What? Why? How?
Factors that impact the success of commercial MT projects

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Iconic Translation Machines

AMTA – Austin, Texas – October 2016

"Why would I need MT?"
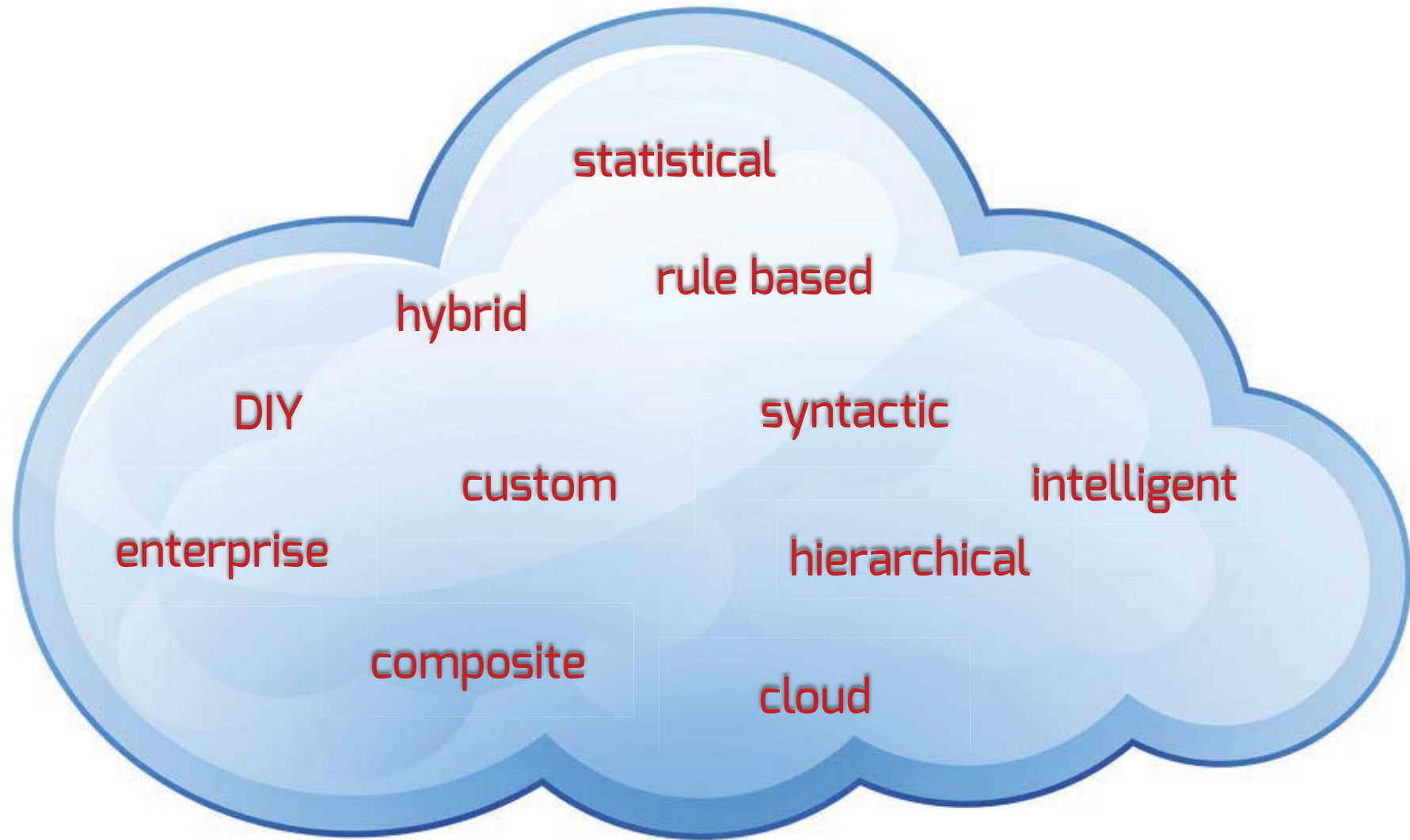
What's the MT value proposition?

Why MT?

- Speed
- Cost savings
- Time to market
- Your competitors are doing it!

Why Now?

- volume of content is growing
- demand, more words less time
- growth facilitator
- #FOMO – you're missing out on business

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"What type of MT is it?"

statistical

rule based

hybrid

DIY

syntactic

custom

intelligent

enterprise

hierarchical

composite

cloud

How are companies using MT?

What are the use cases for MT?

Translator productivity through post-editing

- The goal of the MT here is to be good enough so that - on the whole – with TMs, translators are faster post-editing some segments

- Challenges
  – development has to focus on reducing needs for edits, not necessarily anything else
  – translator acceptance always a big barrier
  – evaluation can take time and has many factors
  – pricing models

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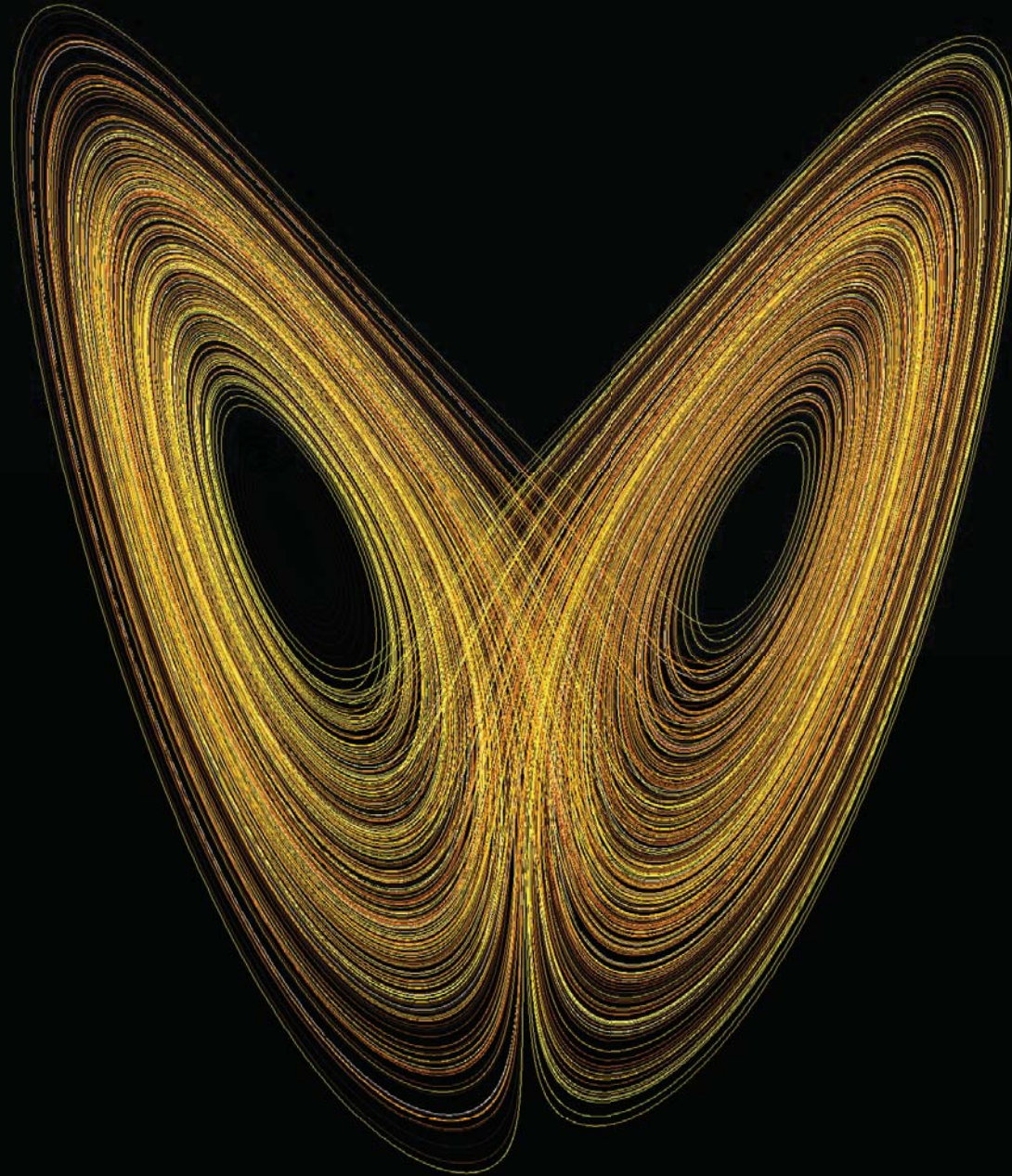# How are companies using MT?

What are the use cases for MT?

MT for information

- The goal is to produce MT that's fit for a particular purpose *as is*

- Arguably easier from an MT development perspective

- Often high-volumes = more achievable

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Butterfly Effect

The 8 Factors influencing MT suitability

High TM Leverage

Low MT Effectiveness

TM Leverage

Buyer Maturity

Training Data

Quality Required

Integration Needs

Language

Volume

Content

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Not all languages are created equal

Language

The more words…the better…the worse?

Social Media

@Wimbledon
Wimbledon ✓

We know UR all waiting for Friday's schedule at #Wimbledon but it won't be out until we see how far we get with the matches outside 2nite

20 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Highly Technical

Chem. Abs. Vol. 66, 1967   Page 9799

104825b Methyl 3,4-dihydroxybenzyl ketones. Merck & Co., Inc. (by David F. Hinkley and John Budavari). Fr. 1,450,200 (Cl. C 07c, A 61k), Aug. 19, 1966; U.S. Appl. Oct. 21, 1964; 6 pp. The title compds. are prepd. and can be used as chem. intermediates. Thus, a soln. of 60 g. 3,4-(MeO)₂-C₆H₃CHO in 500 ml. C₆H₆ is cooled to 0°, a mixt. of 30 g. NaO-Me and 44.1 ml. MeCHClCO₂Me added in 30 min. at 2-5°, and the mixt. agitated ∿1 hr. at ∿20° to give Me α-methyl-α,β-epoxy-β-(3,4-dimethoxyphenyl)propionate (I). A concd. soln. of I in C₆H₆ is treated with 400 ml. MeOH, the mixt. heated to 75°, 240 ml. 10% NaOH added in 30 min., and the mixt. heated to 82° and treated with 50 ml. water to give Na α-methyl-α,β-epoxy-β-(3,4-dimethoxyphenyl)propionate (II). An aq. soln. of II is heated to 100° for 30 min., 70 ml. concd. HCl added, and the mixt. heated 30 min. at 100° to give Me 3,4-dimethoxybenzyl ketone, which can be used in the prepn. of 3,4-(HO)₂C₆H₃CH₂-CMe(NH₂)CO₂H. Similarly prepd. are 3,4-(HO)₂C₆H₃CH₂-COMe (b₀.₀₅ 165-8°), 4,3-HO(MeO)C₆H₃CH₂COMe, and methyl piperonyl ketone.   BDPF

User Generated Content
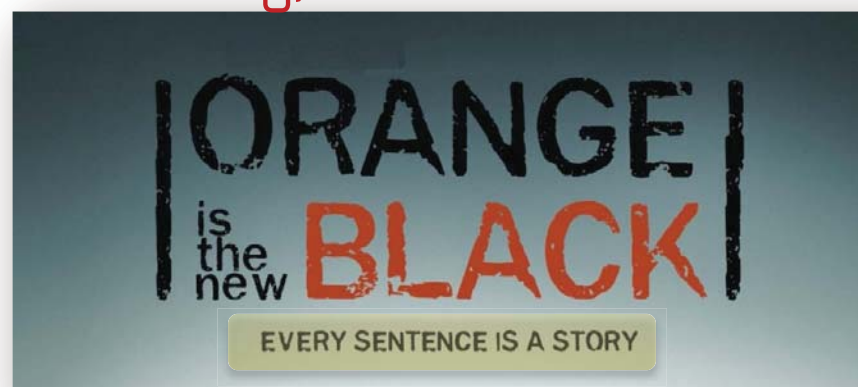

9 March 2016

James
🇺🇸 USA
3 reviews

8.8 "Great trip to Dublin"

◄ Leisure trip   ◄ Couple   ◄ Standard Guest Room
◄ Stayed 2 nights   • Submitted via mobile

⊖ The bed was two twin beds put together and me and my girlfriend kept fallin in the middle (since we like to cuddle) and that was iritating

⊕ Late nite room service was awesome
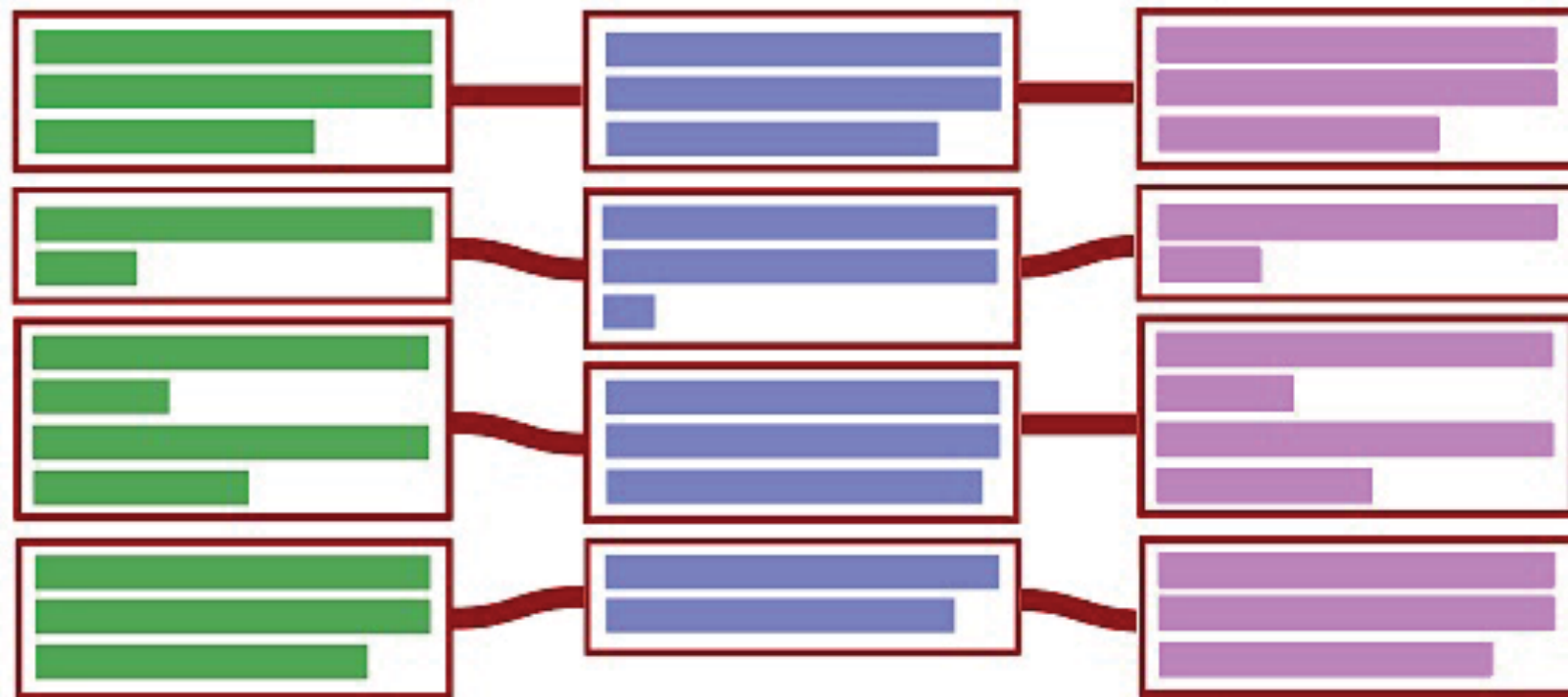
Marketing, Nuanced
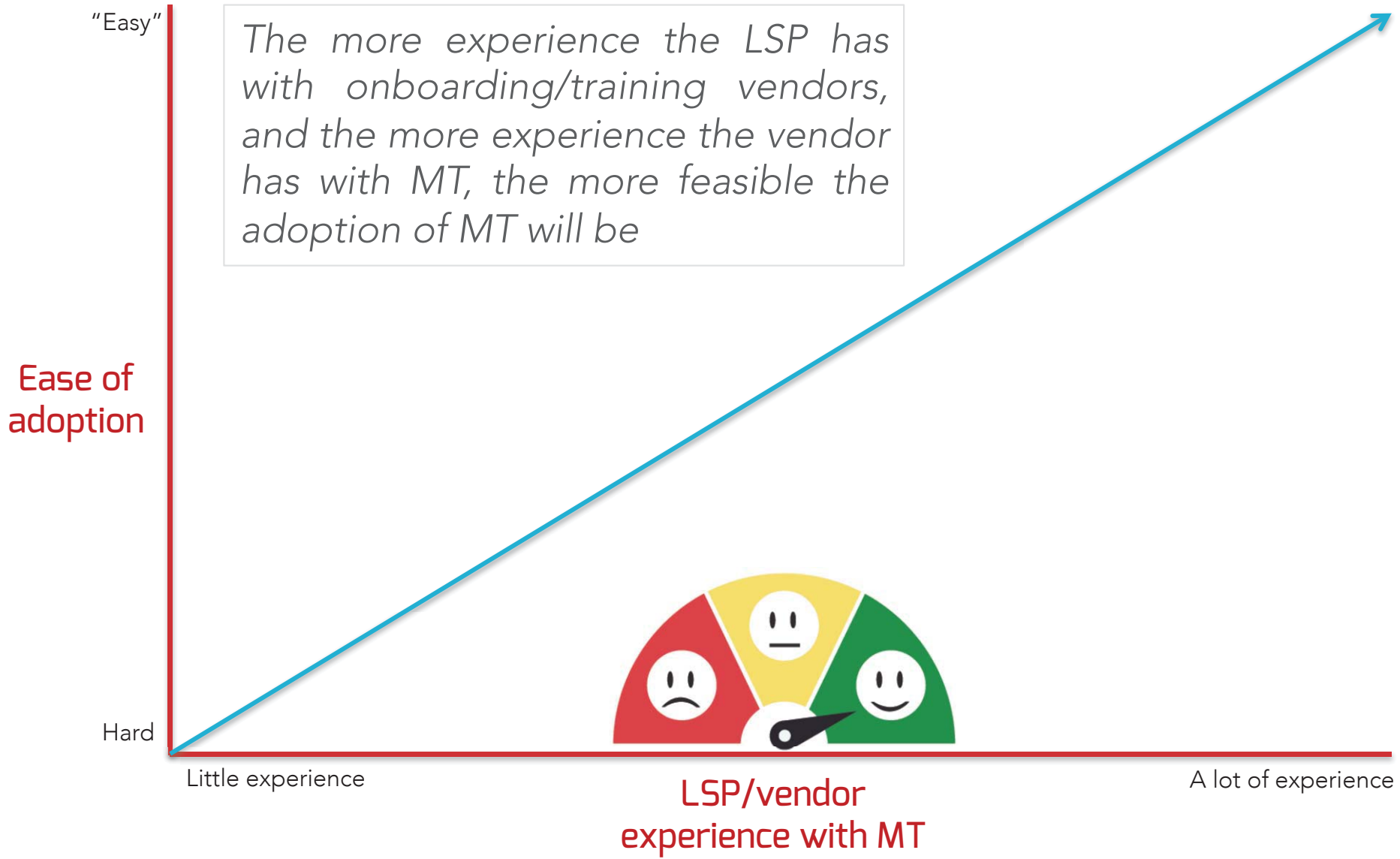

|ORANGE|
is the new BLACK
EVERY SENTENCE IS A STORY

Content Type

Corpora. Dictionaries. Terminology.

Training Data

Standard vs Custom Integration

"instant" solution costs rise proportionality with the number of languages and the throughput needs

Integration requirements

High TM Leverage ⬆ ⬇ Low MT Effectiveness

Matches	# words
Context	403,803
100%	585,459
95-99%	50,366
85-94%	41,604
75-84%	32,319
50-74%	18,972
No Match	81,119
Total	1,213,643

Only 8% of all words go to MT

TM Leverage

REALITY-CHECK

- Fully automatic human quality

- 300% post-editing productivity

- French to Spanish == English to Korean

- Best performance out of the box

Quality requirements

The 8 Factors influencing MT suitability

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Low MT Effectiveness

TM Leverage

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Language

Volume

Content

REALITY-CHECK

French
Spanish
Portuguese

Finnish
Hungarian
Basque

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What questions should YOU be asking?

- "What volume of words do you estimate for the project?"
- "Do we have translation memories, glossaries that are relevant? Can we create them?"
- "If so, what leverage are we getting?"
- "To we have post-editors? Access to a supply chain?"
  - "what experience do they have?"
- "Where will MT fit in the workflow (depending on the use case)?"
- "What variety is there in the content that the MT will be processing?"
- "Why aren't you using Google Translate?"
- "Is there sufficient budget for this project?"

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