

Your message matters



Born global –
How to communicate effectively in an international environment

EAMT 2010
Doris Albisser, CEO
27 May 2010



- Trends in the industry
- Challenges & Solutions for multilingual communication
- Products & Services
- Hosting and managing multilingual data – bringing it all together
- Conclusion

Harakiri?



Invitation to swim?



Global presence – our international locations





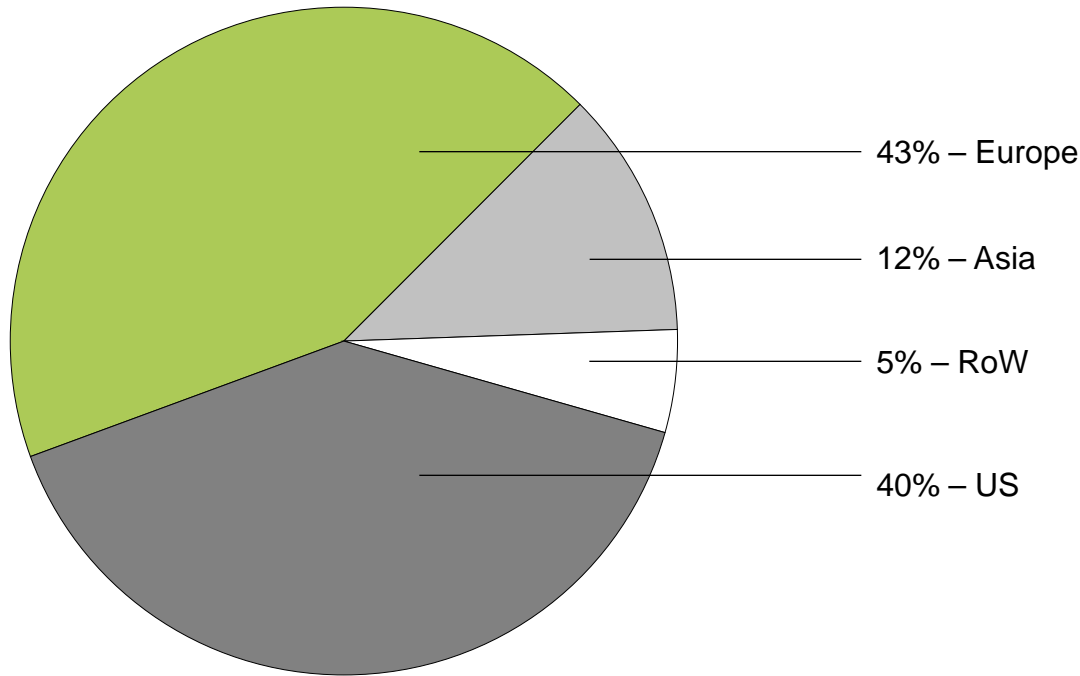
Globalisation of economy continues:

- Increasing need for multilingual/multicultural communication
- Increasing price pressure on service providers
- Ongoing consolidation process in international language services sector

Outsourcing of non-core businesses continues (e.g. TR, CW):

- Allows companies to venture into new markets
- To focus on their core business
- To leave growth of the non-core business to service provider
- To benefit from cost reductions, access to a wider skill set, higher service quality level

Trends: language services industry



Source: Common Sense Advisory, Inc

Market volume 2009: 15 billion USD

Market growth until 2012: +10.76% p.a

Source: Common Sense Advisory, Inc.



Global English does not ensure global business success*

- Increase of export sales volume >40% for companies with multilingual communication strategy
- English as “lingua franca,” in addition to German, French, Spanish, Russian, Chinese, Arabic... (for multinational corporations)

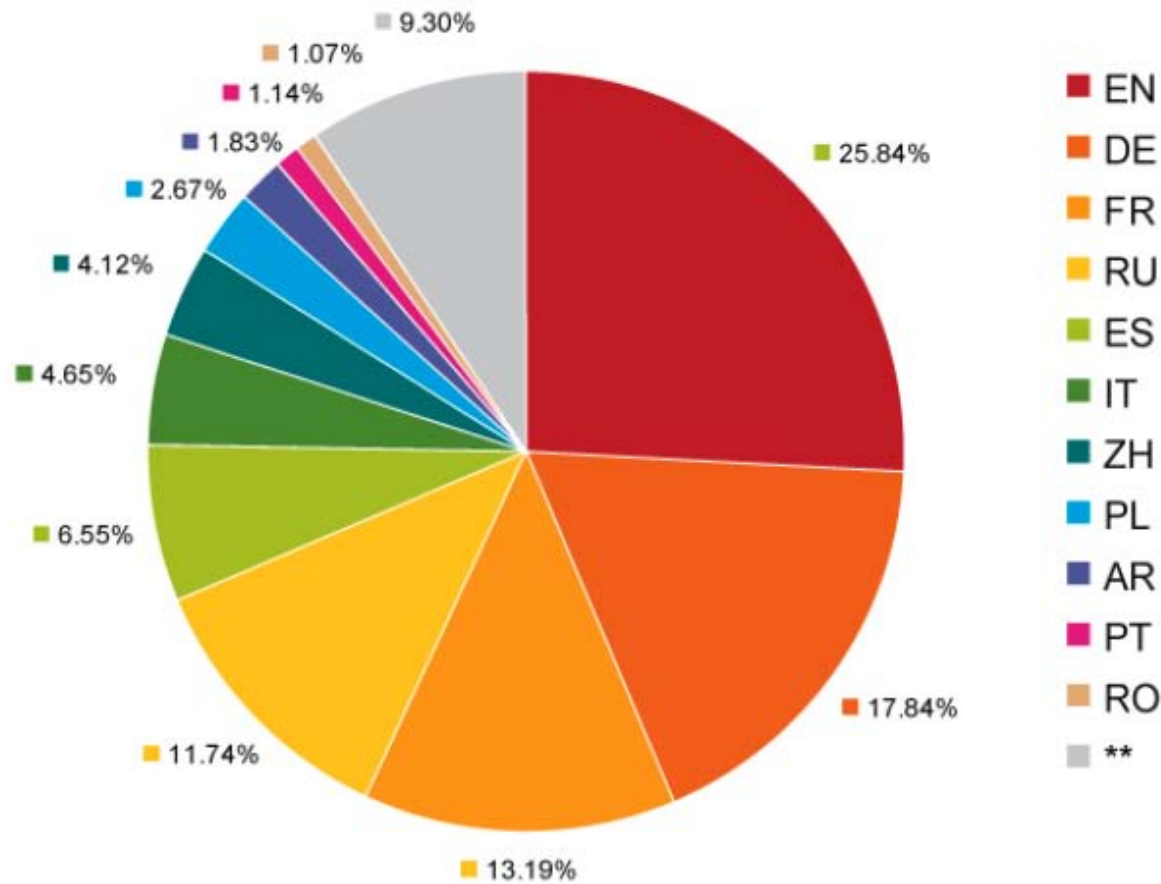
Six-month delay in introducing product

→ 33% reduction in profitability over product life cycle
(McKinsey study on value of development speed)

▶ Language strategy issue moves to the executive level

*Source: Languages and Business Success, recommendations by Economic Business Forum,
European Commission, http://ec.europa.eu/education/languages/pdf/doc1597_en.pdf

Trends: importance of multilingual communication



Source: Business Forum for Multilingualism, European Commission, Brussels, 2007

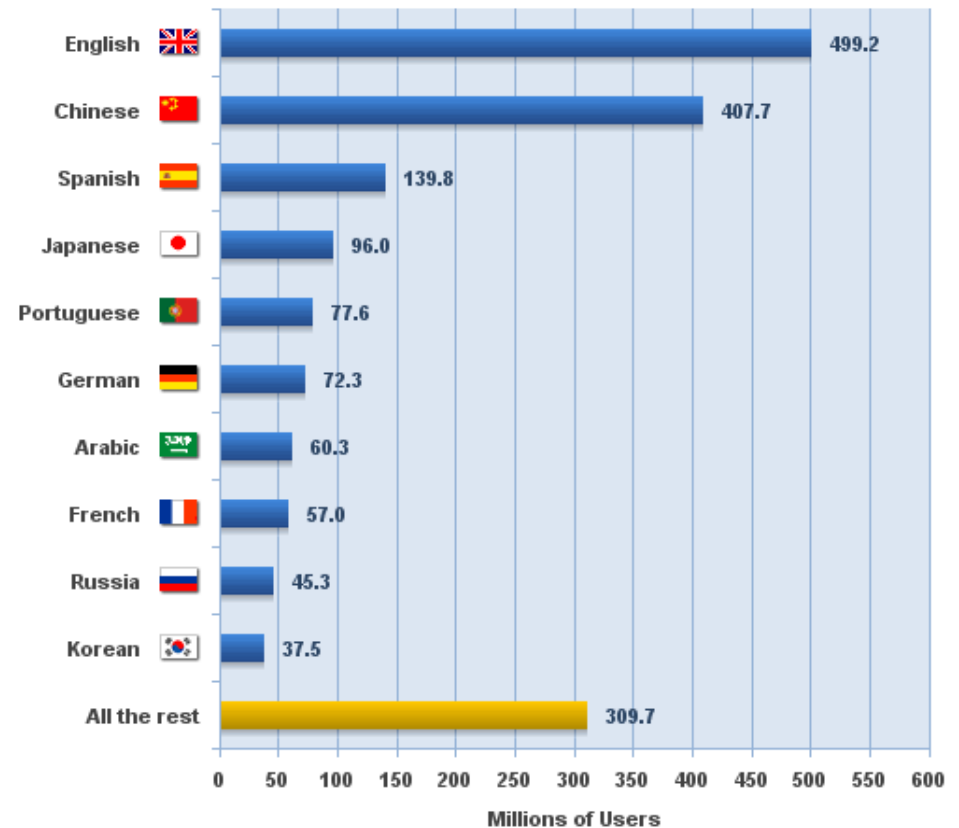
Trends: breakdown of websites by language



- 2002 - 65% - 80% of all websites were in English
- 2007 – 45% of all websites in English
- End 2009 less than 40% of all websites in English

Eric Schmidt, Google CEO:
"Five years from now the internet will be dominated by Chinese language content."

**Top 10 Languages in the Internet
in millions of users**



Source: Internet World Stats - www.internetworldstats.com/stats7.htm

Approach to localisation of products & services



Start with the final product in mind

**Concept
& design**



**Localise
& translate**



**Multilingual
communication**



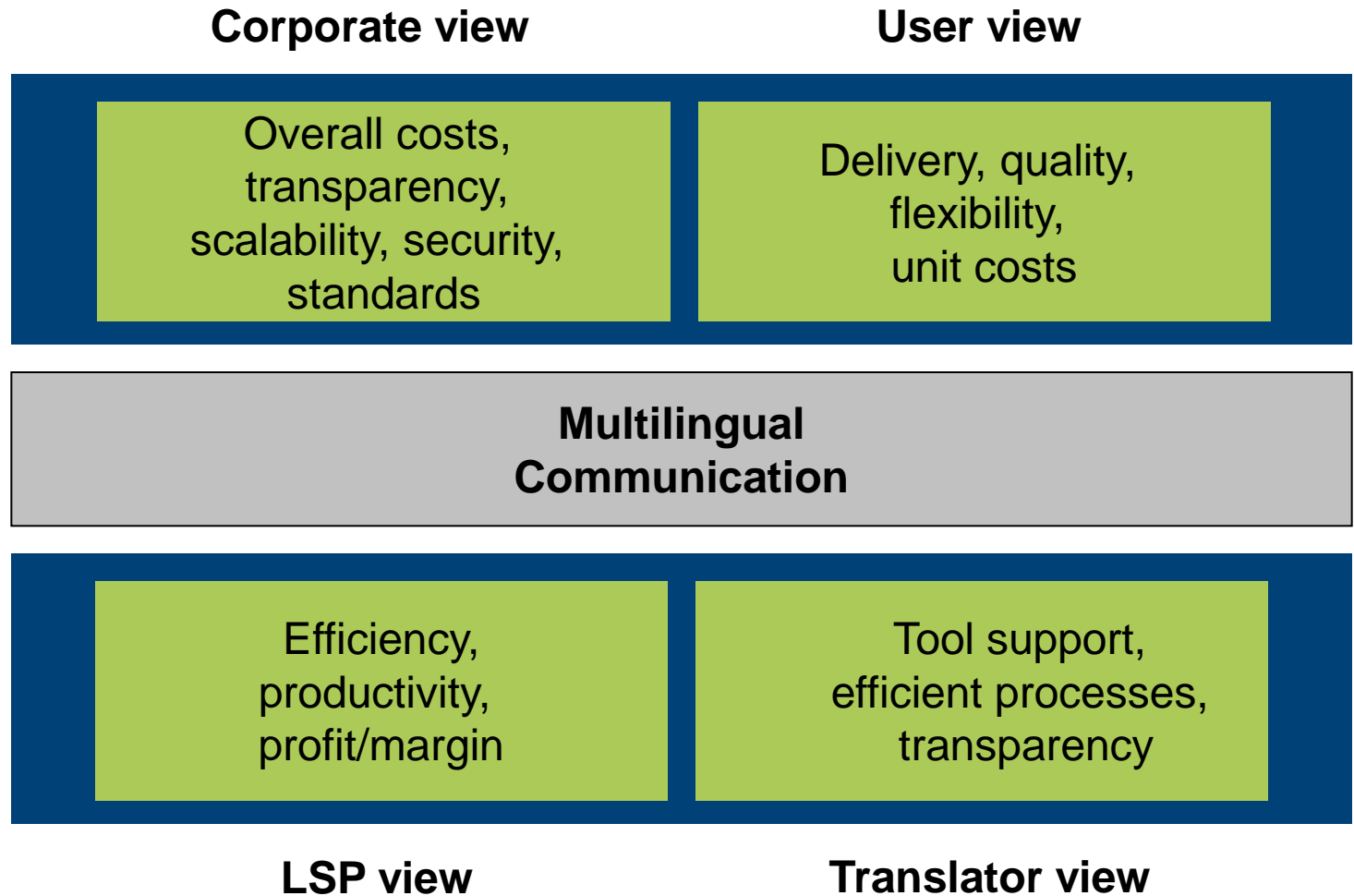
**Source
content**



**Multimedia
publishing,
printing**



Challenges in multilingual communication



Globalisation of communication processes: management of multilingual information and data

Terminology databases (electronic dictionaries)

Text databases (translation memories)

Machine translation

Authoring systems (to support the writing and editing process)



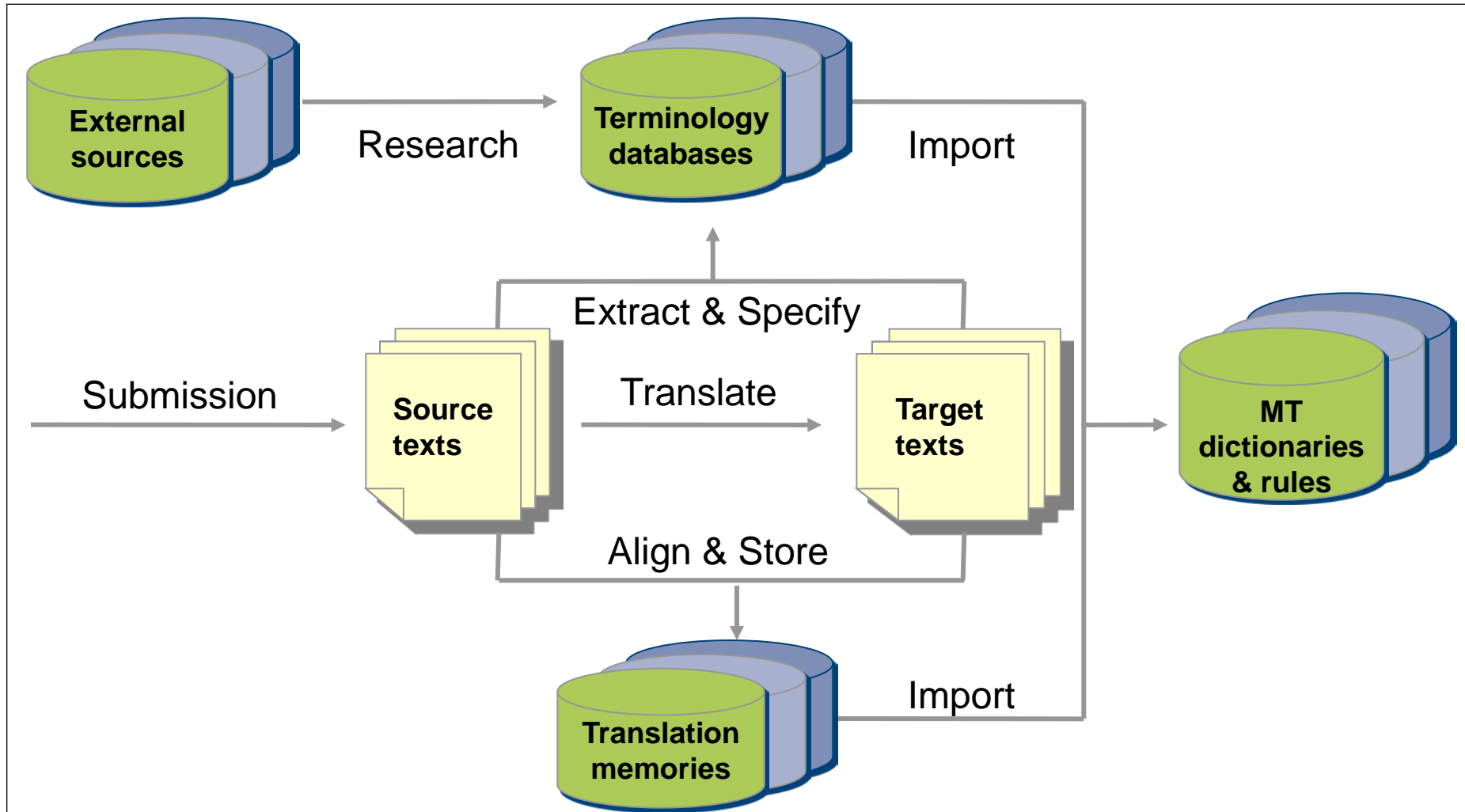
Availability of multilingual content on a global basis:

- To enhance knowledge sharing
- To ensure consistency, increase efficiency, reduce costs
- To recycle existing content for various types of applications/usage



Definition of a global communication process strategy

Synergies – reuse of assets across tools



Readability analysis – reasons why



- **Increased complexity** of products and services (e.g. financial products)
- Increased **information overflow** (emails, mass mailings, etc.)
- Need to **differentiate from competition** for services/products
- **Legal** requirements
 - MiFID* regarding the capital market in Europe (liability risk)
(*The Markets in Financial Instruments Directive)
 - EU norms for patient information leaflets (pharmaceutical industry)
- Optimised conditions for **better and faster translations**

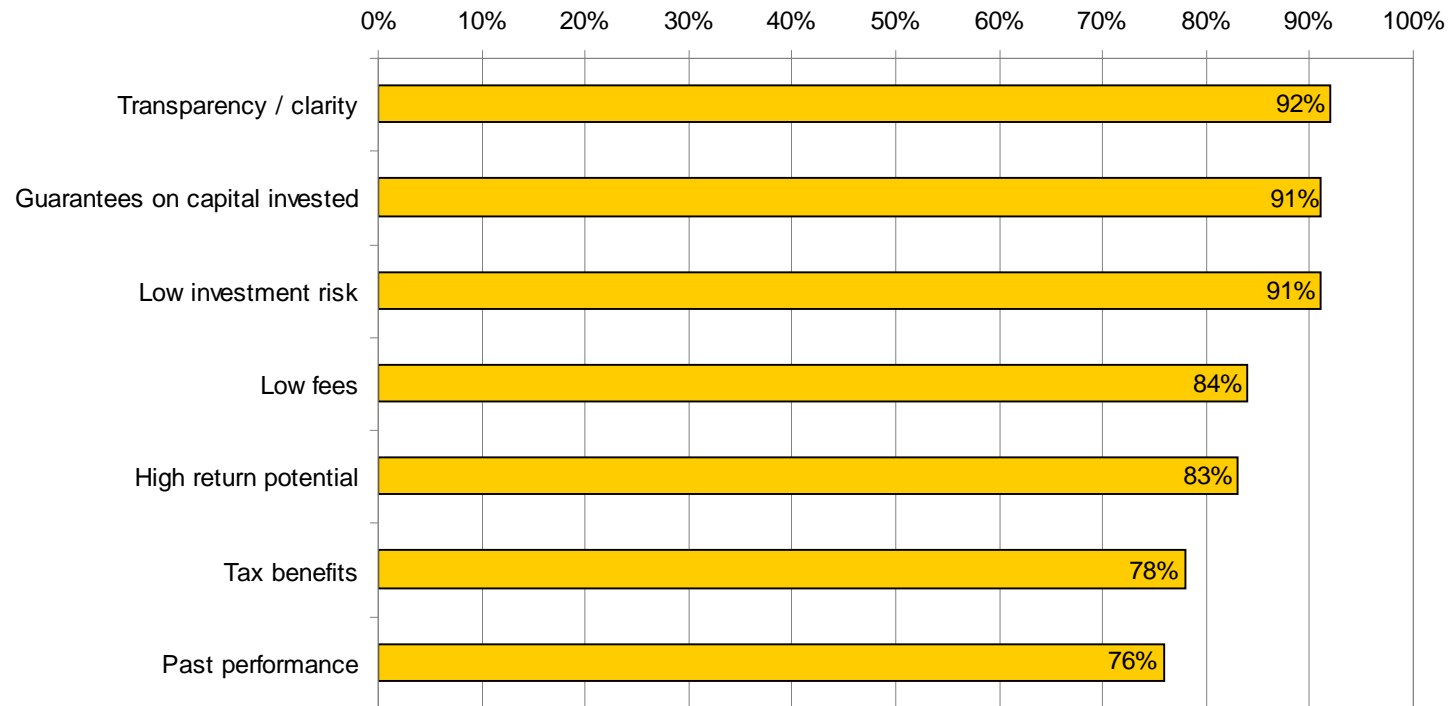


A statistically measurable readability score helps to improve clarity and comprehensibility of your communication for the target audience.

Representative survey: capital investors want transparency and security

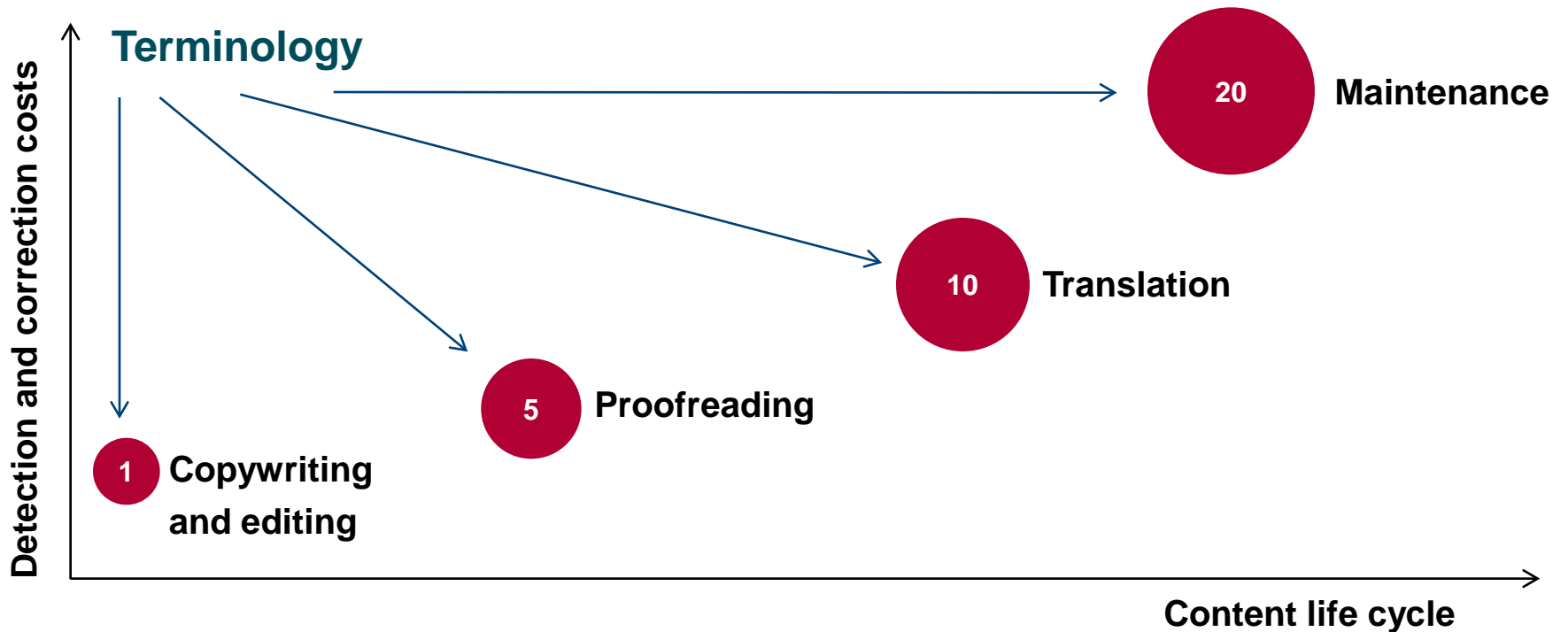


How important are the following criteria to you when choosing a pension or investment product ("very important" or "important")?



Source: Clerical Medical Europe Financial Services B.V., 2008

Streamlining terminology



Terminology management to ensure consistent and accurate use at the content creation stage, reduces costs later in the process

Machine translation in action (reference case)



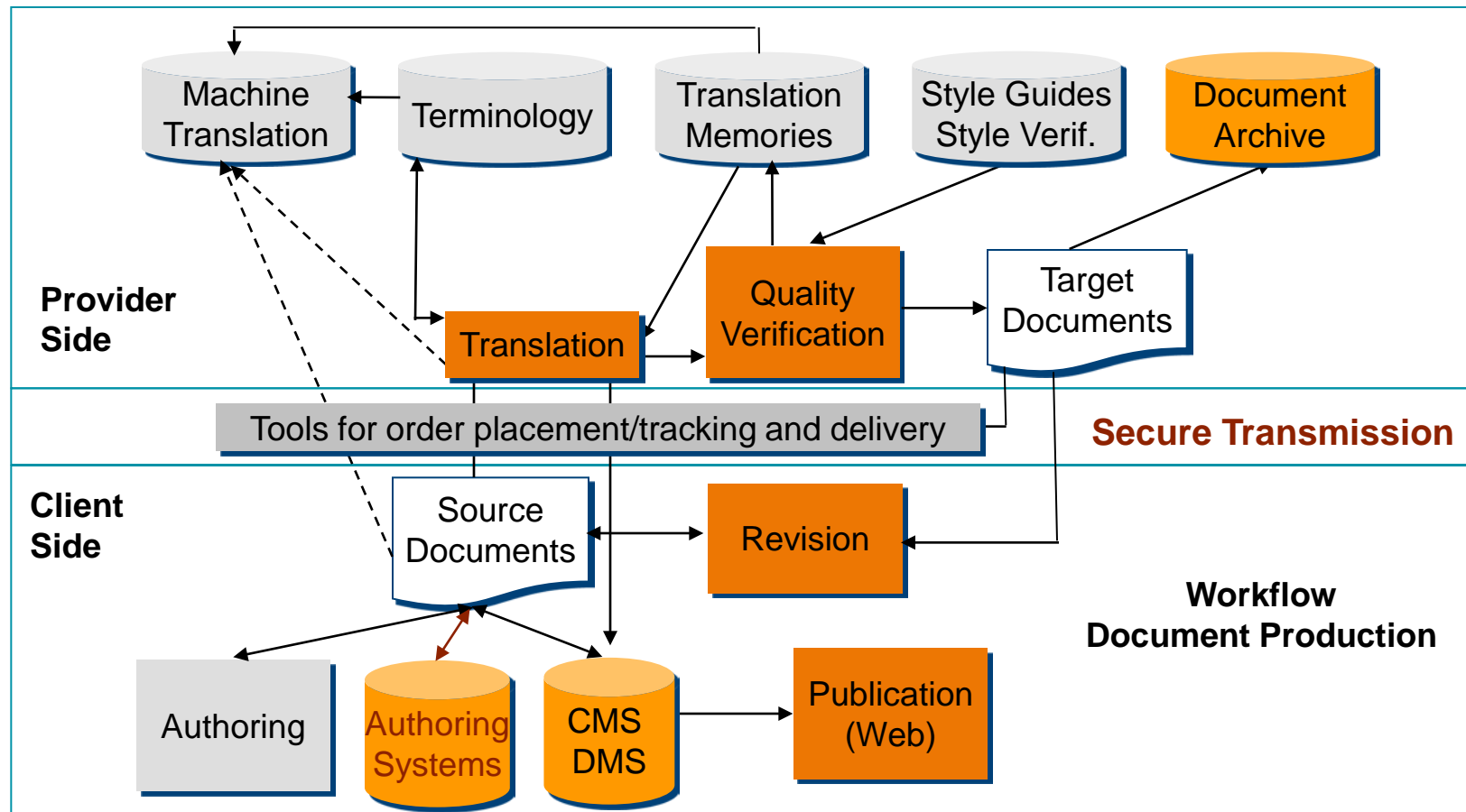
Case description

- Client one of the world's leading financial firms
- For internal communication, human translation is too costly and slow
- Free Internet MT tools not secure, low quality
- CLS to build a web-based tool that supports main languages and integrates existing resources (TDB, TM)

Experience

- CLS MT available to all employees since 2003, with an average of >16m words translated per year
- Most frequently translated text categories: e-mails and internal documents
- High cost savings
- User survey:
 - 80% of the participants use the system at least once a week, 30% on a daily basis
 - 75% have been using CLS MT for more than a year, most of them for over two years
 - Nearly all participants considered the system easy to use and stated the tool helped them complete their daily work tasks.

Hosting and managing multilingual content



Thank you!







Transposition of a text from one language into another, taking account of specific technical terminology, syntax, style, tone and register.

Ideally done by:

- Native speakers of the target language
- Experienced translators with specialist know-how and knowledge of local markets

Use of translation memory (TM) to ensure:

- Centralised data management and secure, real-time data storage
- Consistent translation of recurring sentences and terms lead to reduced translation costs

Transcreation:

- Recreate the message in another language (rather than translating it), when creativity and cultural aspects are crucial

Copywriting - drivers and benefits



- **Cost control:** cost based on time spent, transparent
- **Resources:** teams of experts for several languages available on short notice
- **Quality:** domain expertise and writing competence
- **For complex projects:** synergies between different teams/services at LSP
- Copywriters will produce **message-driven, high-quality texts *that get read***
- Staff can concentrate on their **core activities**
- Achieve **consistency** across communications

Reuse of assets for multiple tools - benefits



What we offer

How you benefit

Integration of termbase entries into machine translation (MT)

- Cost savings through semi-automatic integration of terminology instead of from-scratch MT dictionary development
- MT system recognises and produces corporate language

Terminology extraction from customer translation memories (TM)

- Customer has to select and provide less data to identify terminology
- Terminology in line with translated documents

Integration of translation memories data (TM) into machine translation (MT)

- Quality-assured translation units can be reused by MT systems
- Improved overall MT quality



A copywriter authors an original text based on a briefing by the client and their own research. It is often quicker and more cost-effective to use a copywriter and the result will be more polished, maximising the effectiveness of the message.

Text creation for:

- Brochures, factsheets & case studies
- Press releases
- Corporate magazines, newsletters
- Investor relations material, annual reports
- Speeches
- User guides & manuals



After Facebook launched a French-language interface in February 2008, the number of visitors in France grew by more than 400 percent.

Language:

- Part of corporate identity
- Should be consistent across all media, especially websites (high reach)
- Beyond language: cultural and technical aspects

Things to consider:

- Language variants
- Centralised vs. regional website setup
- Character set and language display
- Length and height of text and text labels in pages, navigation menus and forms
- Search engine optimisation
- Web design



Raw machine translation is used when

- human translation is out of the question for cost and/or time reasons
- draft quality is sufficient (e.g. gisting)

It is used to

- translate documents (e-mails, memos) by persons who do not speak the source language
- support the production of texts in a language in which the author is not fluent

Machine translation interfaces with translation memories and terminology databases

Where appropriate, human translation productivity can be increased by integrating machine translation with translation memories and workflow systems