

Translation Technology Applications to the Localization Industry

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**MT Summit VII
Localization Session**

**MT and Tools Success
in the Localization Business**



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Localization Business Success Criteria

- ① Customer References & Industry Sectors
- ② Productivity Gain
- ③ Cost Savings
- ④ Challenges to Overcome
- ⑤ Business Growth
- ⑥ Standards



- ① Customer References
 - ◆ Participation in a project using both MT/TM and Controlled Language (GM's CASL Project)
 - ◆ Pilot project run for one of their ERP customers
- ② Productivity increase: 30% (2 years)
- ③ Cost savings: 30-50% (2 years)
 60-80% (5 years)

(Implementation and maintenance not included)

- ④ Challenges
 - ◆ Negative attitude towards MT
 - ◆ Misunderstanding on costs and problems associated to MT tools (mislead by the Web)
 - ◆ Output quality
 - ◆ Combination of MT and Controlled Language





- ⑥ **Good outlook for business growth. Willingness to finance implementation of MT still needs to be stimulated.**
- ⑥ **Standards**
 - ◆ **Classification of different MT systems initiated at Pittsburgh's MT conference (1998)**
 - ◆ **TBX/OLIF**



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- ① **Customer Reference - Licensed ForeignDesk to Active Voice Corporation Telecommunications sector**
- ② **Productivity Gain - Multilingual docs**
 - ◆ **Reduction of leverage time during interactive translation**
 - ◆ **Project based, allowing cross-component leveraging between different formats**
 - ◆ **Integration with existing tools; efficiency increase as one tool used instead of multiple tools**
 - ◆ **Internal scripting language (customization of parsing rules for support of non-standard file formats)**
- ③ **Cost savings - consistently between 10-30%**



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④ Challenges to Overcome

- ◆ Adding increased language support
- ◆ Bringing XML into the application as an internal mark-up
- ◆ Integration w/3rd party (enterprise document management, web content management & workflow tools)
- ◆ Supporting database driven web sites (dynamic data swapped into static templates)

⑤ Business Growth Anticipated significant increase in the licensed install base (2000)

⑥ Built on standard components (COM, DAO, SQL database) and direct integration w/3rd party tools



① Global Enterprise Systems / Services

- ◆ GETSystem: Ameritec, Applied Materials, Baxter Intl., Citibank, Computer Associates, Continental Airlines, Harris Corporation, Husky Injection Molding Systems
- ◆ GETService: Lotus Ireland, Baan Company, Mitel, Nortel networks, Océ Nederland, SAP, Osram, Bosch

②③ Productivity Gain and Cost Savings

Combination of TM, MT & Termin. Expansion

| | <u>Savings</u> | <u>Improvements</u> |
|-------|---------------------------|---------------------------|
| SAP | 55-60% | Quality |
| Baan | 50% (throughput) | Full acceptance |
| Mitel | 38% & 50-60% (throughput) | Quality |
| Océ | n/a | + 60M words a year |
| | | + 75 pg../day |
| | | (post-editor corrections) |



LOGOS®



④④④ Translation Products GETSystem

- ◆ Machine Translation System - *LogosServer™*
- ◆ Logos Translation Memory - LTM™
- ◆ Translation Memory Integration's (Trados Translator's Workbench, Star Transit)
- ◆ Terminology Management Tools
- ◆ TermBuilder™ (Terms & Semantic Rules Builder, Auto-Coding Utilities, Auto-Import/Export Utilities)

Translation Services GETServices

- ◆ Omega International (Translation & Localization Services)
- ◆ Delta International (Translation & Localization Services)
- ◆ Softex (Terminology Services Spellcheckers)



① **Customer Reference - Freedman International** "SDLX proved to be a convenient and stable tool in handling our various file format requirements etc."

② Productivity

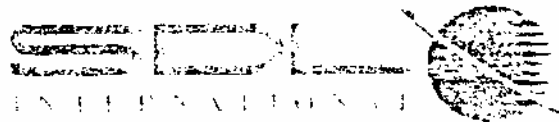
- ◆ Time saving: existing terminology re-used
- ◆ Consistency throughout the document
- ◆ Elimination of repetitive translation

③ Cost Savings through SDLX's Analyze Feature

- ◆ 25% cost savings on some of SDL's own projects
- ◆ Less research on terminology therefore product gets to the market sooner

④ **Challenges - Increase market share** (enhancing SDLX with greater functionality and making it more flexible and configurable)





⑤ Business Growth

Approximately 50% considering that the Asian and U.S. markets are just starting to understand the the benefits of TM Technology. Growth will come from educating the multinationals.

⑥ Standards

- ◆ Developed in a modular fashion; each component is re-usable by a 3rd party
- ◆ SDLX uses OpenTag format (XML standard)
- ◆ Fully committed to TMX, TBX and other OSCAR developed standards
- ◆ SDLX supports ODBC Possible databases: Oracle, Sybase, SQL Serve and MS Access.



① Customer Reference

Automotive BMW IT Baan, Rockwell Automation, Siemens,
Finance Union Bank of Switzerland **Organization** UN-NYC

② Productivity

- ◆ **Translation re-use: 30-80%** (technical). Includes software & depends on the nature
- ◆ **Composition & Engineering (SML, HTML, UI) : 50%**
- ◆ **In addition, using TM: brings process security** (critical in QM systems), **supports standardization of processes, improves planning of projects**

③ ROI within 3 months (in some cases, 1 month which is unusually low for software technology)

④ Challenges: From Customer's Sight

- ◆ Sources available in electronic format
- ◆ Establish a proper workflow




 STAR

① Challenges

- ◆ Web based translation
- ◆ More linguistic intelligence
- ◆ Support of all languages (e.g. Arabic)
- ◆ Keeping pace w/new upcoming file formats

② Outlook for Business Growth

- ◆ Few translators work with TM technology (ITI report: less than 15% in UK).
- ◆ With the growth of internet multilingual websites appear.
- ◆ Translation service vendors will not survive in international competition without TM technology

③ Standards

- ◆ TMX, Unicode, SGML, HTML, XML and further national and international standards e.g. EU



■ TRADOS

fine translation tools



① Customer References

Engineering **Beumer Software SAP IT Microsoft, Oracle, Peoplesoft, Compaq** Finance **Credit Suisse, Dresdner Bank, European Central Bank** Insurance **Winterthur, Bayerische Rückversicherung** Electronics **Siemens** Telecommunications **NortelNetworks** Automotive **Volkswagen Group**

② Productivity

Increased consistency, Better cost control, Faster product releases (due to faster localization processes), Consistent use of "corporate language" improving the overall documentation quality, Language vendor independence

③ Cost Savings

20-90% versus human-based methods, depending upon the application, user experience, TM memories and format



TRADOS

fine translation tools



- ④ **Challenges - Making companies aware that the**
 - ◆ Language barrier needs more attention to compete effectively in a global market place
 - ◆ Usage of TM tools is only the first step. The next ones are integration with authoring systems, document management, workflow management, etc.
- ⑤ **Business Growth - Promising outlook**, certainly if we factor in a 15% to 20% annual growth rate
- ⑥ **Standards - XML, SGML** (overcome platform dependencies and standardize documentation); **COM and DCOM** interfaces (integration with document management and workflow systems); **ISO** norms (terminology database exchange and translation memory exchange); **Big pipes** (facilitate the integration of the distributed language production model with centralized control)



Acknowledgements

- ◆ **Alpnet** **Sharon O'Brien**
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