

Panel Discussion

**Converging Technologies –
What are the benefits
for MT users?**

Ottawa, Canada  August 26 - 30, 2009

**The Twelfth
Machine
Translation
Summit**

Panelists

- Daniel Gervais / Executive VP of R&D, MultiCorpora
- Terry Lawlor / VP Enterprise Solutions, SDL International
- Jaap van der Meer / Director, TAUS Data Association
- Alex Yanishevsky / Senior Solutions Architect, ProMT Americas

Discussants:

- Paul Bremer / Apptek
- Mike Dillinger / Translation Optimization Partners

Proposal

- There have been several announcements of converging technologies in the news this year:
 - rule-based *plus* statistical MT,
 - translation memory *plus* cloud computing,
 - advanced leveraging *plus* shared TM data,
 - speech recognition *plus* MT,
 - etc.

Proposal ⁽²⁾

- These convergences are real:
 - At **MultiCorpora**, advanced leveraging and machine translation are coming together;
 - At **SDL**, technologies for writers and translators are merging with technologies for storage and publication;
 - At **TAUS**, data sharing, cloud computing, and advanced leveraging are converging;
 - At **PROMT**, rule-based MT is converging with syntax-based SMT;
- What are the benefits of these convergences for MT users?

Timeline

- Each panelist will describe the benefits of the convergences that they chose to focus on
- Each discussant will describe use-case scenarios and ask the panelists questions
- Open forum for audience questions and discussion

Presentations

- **Daniel Gervais** / Executive VP of R&D, MultiCorpora
- **Terry Lawlor** / VP Enterprise Solutions, SDL International
- **Jaap van der Meer** / Director, TAUS Data Association
- **Alex Yanishevsky** / Senior Solutions Architect, ProMT Americas

Discussant

Mike Dillinger

Translation Optimization Partners

Ottawa, Canada  August 26 - 30, 2009

**The Twelfth
Machine
Translation
Summit**

User Value (adapted from Boztepe, 2007)

How do these innovations make MT more valuable to users?

- *Usefulness* (“Utility”)

- Quality & Performance

- Higher Predictability
- Higher Flexibility
- Higher Speed
- Lower Maintenance

- Convenience

- More Compatibility
(with current processes)
- More Ease of Use
(by current personnel)
- Better Time Management
(than existing processes)
- More Relevance
(for current goals)

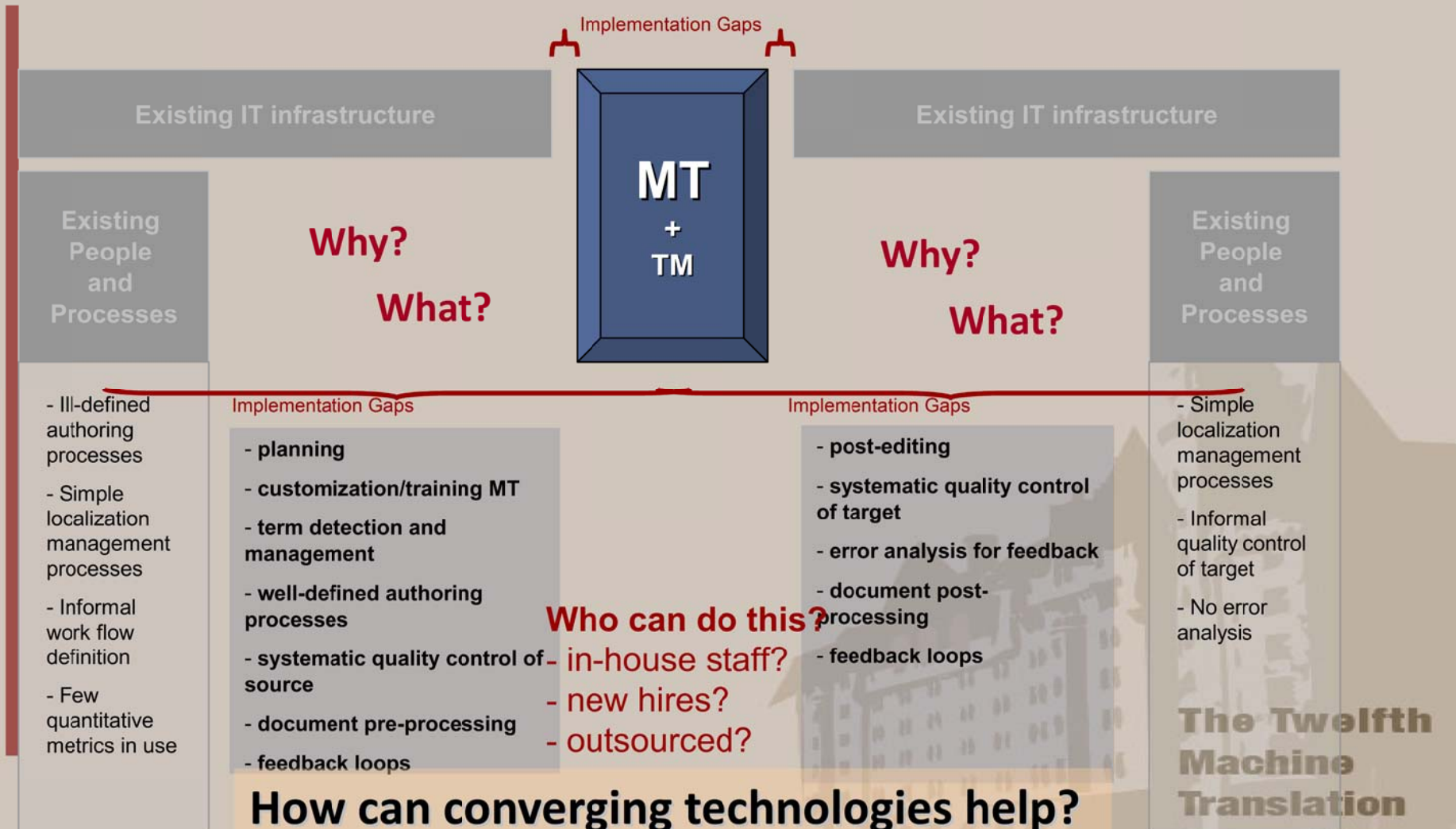
- Economy

- Lower Initial Investment
- Lower Total Cost of Ownership
- Higher Return on Investment

- Safety (“trust”)

- Fewer errors
- Less important errors

The Localization scenario





Discussant

Amb. Paul Bremer

AppTek

Ottawa, Canada  August 26 - 30, 2009



**The Twelfth
Machine
Translation
Summit**



Open Discussion

Ottawa, Canada  August 26 - 30, 2009



**The Twelfth
Machine
Translation
Summit**

User Benefits Scorecard (1)

How do these innovations help MT users to see ...

- **Improved quality and performance?**
 - Is choosing an MT system easier now?
 - Is planning MT deployment simpler?
 - Are translations more predictable?
 - Can the MT engine deal with new kinds of input and content?
 - Can we mix and match components (from different vendors) better?
 - Is there less need for on-going maintenance, training, and customization?
 - Does the system flag more potential issues in the input?

User Benefits Scorecard (2)

How do these innovations help MT users to see ...

- **Greater convenience?**

- Does deployment cause less disruption of current processes and workflow?
- Does it require fewer new skills or new personnel?
- Does work flow faster and more smoothly than before?
- Is MT easier to deploy?
- Is it much easier to customize or train new systems?
- Does MT do more tasks that are important?
- Does the innovation make outsourcing easier?

User Benefits Scorecard (3)

How do these innovations help MT users to see ...

- **Improved economy?**

- Are proprietary systems more advantageous than open source?
- Are initial investments lower?
- Does the system require less hardware?
- Does it cost less to post-edit the output?
- Is Total Cost of Ownership lower?
- Is the Return on Investment quicker or higher?
- Are licensing terms more flexible?
- Does the innovation help reduce head count?

User Benefits Scorecard (4)

How do these innovations help MT users to see ...

- **Greater safety?**
 - Does the system make fewer errors?
 - Is it easier to track the kinds and number of errors?
 - Are the errors less important types than before?



Thank you

Ottawa, Canada  August 26 - 30, 2009



**The Twelfth
Machine
Translation
Summit**