Beyond quality, considerations for an MT solution

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Characteristics of a production ready MT solution

- Language coverage
  - Does it have all the language combination your enterprise need?

- Input filetype coverage
  - What are the file types it can take beyond plain text input? Office documents, PDFs, images, etc?

- InfoSec approved
  - Will your Information Security team sign-off for enterprise usage? Is your content safe from 3rd party data mining engines?

- Comprehensive API
  - Does it have a rich set of features in its API to opens up realms of opportunities for your enterprise applications to become integrated?

- Out-of-the-box integrations
  - Does it have plugins for your commonly used business applications?

- Scalable
  - Can it easily scale to meet your enterprise translation growth? Can it withstand million to billions of words a day?

- Cost effective
  - What does it cost to run the full operation? Are there associated Opex and Capex?

- Respect user corrections
  - Can users enforce translation changes in real-time?

- Enterprise brand aware
  - Can you enforce corporate terminologies on the translation?

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Content drives revenue and is critical to overall customer experience

Keep Customers

Customers now expect the right content at the right time regardless of channel – for the ENTIRE customer relationship

- Customer service
- Technical support
- Education + adoption
- Advice + best practices
- Personalized moments
- Personalized recommendations

- Thought leadership
- Brand awareness
- Buying research
- Sales Guidance

Get Customers

User generated content is often more important than corporate content and messaging

An Increasing Need to Translate Enterprise Internal Content

Emails between Sales, Legal, Partners & Product Teams

Social Media and Network Feedback for Marketing Analysis & Brand Management

Global Teams Sharing Design, Innovation & Collaboration Content

Customer Support & Service, Crisis and Problem Management

Confidential Financial, HR, & Trade Secret Content

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Buy	Build
Lower cost of ownership	Control to create narrowly specialized engines
Faster roll-out to production	Develop in-house expertise
Easily add more languages	Complete assurance in training data privacy
Access to more features	
Higher quality on broad content	
More scalable and stable	
Integration ready	

Thank you

We can help with your Machine Translation Journey!

Contact us at

www.sdl.com/amta

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