

# Catch A Wave: The Localization Imperative

*Donald L. Day, Ph.D.*

*Vice-President*

*Products and Systems Internationalisation, Inc.*



**Catch a wave  
and you're  
sittin' on top  
of the world**



## Plumbing the Depths

- Surfing as a state of mind
- Hopping the board
- Avoiding wipe outs
- Hitting the beach standing
- Surf's up!
- Expecting 'the Big one'
- Final questions



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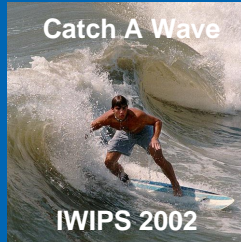
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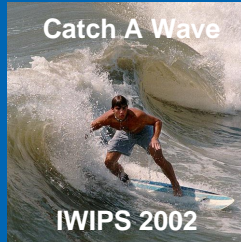
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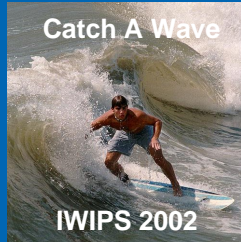
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- Minimal Markets and Economies of Scale
- The Digital Divide's Impact on Productivity Growth and Cultural Diversity



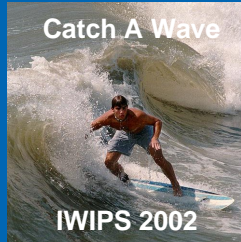
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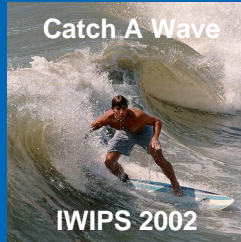
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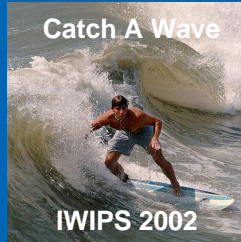
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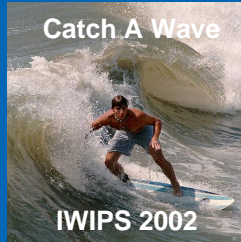
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- L10N Role in Various SDLC
- The Role of OOAD
- Software Architecture
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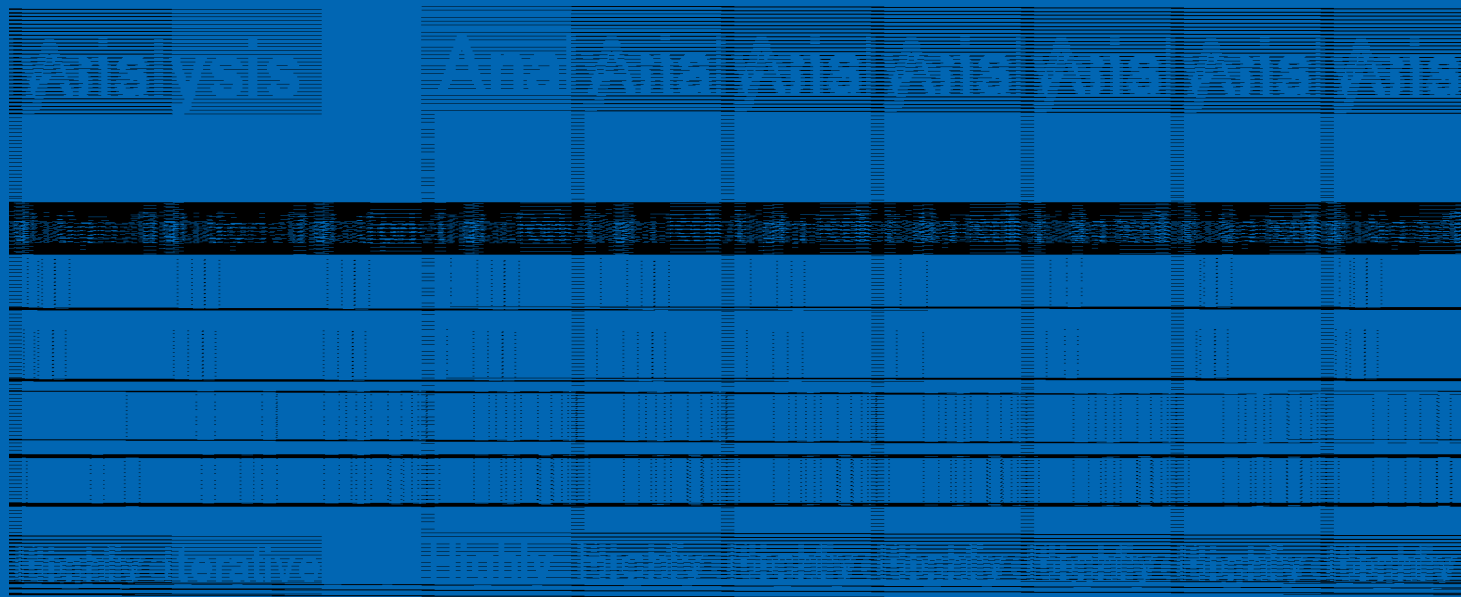
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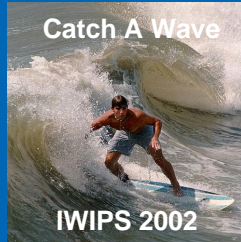
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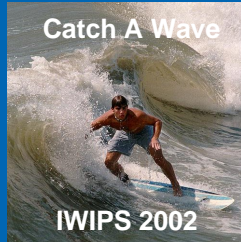
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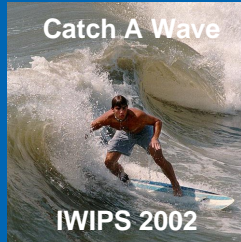
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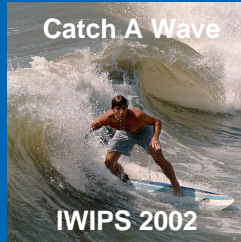
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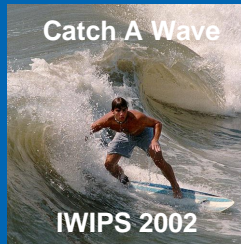
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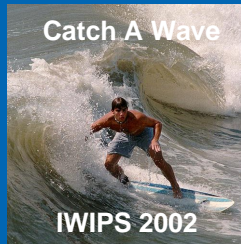
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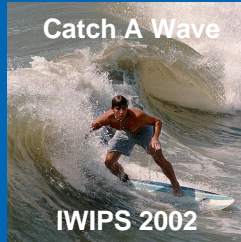
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- Knowing 'How' is necessary but not sufficient
- 'What': The devil in the details
  - thorough, basic research
  - consorting with academe
  - technology acceptance focus
  - in situ usability testing



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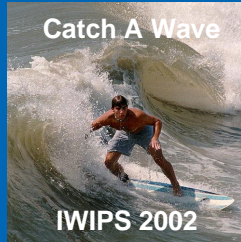
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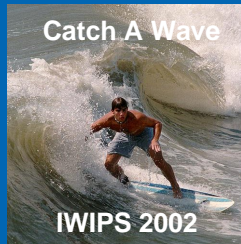
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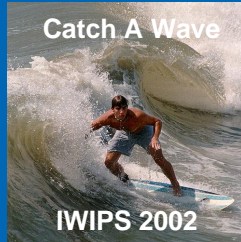
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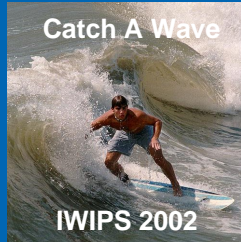
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  - Semiotics and iconography
  - UI real estate issues
  - User behavio(u)ral expectations
  - User 'customization' is not the answer



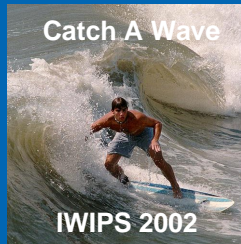
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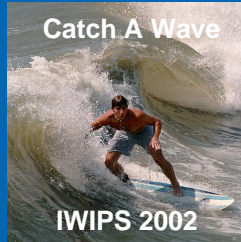
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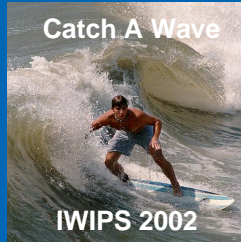
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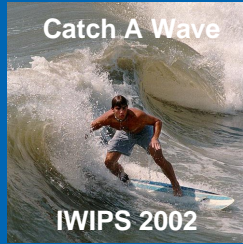
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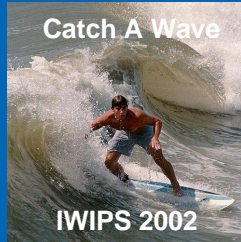
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- How different can it be?

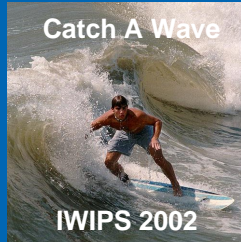




## Finland



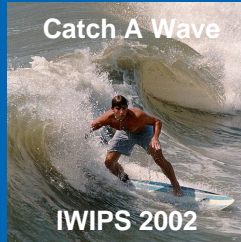
McRye (McRuis in Finnish) was first introduced on February 1998. It has since been among the favorite hamburgers of our Finnish customers. McRye is a unique product of McDonald's Finland.



## India



We entered the market without the brand's flagship product, the Big Mac. Keeping in mind the religious sentiments of the local population, we made a commitment not to introduce beef or pork products into our menu. We instead created a product similar to the Big Mac with mutton and chicken patties and christened them the Maharaja Mac™ and Chicken Maharaja Mac™ respectively.



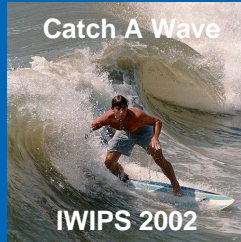
## Italy



### **Fiordiriso**

with rice, tuna, ham and mushrooms

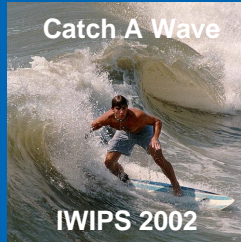
All the taste of Mediterranean flavors, in fresh and tasty salads. In order to make its customers more at home in McDonald's, it has included the most typical Italian dishes in its menu. There are four salads.



## Netherlands



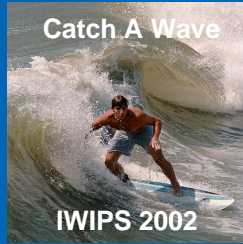
The McKrocket is a McDonalized version of a unique Dutch product. The burger is made of 100% beef ragout with a crispy layer around it. It's topped with a fresh mustard/mayonnaise sauce.



## United Kingdom



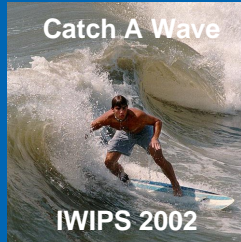
Our main menu includes the McChicken Premiere, a premium product made with a slice of chicken breast fillet in a Southern Fried coating, served in a Focaccia bun and topped with Salsa sauce, sour cream and chive sauce, and Iceberg lettuce.



McDonald's in Paraguay is pioneering the use of computers and the Internet. Customers can go to their favorite restaurant to chat, navigate and enjoy the Internet totally free!!



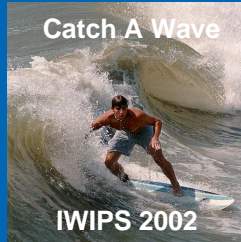
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McDonald's New Zealand was the second country in the world to introduce McCafé - a new style of dining featuring light meals and freshly roasted coffee.

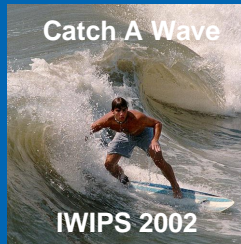


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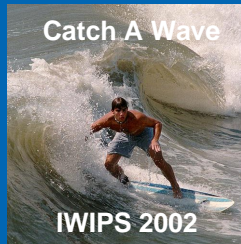
Sweden

The world's first "McSki" opened in Sweden with Ski-Thru service. Skiers can ski up to the counter and order their favorite McDonald's sandwich without missing a beat on the slopes.



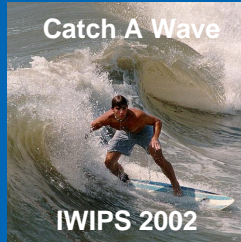
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- Buy-in from the sales force
- 'What' research challenges
- Networking at IWIPS
- Brainstorming problems and solutions
- Underpromise, overdeliver



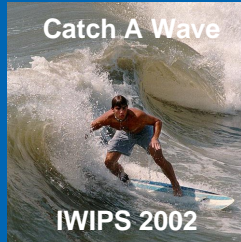
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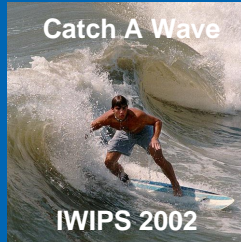
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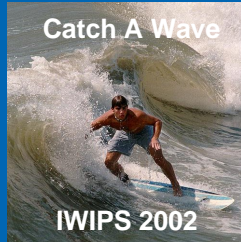
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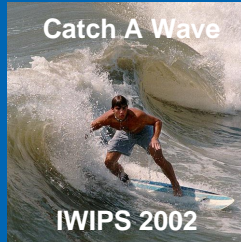
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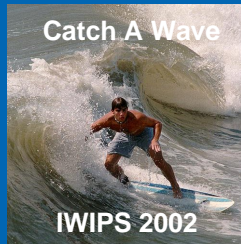
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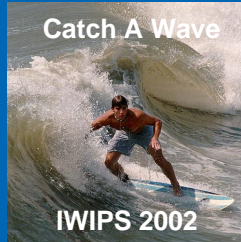
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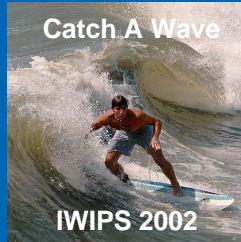
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# Expecting 'the big one'

- L10N can be justified in solid and market and profitability terms (and must be)
- Propagation and acceptance will be slow, but momentum counts for everything
- Watch for 'That big one', but expect to fall before you catch the crest



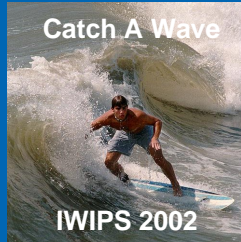
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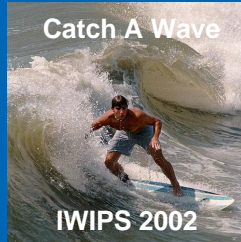
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