What's Driving Machine Translation?

…and why should we care?

There is a revolution going on.

...but we handle translations the same old way.

Content is exploding.

Platforms for delivering content are multiplying.

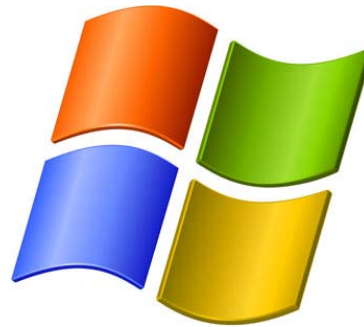We've moved from on time to just-in-time to real time.

In this hyper-accelerated, globally connected world, international revenues count. A lot.
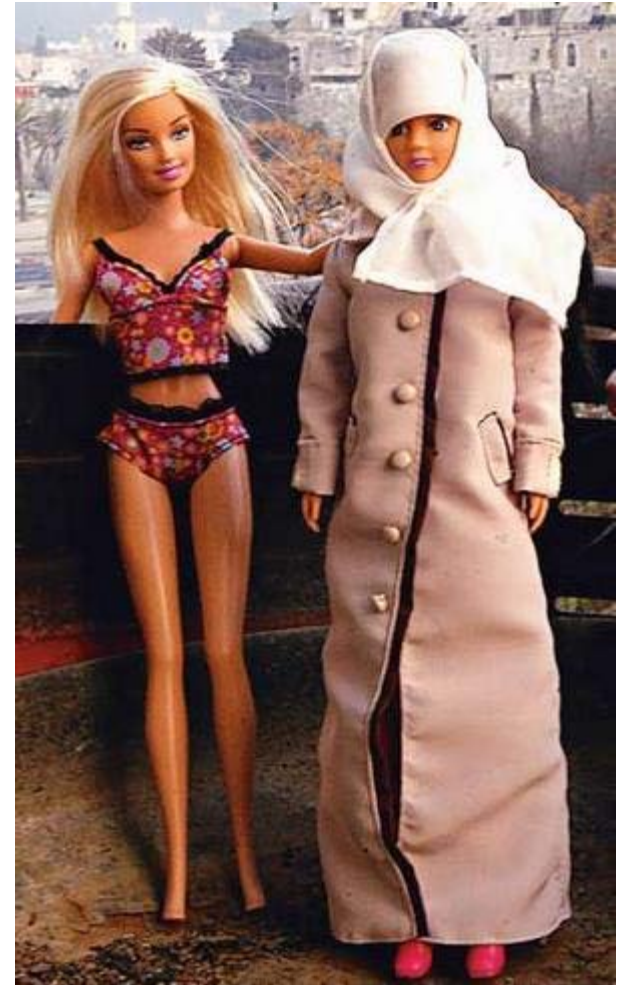
Emerging economies are important too.

Products need to be both global and local ("glocal").

Customer support that was "push" is now "pull".

We have to translate more with less.

Our idea of "quality" depends on what technology is available to deliver it.

Sometimes, good enough is … good enough.

Human translation alone can't meet today's needs:

- Translate more content
- Into more languages
- On more platforms
- Coming from multiple sources
- Faster
- Cheaper

Machine translation represents a major advance on the traditional way of translating.

It's faster, more cost-effective, leverages translators' time and, if done correctly, can actually improve quality through better compliance and better consistency.

MT is faster.

User Study: Veolia Environment.

- 400,000 words SAP manuals
- Light post-editing
- 2 post-editors, 1 month
- Client saved 35,000 euros and 130 person days

"The quality of translation is good enough for us to understand."

MT is more cost-effective.

User Study: Bentley Systems.

- Engineering software, 80% of the top 500 engineering & design firms
- Flagship Microstation product
- 1 million words
- 4 post-editors + 1 linguist, human quality
- 20 working days
- 30% savings; with TM, 64%

MT leverages the time of human translators.

User Study: Software Publisher.

- 160,000 words
- Online KB
- Light post-editing
- 160,000 words, FR, ES, xml
- 2 weeks

MT can improve quality through better consistency and better compliance.

"Contrary to all expectations, using MT in Bentley has improved the translation quality in the pilot projects."

French OLH reviewer: "I give a 9…I find this translation very good…I found it better than the translations I used to see before."

German courseware reviewer: "It was the best translation of courseware I ever read."

Thank you!