

OASIS and LISA Collaborate on Global e-Business Survey

New Study to Determine Impact of Multi-Lingual Technologies

Geneva, Switzerland and Boston, MA, USA; 1 October 2002 -- A new survey to determine the impact of multi-lingual technologies on global e-business is the latest product of cooperation between two international organizations developing complementary standards for localization. The Organization for the Advancement of Structured Information Standards (OASIS), together with the Localization Industry Standards Association (LISA), have produced a Global eBusiness Survey <http://www.lisa.org/interact/2002/ebizsurvey.html> [1] designed to investigate the amount of activity and resources devoted to using or developing localization products.

"The survey will provide insight into the needs and implementation plans of users of Web services and language processing standards," explained Michael Anobile, Managing Director of LISA.

The survey is structured in two parts: The Business Process section is for managers responsible for international product, services, sales or support operations; the Localization Expert section is designed for product, web services, development and standards professionals.

"The information we collect will be very significant for managers, planners, information architects, and executives who are interested in the trends and standards that will enable them to more easily conduct global e-Business--including Web services," said Patrick Gannon, president and CEO of OASIS.

Preliminary results of the survey will be presented by Gannon on 5 November at the 2002 LISA Forum Europe in Heidelberg, Germany.

This survey is part of a recent series developed by LISA to measure the impact of language in business, multi-lingual content creation and the related technologies and standards. Future surveys in process by OASIS and LISA will focus on the governmental policies impacting e-Business and cross-border trading along with the evolution and adoption of global standards to meet the cultural requirements of each market.

About LISA (<http://www.lisa.unige.ch/> [2])

Formed in 1990, today LISA members comprise 210 companies employing over 400,000 people in 65 countries. LISA's mission is to promote the importance of communicating correctly to other cultures and learning how to operate successfully in the global marketplace. It accomplishes this by creating an environment whereby companies can exchange information on the development of the processes, tools, technologies and business models that facilitate international business. LISA has grown into the leading association of the (Globalization, Internationalization, Localization and Translation) GILT industry, offering regular forums, seminars and training events, establishing best practices, developing language processing standards and promoting the industry. Its blend of formal and informal contacts and the representation of all key industry

groups make it unique.

About OASIS (<http://www.oasis-open.org> [3])

OASIS (Organization for the Advancement of Structured Information Standards) is a not-for-profit, global consortium that drives the development, convergence and adoption of e-business standards. Members themselves set the OASIS technical agenda, using a lightweight, open process expressly designed to promote industry consensus and unite disparate efforts. OASIS produces worldwide standards for security, Web services, XML conformance, business transactions, electronic publishing, topic maps and interoperability within and between marketplaces. OASIS has more than 500 corporate and individual members in 100 countries around the world.

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Links:

- [1] <http://www.lisa.org/interact/2002/ebizsurvey.html>
- [2] <http://www.lisa.unige.ch/>
- [3] <http://www.oasis-open.org>
- [4] <mailto:Alison@smp-m.com>
- [5] <mailto:carol.geyer@oasis-open.org>