



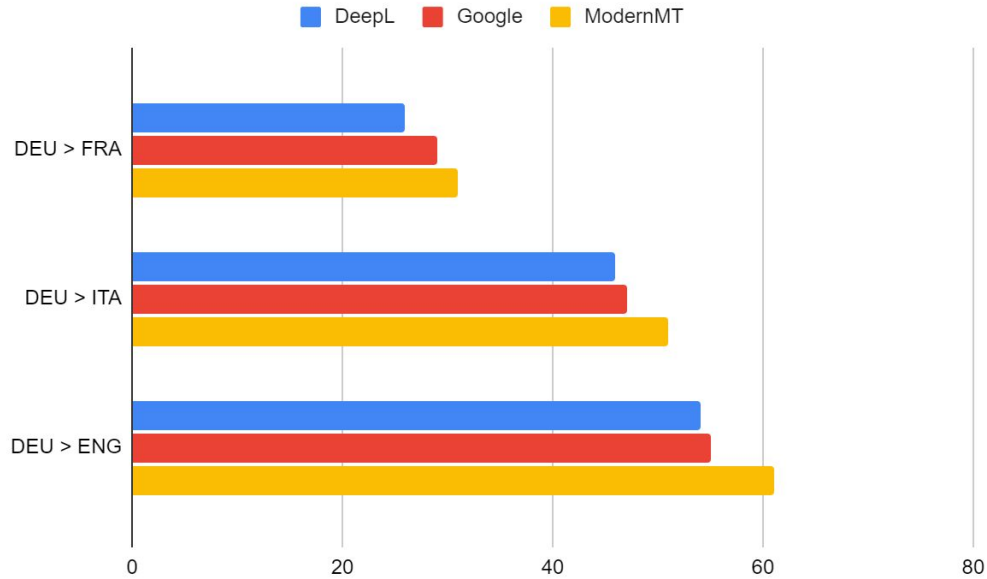
1. Customization

2. Quality ↑

3. Post-editing effort ↓



Initial quality evaluation



ModelFront analysis between generic DeepL, generic GT, customized ModernMT with one year of our in-house translations (2020)



TMS and integrations



	RWS	Lokalise	Crowdin	XTM
ModernMT integration	✓	<i>no custom MT at all</i>	✓	via Intento
Jira integration	✗	±	✓	✓
Terminology workflow	✗	✗	✗	✓
TM management	✓	✓	✓	✓





Initial results



We launched post-editing in February 2022.

4

SERVICE TIERS
Transcreation, HT, FPE, LPE

+30%

PRODUCTIVITY INCREASE

0

QUALITY CHANGE



Next challenges



- **Monitor final quality**
 - Human evaluation
- Monitor **post-editing effort**
 - By engine version, service tier
- **Predict post-editing effort**
 - Quality estimation for PI planning
- **Filter training data**
 - Adaptive - live customisation requires live filtering
 - High service tier to low service tier only
- **Improve TMS integration**
- Monitor value
 - **SEO signals** (engagement, conversion...) → Service tier



Danke vielmol
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Thank you

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