MT Post-Editing
in a cloud based environment
PEMT Landscape

- PEMT Consumers
- Challenges
- Standard Solutions
- The “cloud-based” advantages
- Pushing the envelope!

Opening New Opportunities

SmartCAT™
PEMT Consumers

- eCommerce
- SaaS Providers
- Hardware Manufacturers
- Software Developers
- News
- Governmental Organizations
- And more…
eCommerce Challenge

Translation has an impact!
Studies have shown that customers are 6x times more like to shop from sites that are in their native languages*

* CRACKER and LT_Observatory
eCommerce Challenge

Volume of content makes the standard translation process unaffordable!

• High number of languages needed
• The leading eCommerce reseller lists over 300 million products
• Goods and services have a limited shelf life
• Translation is another overhead whose cost has to be limited
Standard Solutions

Decentralized model based around desktop applications

• Files are processed with MT in batches / no possibility for feedback.
• Linguistic assets such as TM and glossaries are not shared and must be updated manually.
• Communication between translators is nearly impossible.
And it gets worse!

Project management is the biggest challenge. The main issues are:

- File management
- Progress reports
- Communication and collaboration
- Accounting
The cloud to the rescue

The main advantages are:

- Centralized language assets
- Real-time progress reports
- Real-time communication and improved collaboration features
- Deep integration with MT engines with the possibility of feedback for retraining purposes
The cloud to the rescue

Centralized language assets

- Translation memories are shared between all project participants and updated in real-time
- Glossaries can be enriched as needed and their content shared with the MT provider
- LQA rules are applied uniformly
The cloud to the rescue

Project management made easy

- Translation progress is updated in real-time without the need to exchange emails
- Editing tasks can be assigned easily to all participants without a single file being exchanged
- Communication is greatly simplified with chat modules and real-time commenting in the editor
The cloud to the rescue

A greatly improved MT process

- Post-editing corrections can be fed back to the MT provider in real-time
- Terminology additions can also be used for engine improvements
- Detailed productivity statistics can be generated at any time to measure MT quality and the results of training
Pushing the envelope!

How does SmartCAT improve on the model:

- Our marketplace gives project manager access to more than 70,000 possible post-editors
- Multi-mode task assignment features – splitting documents and tasks is automatic
- Payment process is also automated, accounting tasks are greatly simplified
Pushing the envelope!

**A better post-editing environment:**

- Our multi-user editor allows large numbers of post-editors to work in the same document at different stages of the process.
- A sophisticated locking mechanism keeps everybody in their own section while promoting communication.
- Change tracking can be used to help improve MT output.
Pushing the envelope!

Sample cases:

- Coursera classes translated into other languages using 100’s of translators working together at post-editing
- A review and grading system was put in place to help editors select the best possible proposed translation
- The interface was customized to display video classes matching the subtitles being translated
Pushing the envelope!

Sample cases:

- eCommerce website requiring large volume of translation
- Up to 40 translators working at the same time in the same document to post-edit over 100,000 words in a day without interfering with each other’s work
- Post-editors can work at their own pace on their own schedule in the section assigned to them
Thanks for Watching!

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SmartCAT gives business wings for global expansion. The first Translation Automation platform powered by over 60,000 language professionals worldwide.