User report:
MT selection in the Enterprise

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Crss*Language*
The specialists in translation automation

CISCO

Parameters
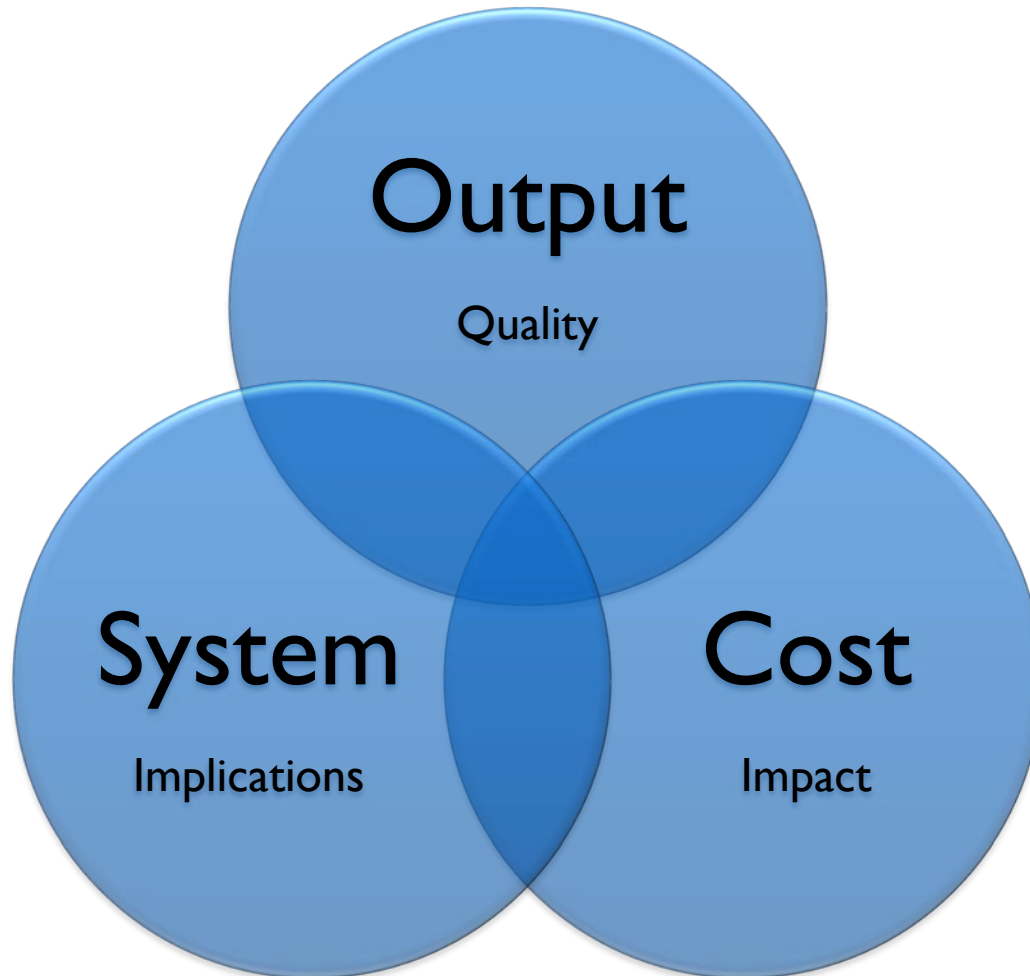
Machine Translation in Cisco Support

Deployment

Prototyping

Implementation

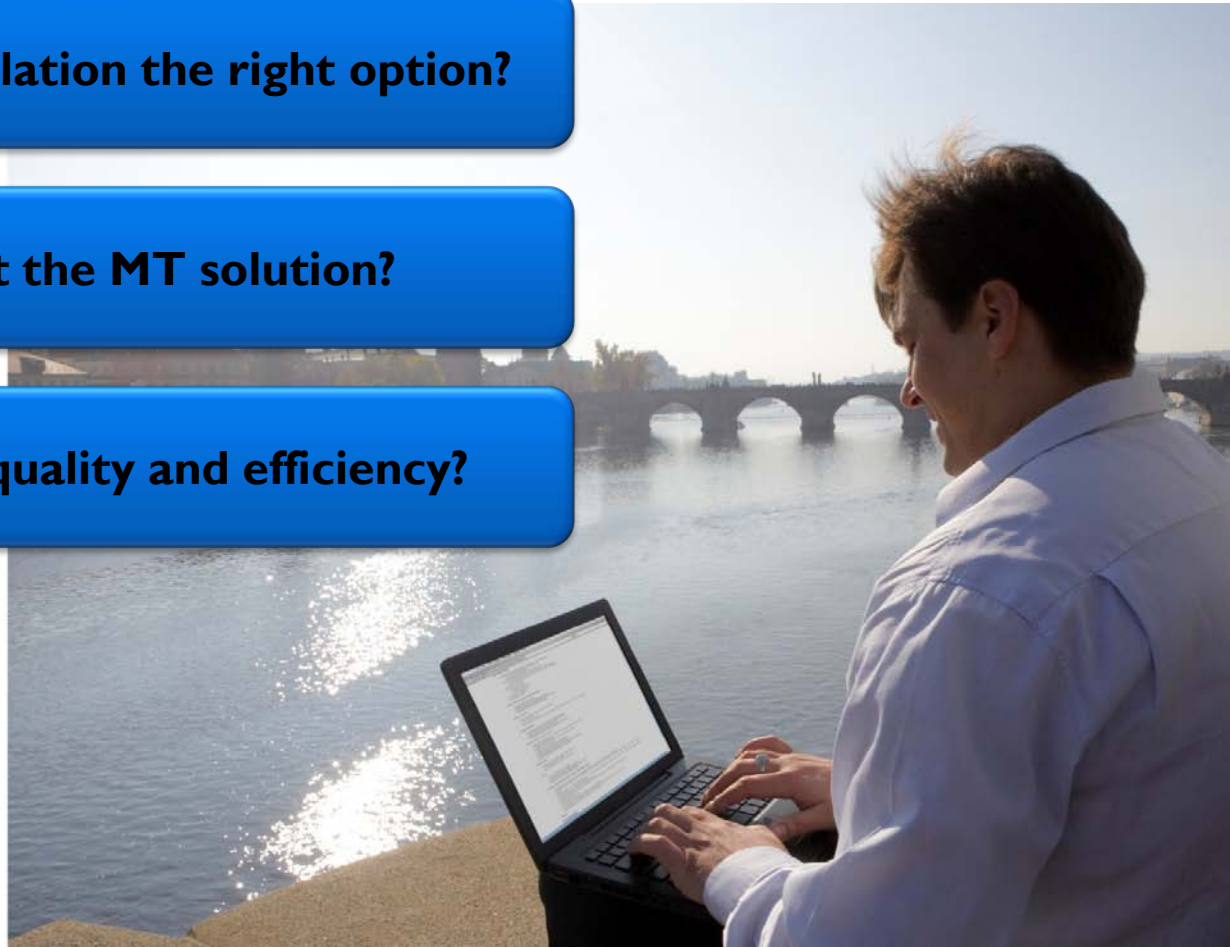| 2001/2	2003	2004	2006	2007	2008	2009	2010
First PoC and pilot	First website using MT	Engine customizations	Second site goes live	Added two new sites	POC for new languages	Selection process	Two new sites
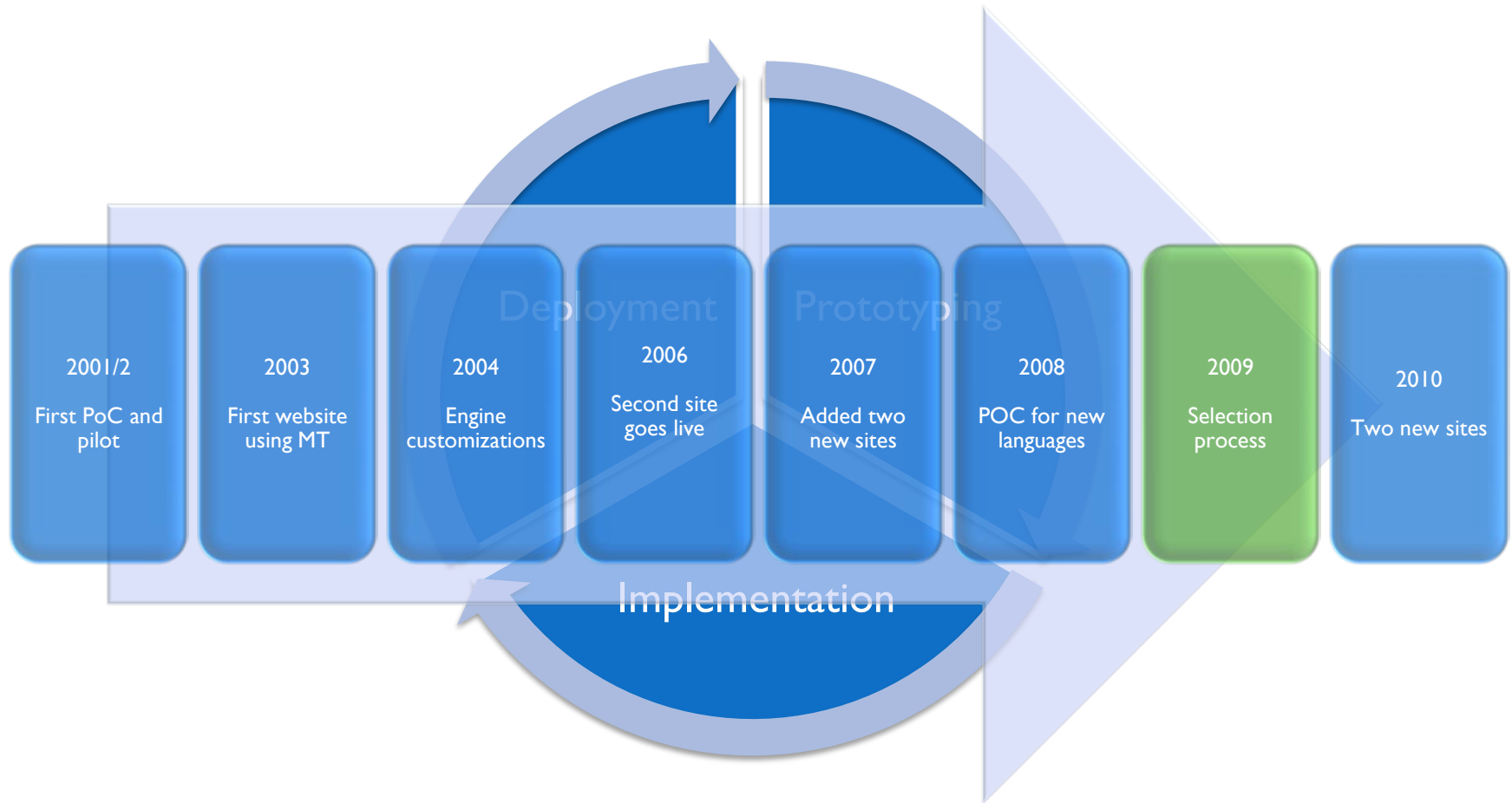
Navigating the best route

When is machine translation the right option?

How do you select the MT solution?

How to get the best quality and efficiency?

Defining Cisco's needs

- Quality
- Customization capabilities
- Standard format support
- Integration potential
- Scalability
- Cost

Quality of translation

User
&
context defined
quality

In-context quality evaluation

Customization capabilities

Self-sufficiency in the engine customization is a must

An engine that cannot be customized will not work for Cisco

Standard format support

We need to be able to get the assets, dictionary customization, TMs, and even linguistic rules in and out of the engines
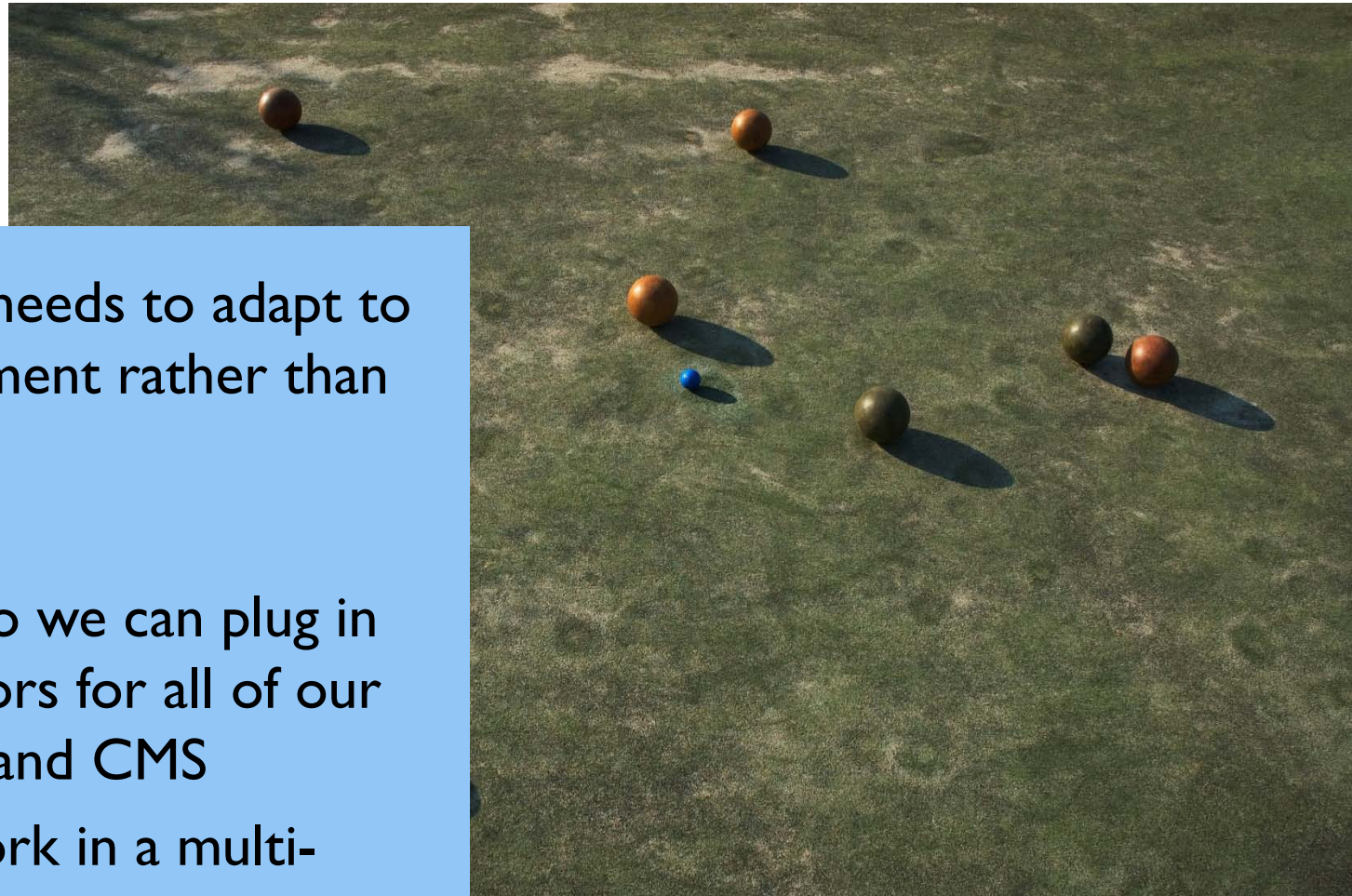
LISA standards, such as TMX, TBX and SRX, are good examples

Integration potential

The system needs to adapt to our environment rather than vice versa

➢ Open APIs so we can plug in the connectors for all of our applications and CMS

➢ Ability to work in a multi-engine setup

Scalability

When the quality reaches the turning point, we need to be prepared to increase the translation volume

Engine efficiency is a must:

- Processor use
- Handle large amounts of translation on the fly or queued

Cost

Main objective: Transparency

Full disclosure about:

➢ Initial investment (engine cost)

➢ Customizations

➢ Maintenance and upgrade cost

The matrix: Minimum acceptance criteria

	Engine A	Engine B	Engine C
Quality			
Customization capabilities			
Standard format support			
Integration potential			
Scalability			
Cost			

Lessons learned

➢ Pre-purchase evaluation including in-context pilot program is key for successful deployment

➢ Start small to build a robust, scalable process

➢ Communicate well and involve key stakeholders

➢ Take a target language approach rather than a technology or engine approach