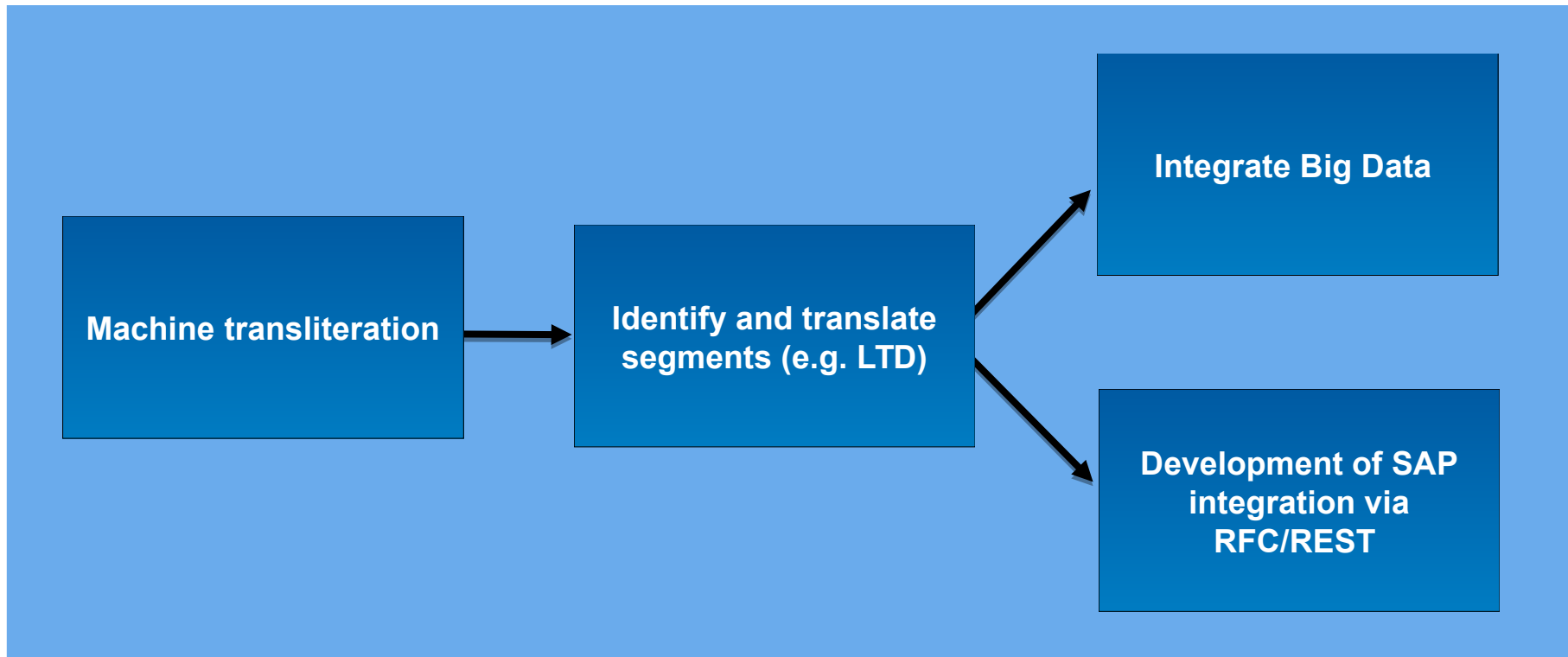
(2)出力形式をResultsFormatのプルダウンから選択します。

※Results Formatには以下の11種類の出力形式が指定できます。

- Auto
- HTML
- Spreadsheet
- XML
- JSON
- Javascript
- Turtle
- RDF/XML
- N-Triples
- CSV
- TSV

### 3. Workflow Transliteration Tool (WTT)

#### 3.4 Outlook and further development strategy/SAP integration



### 3. Workflow Transliteration Tool (WTT)

#### Current SAP transliteration situation

Function module:

**SCP\_REPLACE\_STRANGE\_CHARS**

Class:

**CL\_ICU\_TRANSFORMATION,**

Method: **TRANSLITERATE**

Unicode-only basic  
converter

The function module and class were designed to transliterate single characters, for example to replace characters that are not allowed on printouts when printing checks.



# 3. Workflow Transliteration Tool (WTT)

## SAP Use Case

- SAP forms of address for business partners - SAP Address Versions
  - SAP allows multiple forms of address for a single business partner.
  - Forms of address may use different scripts (Latin, Cyrillic, Chinese character scripts).
  - The NATION field is a component found in the key of the central address table, ADRC.
  - NATION = Blank => Standard address NATION <> Blank => Address version
  - Set-up: Note 316331

This screenshot shows the SAP Address form for a customer named Vladimir Putin. The 'Search Terms' section has 'PUTIN' entered in the 'Search term 1/2' field, which is highlighted with a red box. The 'Street Address' section shows 'Red Square' and '1' for the street/house number, '103073' for the postal code, and 'Moscow' for the city. The 'Country' is 'RU' (Russian Fed.) and the 'Region' is '50' (The Moscow Area).

Name in **standard address form**

This screenshot shows the SAP Address form for the same customer, Vladimir Putin, but in the Cyrillic version. The 'Search Terms' section has 'Путин' entered in the 'Search term 1/2' field, which is highlighted with a red box. The 'Street Address' section shows 'Красная Площадь 1' for the street/house number, '103073' for the postal code, and 'Москва' for the city. The 'Country' is 'RU' (Russian Fed.) and the 'Region' is '50' (The Moscow Area).

Name in **Cyrillic version**

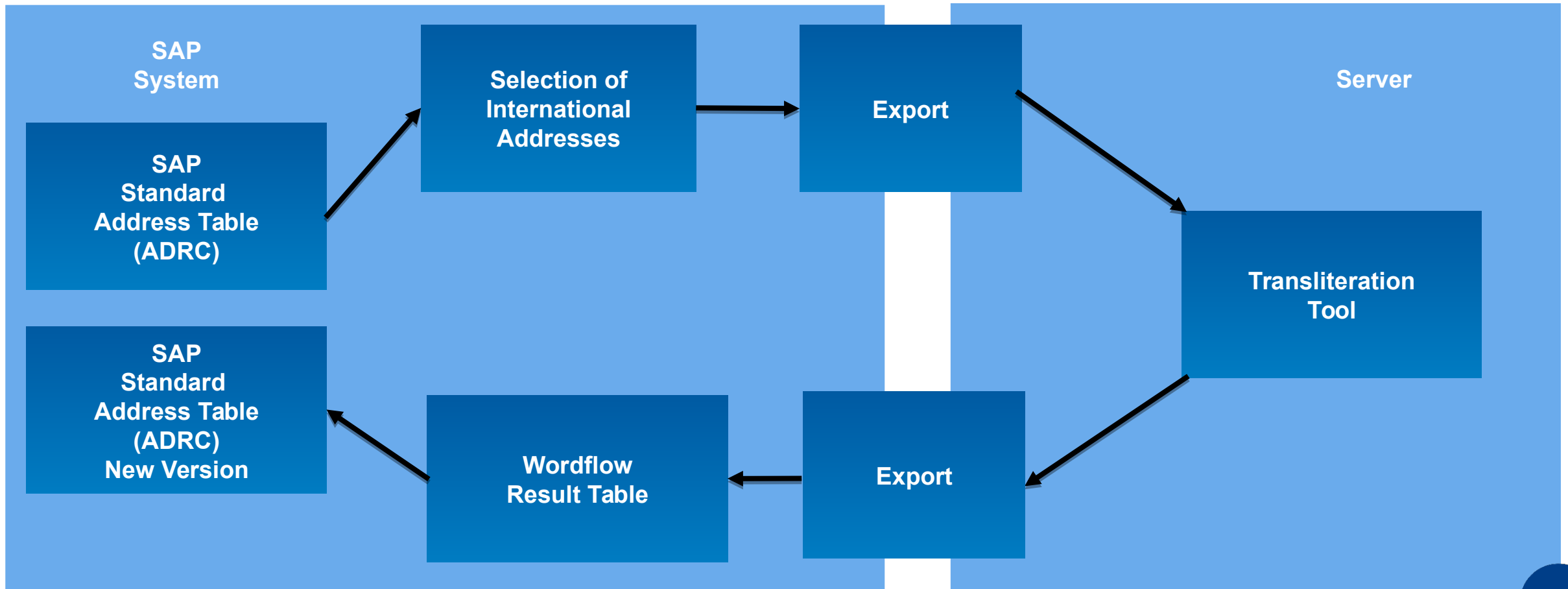
### 3. Workflow Transliteration Tool (WTT)

#### Our approach to SAP integration:

- Selection of international address data in SAP System
- Transfer to Workflow transliteration tool
- Workflow transliteration tool transliterates the name to latin letters/words
- Transfer to Workflow data table in SAP System
- Creation of new address version in standard SAP address table

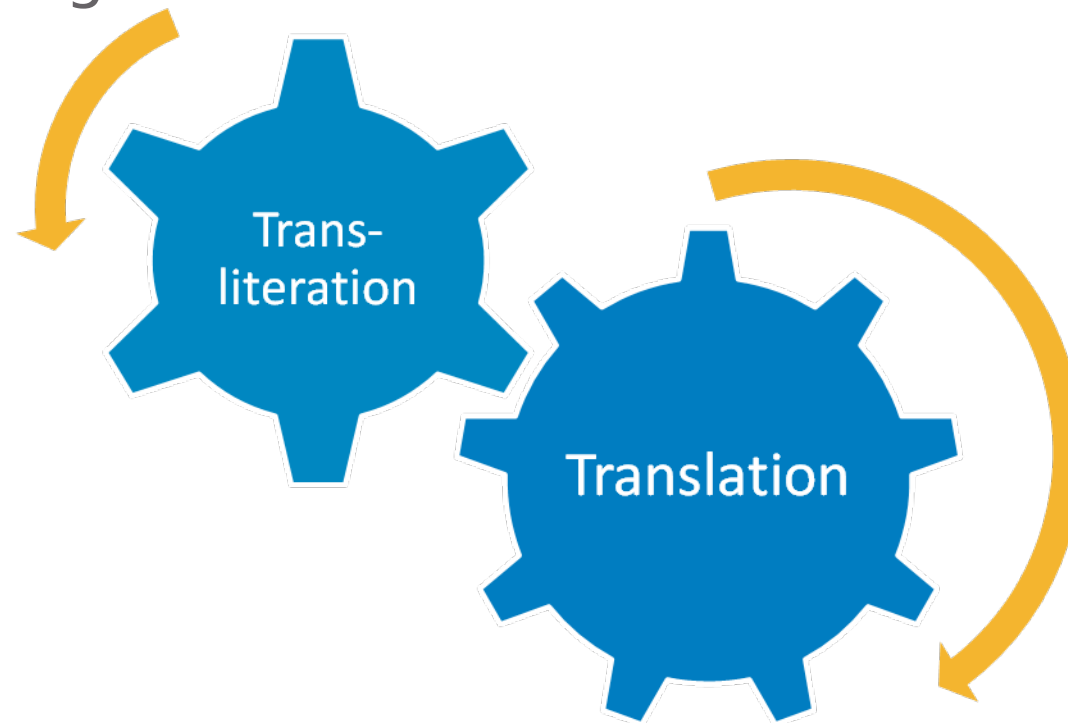
### 3. Workflow Transliteration Tool (WTT)

## Transliteration of SAP names



## 4. Conclusion

- Just translation is not enough in our globalized world
- Transliteration is key for entities in non-Latin writing systems (e.g. company and personal names)
- Transliteration needs to be used together with translation and integrated with big data solution



# Frage & Answers



# VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!

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