

# MT Post-Editing in a cloud based environment

# PEMT Landscape

- PEMT Consumers
- Challenges
- Standard Solutions
- The “cloud-based” advantages
- Pushing the envelope!

# PEMT Consumers

- eCommerce
- SaaS Providers
- Hardware Manufacturers
- Software Developers
- News
- Governmental Organizations
- And more...

# eCommerce Challenge

## Translation has an impact!

Studies have shown that customers are 6x times more like to shop from sites that are in their native languages\*



\* CRACKER and LT\_Observatory

Opening New Opportunities **SmartCAT™**

# eCommerce Challenge

## Volume of content makes the standard translation process unaffordable!

- High number of languages needed
- The leading eCommerce reseller lists over 300 million products
- Goods and services have a limited shelf life
- Translation is another overhead whose cost has to be limited

# Standard Solutions

## Decentralized model based around desktop applications

- Files are processed with MT in batches / no possibility for feedback.
- Linguistic assets such as TM and glossaries are not shared and must be updated manually.
- Communication between translators is nearly impossible.

# And it gets worse!

**Project management is the biggest challenge.  
The main issues are:**

- File management
- Progress reports
- Communication and collaboration
- Accounting

# The cloud to the rescue

## The main advantages are:

- Centralized language assets
- Real-time progress reports
- Real-time communication and improved collaboration features
- Deep integration with MT engines with the possibility of feedback for retraining purposes



# The cloud to the rescue

## Centralized language assets

- Translation memories are shared between all project participants and updated in real-time
- Glossaries can be enriched as needed and their content shared with the MT provider
- LQA rules are applied uniformly

# The cloud to the rescue

## Project management made easy

- Translation progress is updated in real-time without the need to exchange emails
- Editing tasks can be assigned easily to all participants without a single file being exchanged
- Communication is greatly simplified with chat modules and real-time commenting in the editor

# The cloud to the rescue

## A greatly improved MT process

- Post-editing corrections can be fed back to the MT provider in real-time
- Terminology additions can also be used for engine improvements
- Detailed productivity statistics can be generated at any time to measure MT quality and the results of training

# Pushing the envelope!

## How does SmartCAT improve on the model:

- Our marketplace gives project manager access to more than 70,000 possible post-editors
- Multi-mode task assignment features – splitting documents and tasks is automatic
- Payment process is also automated, accounting tasks are greatly simplified

# Pushing the envelope!

## A better post-editing environment:

- Our multi-user editor allows large numbers of post-editors to work in the same document at different stages of the process
- A sophisticated locking mechanism keeps everybody in their own section while promoting communication
- Change tracking can be used to help improve MT output

# Pushing the envelope!

## Sample cases:

- Coursera classes translated into other languages using 100's of translators working together at post-editing
- A review and grading system was put in place to help editors select the best possible proposed translation
- The interface was customized to display video classes matching the subtitles being translated

# Pushing the envelope!

## Sample cases:

- eCommerce website requiring large volume of translation
- Up to 40 translators working at the same time in the same document to post-edit over 100,000 words in a day without interfering with each other's work
- Post-editors can work at their own pace on their own schedule in the section assigned to them

SmartCAT

Thanks for Watching!

2016

SmartCAT gives business wings for global expansion. The first Translation Automation platform powered by over 60 000 language professionals worldwide.