



Changing the Perspective on Machine Translation

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What the MT community was concerned with in the past (2002-2012)

SMT

BLEU

Incremental Bleu improvements

SMT vs. RbMT

vs. Hybrid

TM Repositories

Technology: PBMT; SBMT; STG;...

Domain adaptation

Quality Estimation

Parallel Data Identification

Customization

Value-driven MT Apps
and Use Cases

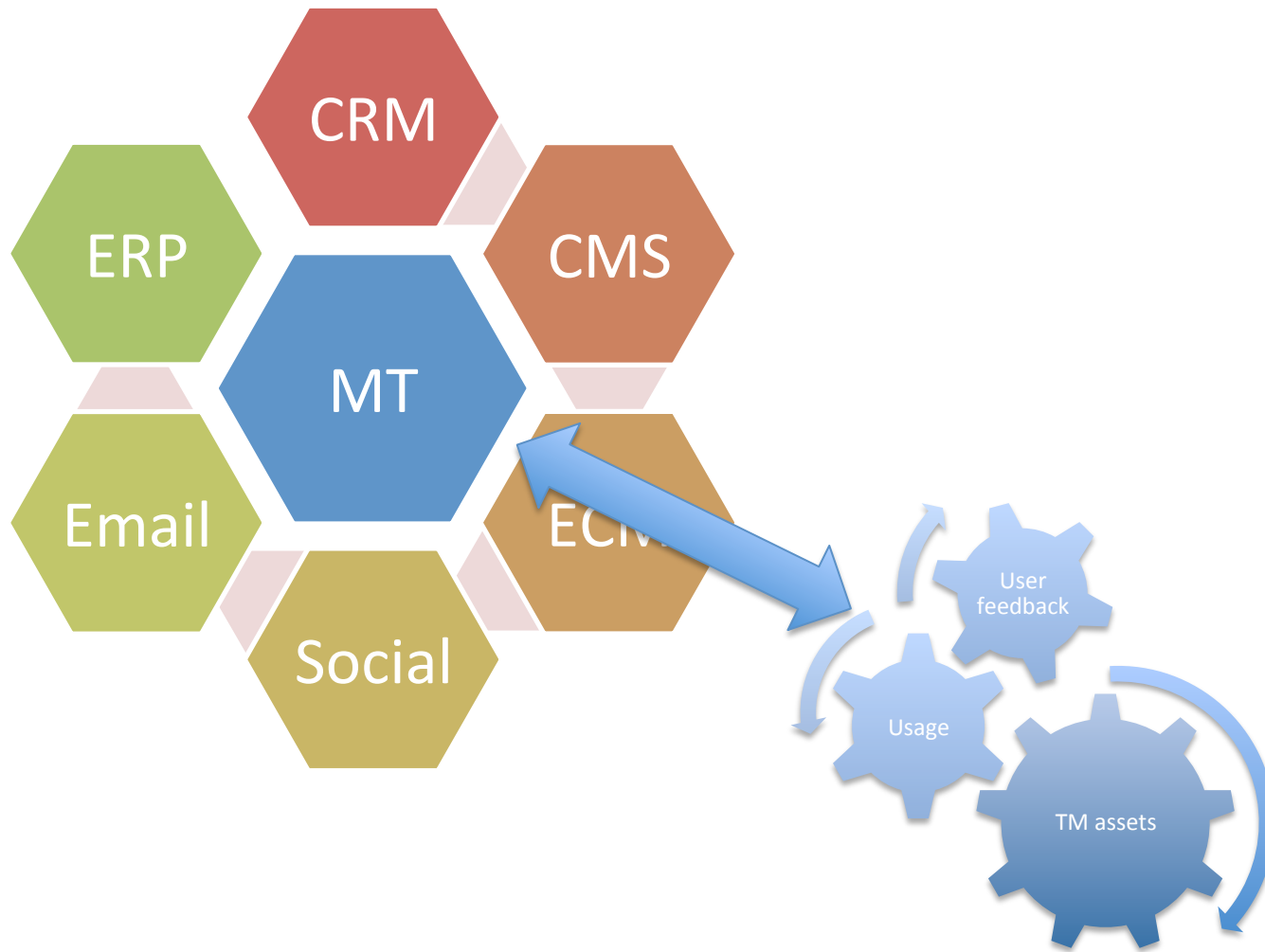


What matters to customers and end-users?!

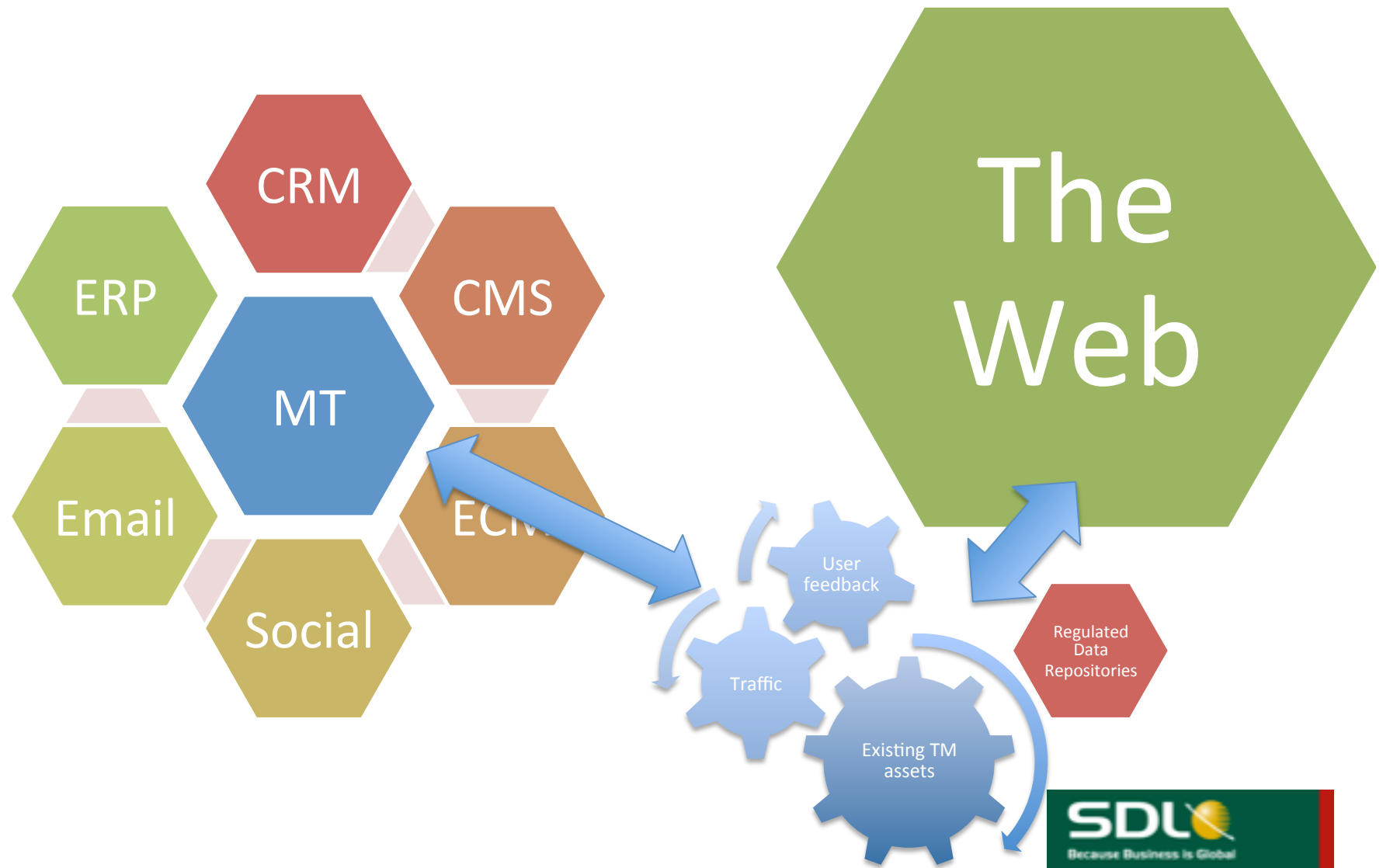
- Customers and end-users don't care if a system uses RbMT, SMT, or "hybrid" technology...
- They don't care about BLEU...
- They don't care about incremental advances...
- They don't think in terms of data availability...

They care about value

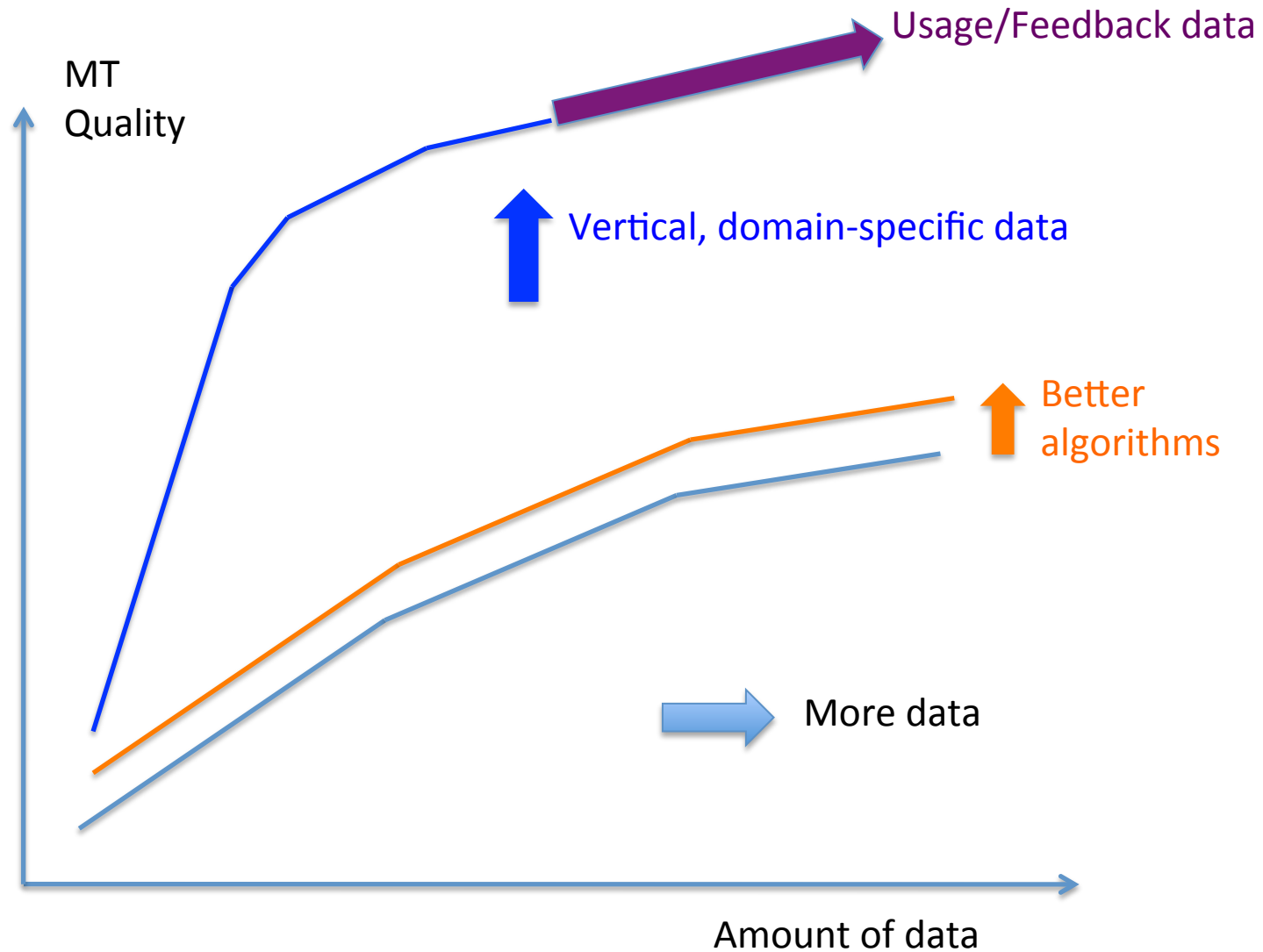
Lots more value can be created when MT is part of an enterprise-based ecosystem



Lots more value can be created when MT is part of an enterprise-based and a global ecosystem

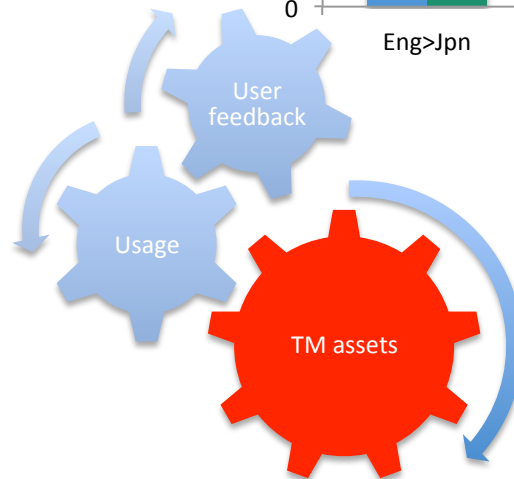
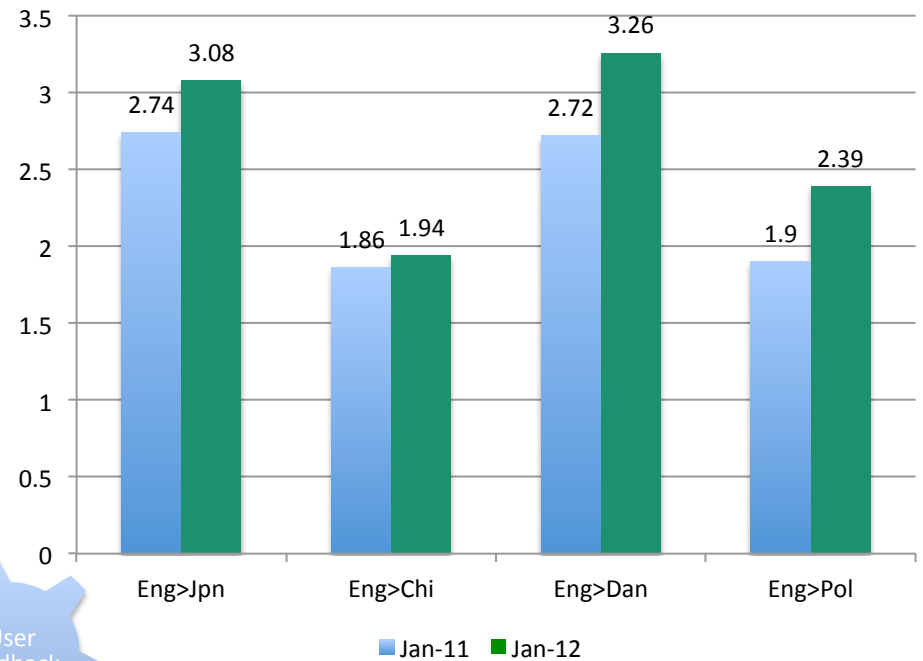
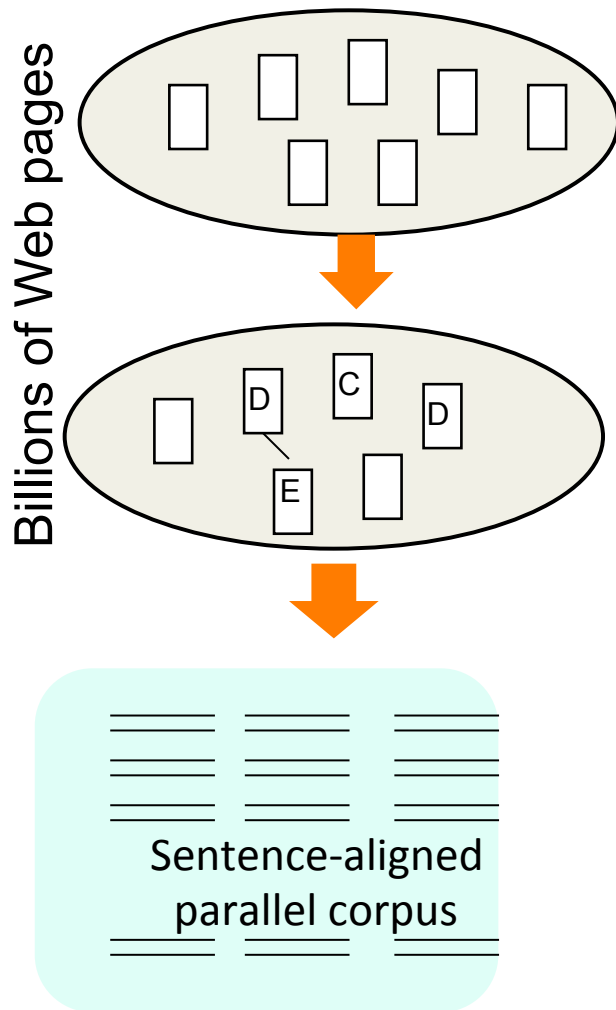


The Equation of Statistical Machine Translation

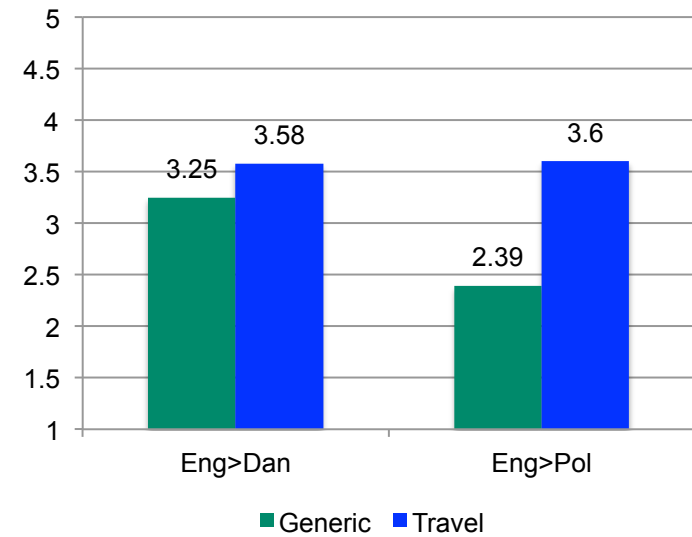
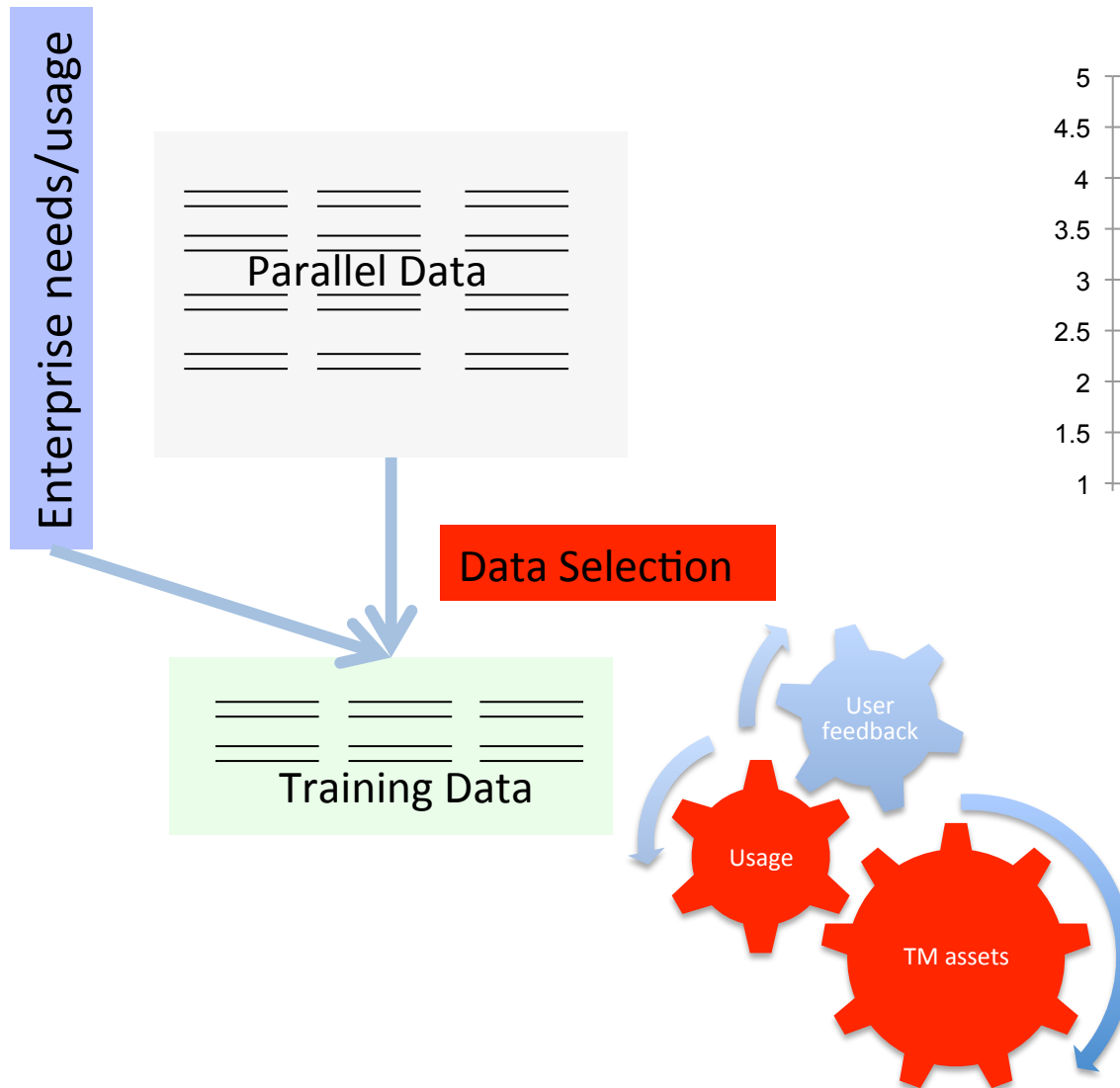


What you get with MT as part of an ecosystem

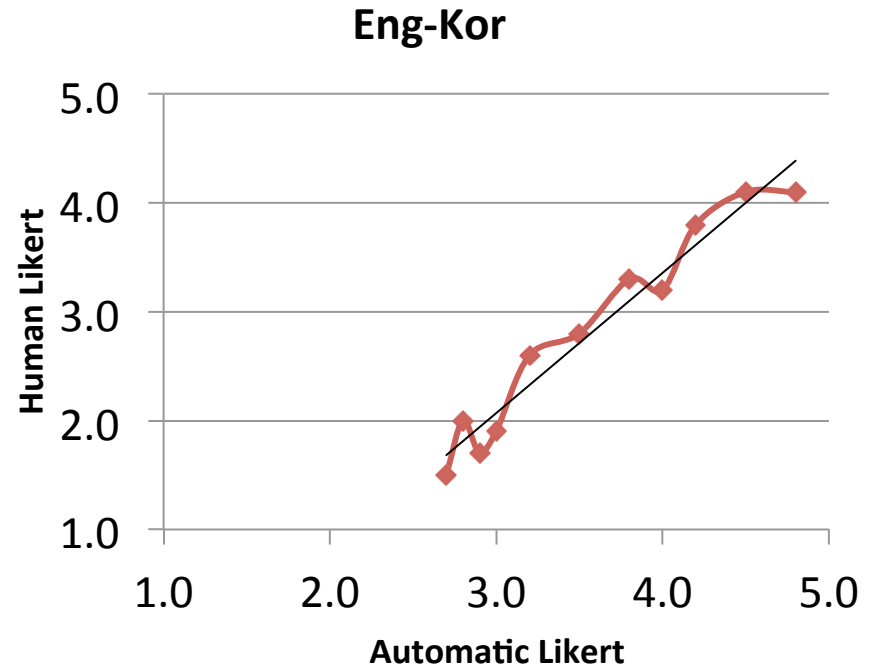
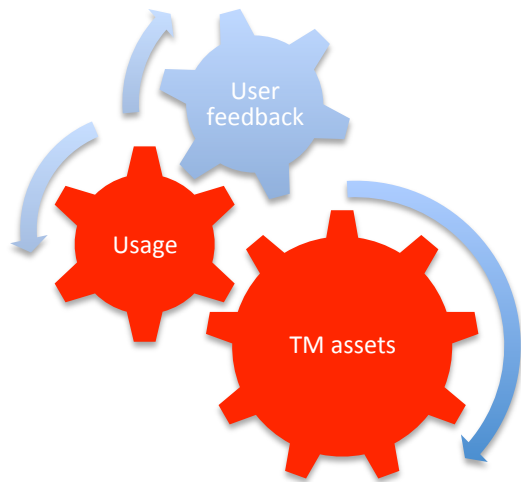
Massive TM Asset Exploitation



Adaptation to specific customer usage patterns



Auto-awareness of MT failures

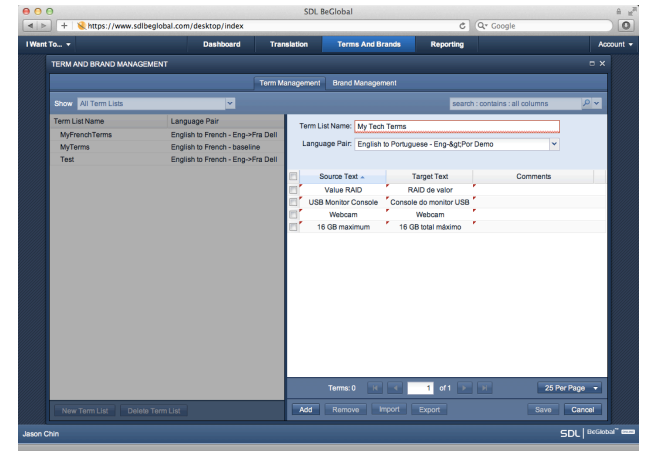
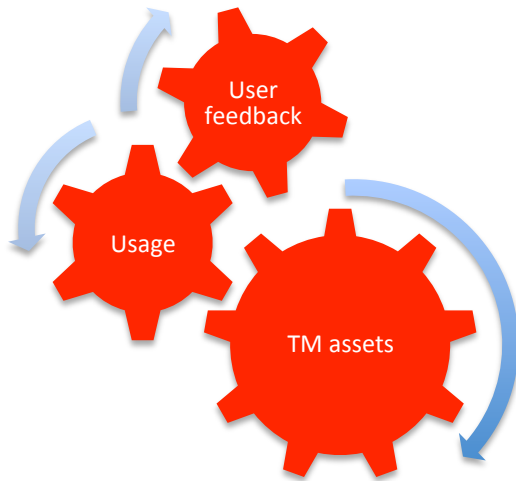


TrustScore

Continuous integration of user feedback

BeGlobal Term and Brand Lists:

Add terms or phrases to these “dictionaries” in order to improve automated translations instantly.



Feedback and Suggest a Different Translation Widgets

Rate a translation



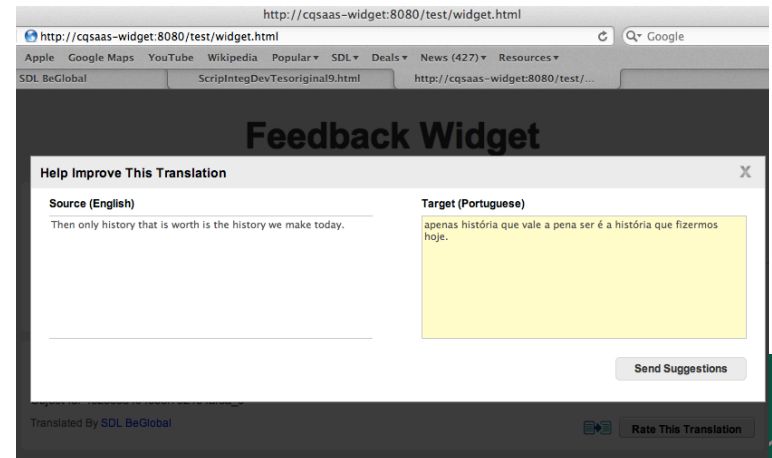
Translated By SDL BeGlobal



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Your Rating **GOOD**
★★★★☆
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Suggest a different translation



Challenges for the future of MT (2012-?)

- **Scalability**: scale from 100s of customers to 10 000s of customers (each with unique characteristics & requirements)
- **Adaptation**: enterprises are continuously changing terminology, styles, etc.
- **Feedback**: how to automatically learn from feedback inside an MT ecosystem

Changing the perspective on MT

**Instead of talking about technology components, we need to talk about ecosystems of value.
That is what benefits customers and end-users the most.**

