



# Client centric multilingual information leveraging – Scale the skills

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- Introduction
  - CLS Communication in context (facts & figures)
- Client centric approach to multilingual information leveraging
  - Technology and information solutions
  - Reference cases
- Outlook

# Introductory statements



- Clients increasingly recognize multilinguality as a critical factor for a corporation
  - Standardization of terminology (M&A)
- Clients become educated users
  - Increasing use of MT
- Clients not interested in technology as such, but in the use of it
  - Web services
- Clients increasingly steer developments together with the LSP
  - Multilingual publication chain

# CLS Communication in context



International provider of multilingual communication solutions in core areas of:  
finance, insurance, telecommunications, life sciences and legal

320 in-house staff and a global network of some 1300 external partners

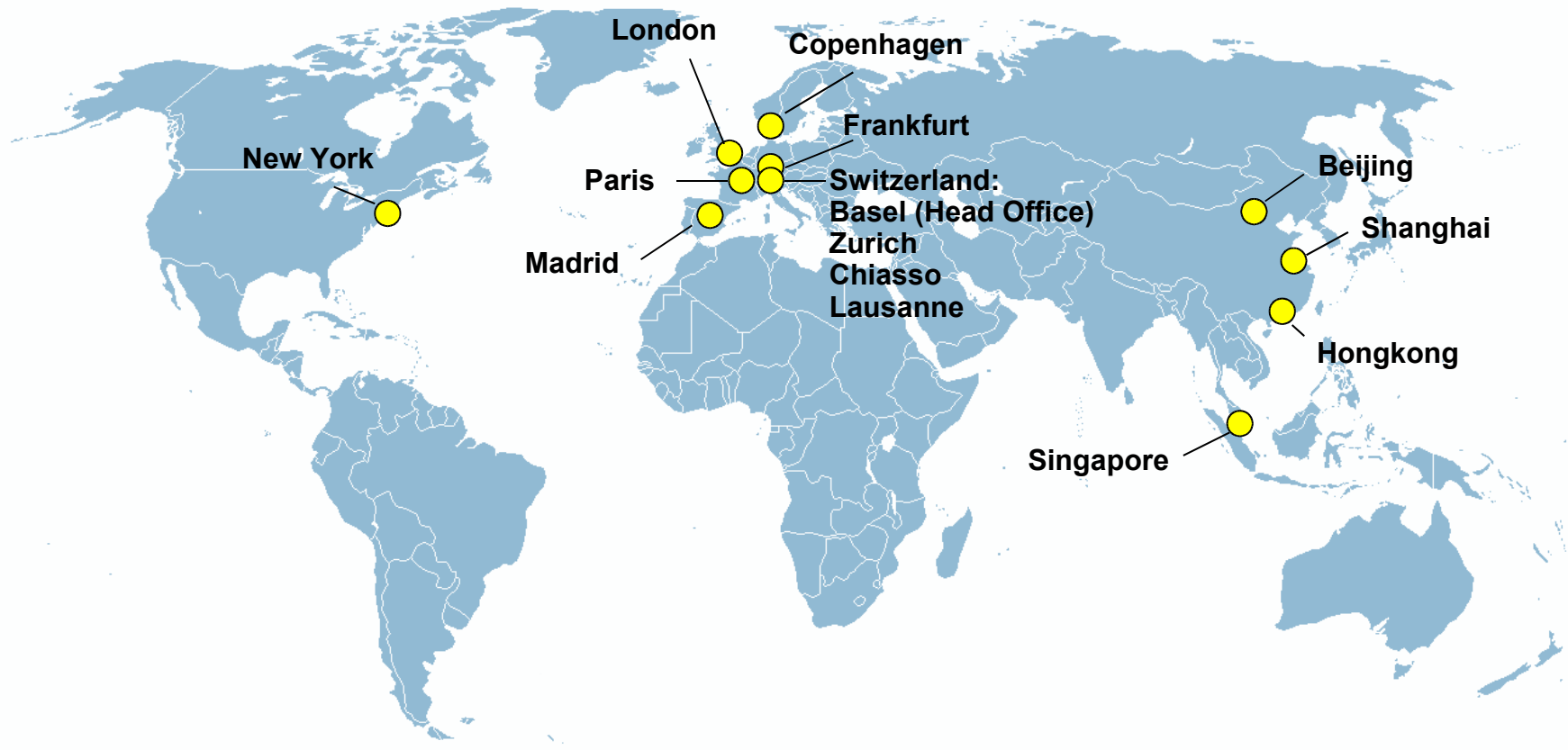
14 locations in 10 countries in Europe, the US and Asia Pacific

Client base of more than 400 multinational companies

Revenues in 2006 around Euro 32m

Completion of some 75'000 projects

# International presence

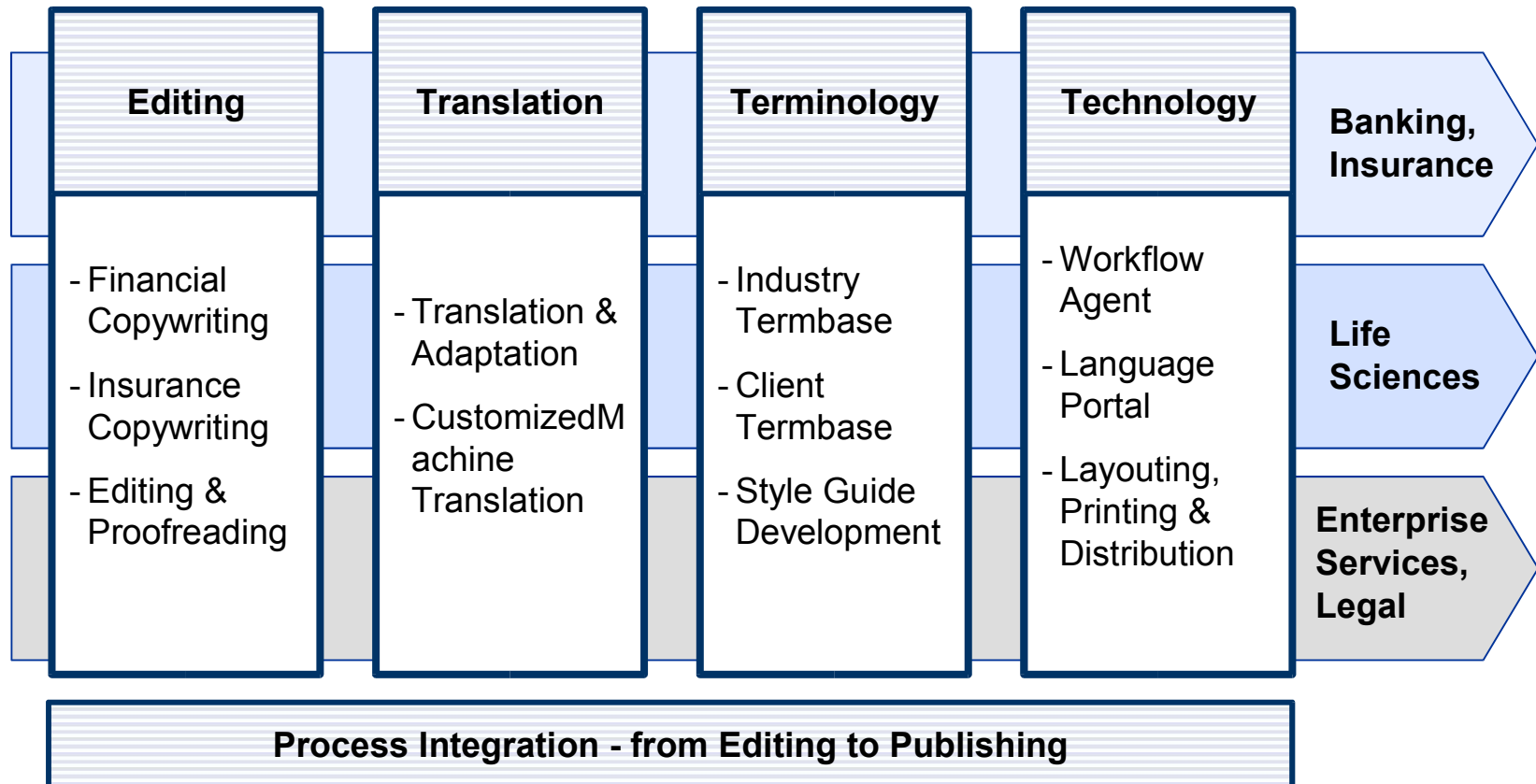


# 10 years history – major events

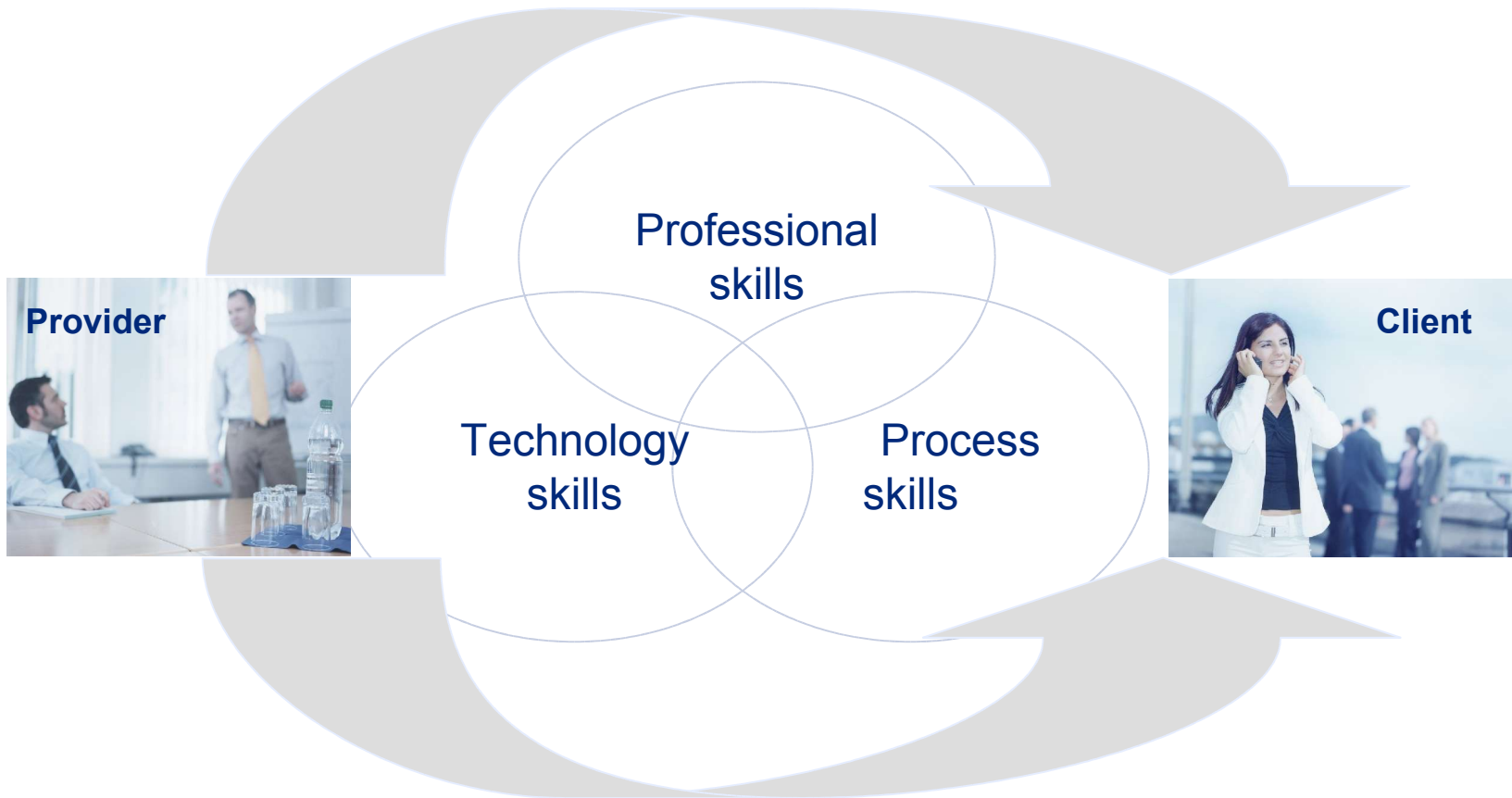


1997	Formed from a spin-off of UBS (SBC) and Zurich Financial Services language services departments
2002	3 major Business Process Outsourcings (BPO) Opening of offices in London and New York
2003	Management-Buy-out
2004	3 major corporate solutions (incl. BPO) Acquisition of Richard Gray Financial Translations (RGFT) with offices in London, Paris and Madrid <b>Opening of office in Copenhagen</b>
2005	Opening of office in Frankfurt Opening of offices in Singapore and Hong Kong
2006	Opening of office in Shanghai Major corporate solutions (incl. BPO)
2007	2 corporate solutions (BPO) in Denmark Opening of office in Beijing

# Product & service portfolio



# Economies of skill and their leverage effect





# Economies of skill and their leverage effect

- **Professional skills**

- Broad use of specialist knowledge (e.g. finance, advertising, life sciences, legal)
- Know-how pooling for special projects (interdisciplinary skills)

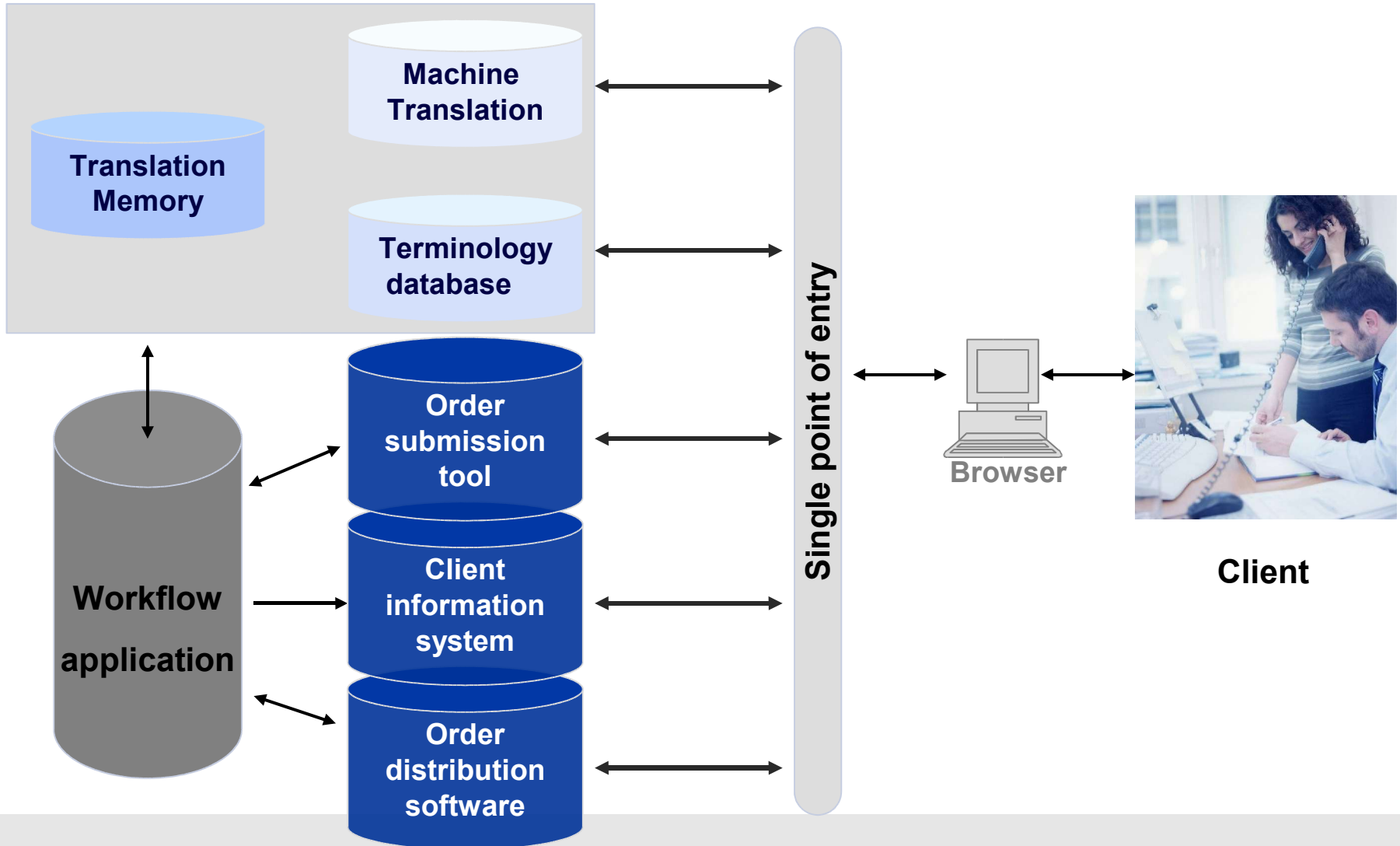
- **Process skills (supply chain skills)**

- Order processing
- Resource planning
- Information and data management

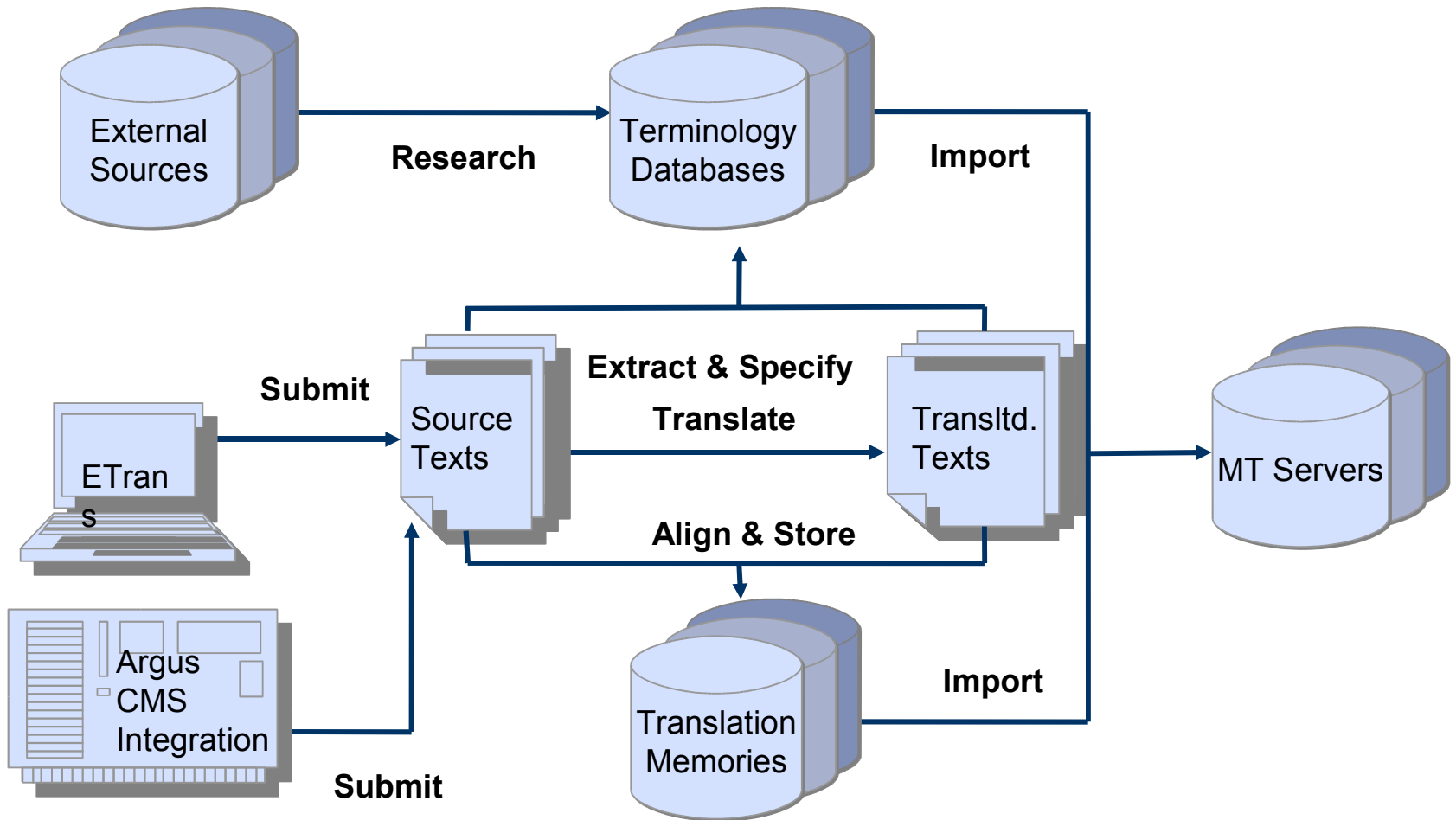
- **Technology skills**

- Use of language technologies
- Use of technological integration (special software)

# Client centric web services

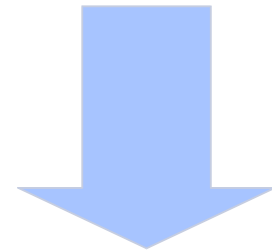


# Synergies: Knowledge Sharing



# Use of economies of skill for new services

- Re-use and re-packaging of already processed information  
(e.g. machine translation, translation memories)
- Re-use of technology investments  
(e.g. client information system)
- Extension of value chain by integration of services into client processes  
(e.g. webhosting for client terminology databases, integration into client applications)



**Use of economies of skill  
to achieve economies of scale**

# Value potential for service provider

- Expansion of own core business
- Leveraging economies of skill for economies of scale



**Scale the skills**

- Implementation of customized standardization



# Reference case for machine translation

**Integrated solution for major Swiss Bank.**



# Case description

- Client one of the world's leading financial firms with currently over 80,000 employees worldwide
- Internal communication in different languages
- For internal communication, human translation 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)
- CLS MT available to all employees since 2003, with an average of 15m words translated per year

# Integration of TDB and TM

- CLS hosts Terminology Database with tens of thousands of industry- and client-specific terms in several languages
  - TDBs cannot be integrated directly (format, missing linguistic information)
  - Entire TDB content was exported, adapted and imported into MT lexicons
  - Updated on regular basis
- CLS uses hundreds of Translation Memories for human translation
  - TMs cannot be integrated directly (interface, format)
  - Main TM with several hundred thousand sentence pairs was exported, adapted and imported into MT system
  - Updated at longer intervals (cost/benefit)





# Results of MT User Survey

conducted Q4 2006

- 80% of the participants use the system at least once a week, 30% on a daily basis
- The majority of the respondents translate between German and English (both directions) as well as from German into French.
- 75% have been using CLS MT for more than a year, most of them for over two years.
- CLS MT primarily used as a dictionary and as a pre-translation tool for the subsequent revision of texts, whereas understanding of foreign-language texts had still been more important in an earlier survey.
- Most frequently translated text categories included e-mails and internal documents.
- The translation quality met the expectations of almost 80% of the participants.
- Nearly all participants considered the system easy to use and stated the tool helped them complete their daily work tasks.



# CLS-Argus application

an automatic document interface for translations.

# Case description



- Creation and organization of complex information systems (web sites, knowledge databases, etc.)
- Production of publications with very short deadlines (market reports, newsletters etc.)
- Creation of texts using content management systems (CMS) and administration in conjunction with a document management system (DMS)
- Large companies often operate more than one CMS or DMS



- Many systems incorporate the possibility to have text units translated within the proprietary programme using a special text editor.
- Disadvantages:
  - In the target container, no original texts which can be overwritten.
  - No possibility of using Translation Memories (Trados, etc.).
  - No automatic pre- or post-production process.
  - Loss of terminology consistence, etc.
  - Individual user guidance and access restrictions → problematic allocation to external partners, translator training...

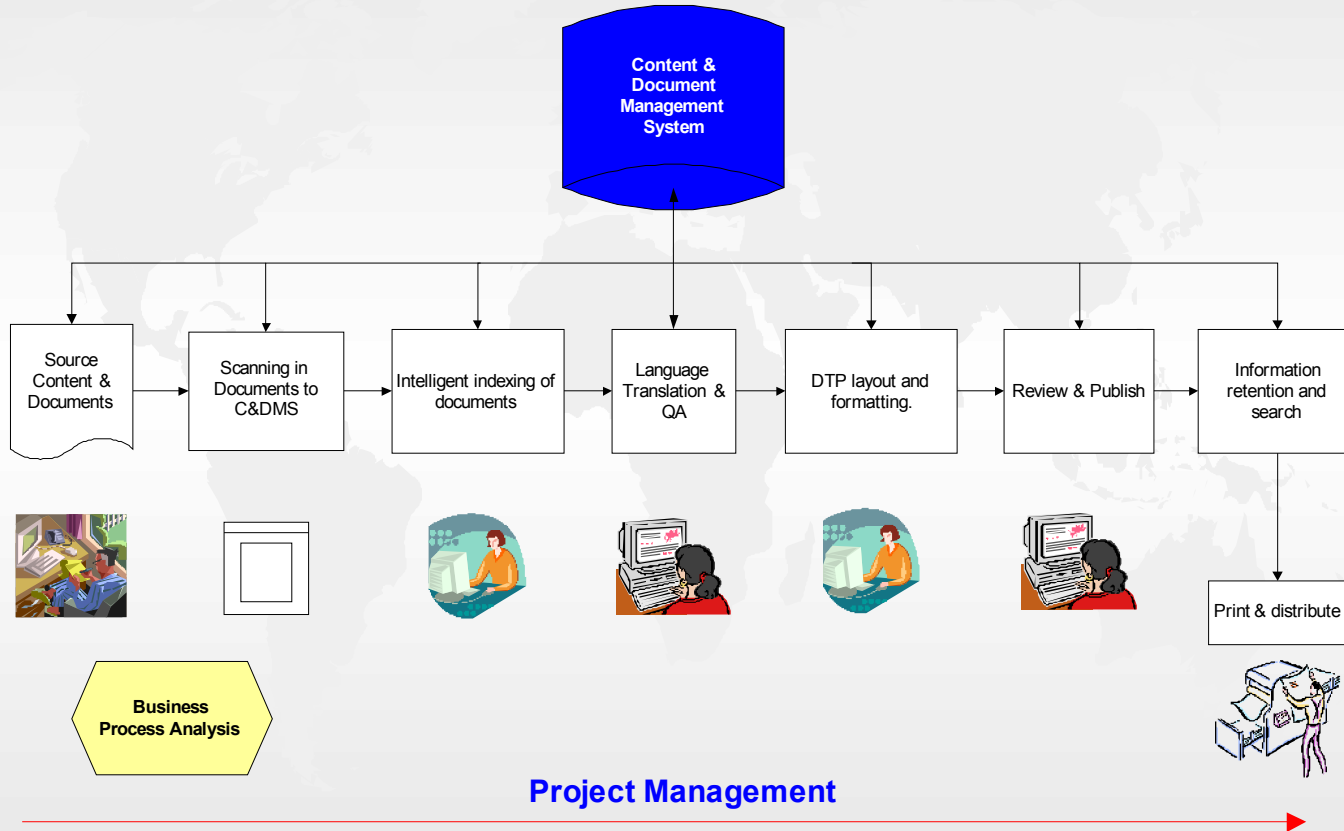


- Large CMS and DMS, such as Vignette, Documentum, Obtree, Siebel, IBM, etc. all have adaptable interfaces via which text elements can be imported and exported.
- By using various "connectors", CLS provides a plug-in mechanism (CLS Argus), so that text units can be picked up from the client and the translated texts can be returned in the same way.
- The transmission method is agreed with the client and their security department. In this context, we support all the standard technologies.

# Integrated approach



## Content & Document Management Solution C&DMS



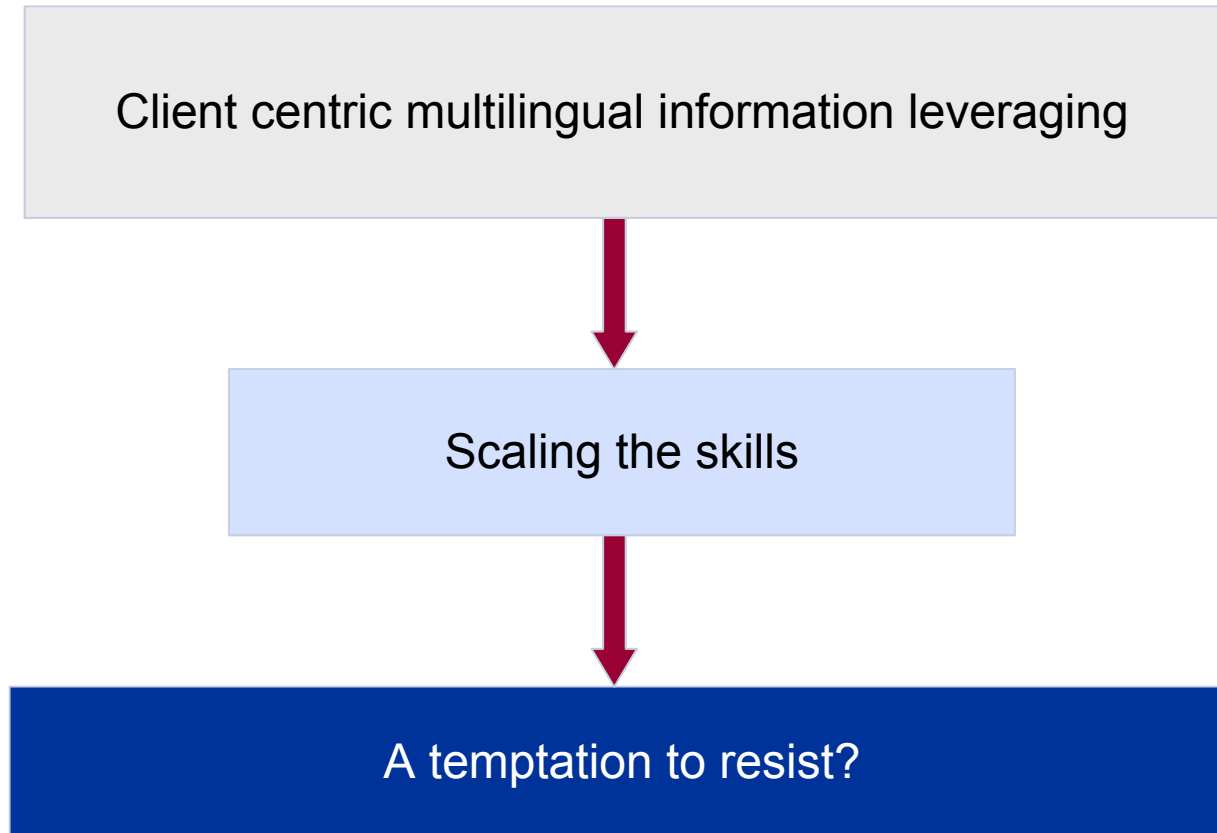


# Integrated approach

Integrated approach for efficiency and productivity gains through

- Increased use of synergies
- Enhanced automation
- Use of new technologies
- Collaboration and information sharing

# Integrated approach





CLS COMMUNICATION  
*your message matters*

