User report: MT selection in the Enterprise

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Parameters

- Output
  - Quality
- System
  - Implications
- Cost
  - Impact
Machine Translation in Cisco Support

- **2001/2**: First PoC and pilot
- **2003**: First website using MT
- **2004**: Engine customizations
- **2006**: Second site goes live
- **2007**: Added two new sites
- **2008**: POC for new languages
- **2009**: Selection process
- **2010**: 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

- 1. Linguistic
- 2. Usability
- 3. Productivity
- 4. Post-editing
Customization capabilities

Self-sufficiency in the engine customization is a must
An engine that cannot be customized will not work for Cisco
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

<table>
<thead>
<tr>
<th>Quality</th>
<th>Engine A</th>
<th>Engine B</th>
<th>Engine C</th>
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<tbody>
<tr>
<td>Customization capabilities</td>
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<td>Standard format support</td>
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<td>Cost</td>
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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