Translation Technology Applications to the Localization Industry

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MT Summit VII
Localization Session

MT and Tools Success in the Localization Business

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Localization Business Success Criteria

1. Customer References & Industry Sectors
2. Productivity Gain
3. Cost Savings
4. Challenges to Overcome
5. Business Growth
6. Standards

1. Customer References
   - Participation in a project using both MT/TM and Controlled Language (GM's CASL Project)
   - Pilot project run for one of their ERP customers

2. Productivity increase: 30% (2 years)
3. Cost savings:
   - 30-50% (2 years)
   - 60-80% (5 years)

(Implementation and maintenance not included)

4. Challenges
   - Negative attitude towards MT
   - Misunderstanding on costs and problems associated to MT tools (mislead by the Web)
   - Output quality
   - Combination of MT and Controlled Language
5 Good outlook for business growth. Willingness to finance implementation of MT still needs to be stimulated.

6 Standards
   - Classification of different MT systems initiated at Pittsburgh's MT conference (1998)
   - TBX/OLIF

INTERNATIONAL COMMUNICATIONS
www.intl.com

1 Customer Reference - Licensed ForeignDesk to Active Voice Corporation Telecommunications sector

2 Productivity Gain - Multilingual docs
   - Reduction of leverage time during interactive translation
   - Project based, allowing cross-component leveraging between different formats
   - Integration with existing tools; efficiency increase as one tool used instead of multiple tools
   - Internal scripting language (customization of parsing rules for support of non-standard file formats)

3 Cost savings - consistently between 10-30%
Challenges to Overcome
- Adding increased language support
- Bringing XML into the application as an internal mark-up
- Integration w/3rd party (enterprise document management, web content management & workflow tools)
- Supporting database driven web sites (dynamic data swapped into static templates)

Business Growth Anticipated significant increase in the licensed install base (2000)

Built on standard components (COM, DAO, SQL database) and direct integration w/3rd party tools

Global Enterprise Systems / Services
- GETService: Lotus Ireland, Baan Company, Mitel, Nortel networks, Océ Nederland, SAP, Osram, Bosch

Productivity Gain and Cost Savings
Combination of TM, MT & Termin. Expansion

<table>
<thead>
<tr>
<th>Savings</th>
<th>Improvements</th>
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<tbody>
<tr>
<td>SAP</td>
<td>55-60%</td>
</tr>
<tr>
<td>Baan</td>
<td>50% (throughput)</td>
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<tr>
<td>Mitel</td>
<td>38% &amp; 50-60% (throughput)</td>
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<tr>
<td>Océ</td>
<td>n/a</td>
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<tr>
<td>Quality</td>
<td>Full acceptance</td>
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<tr>
<td>Quality</td>
<td>+ 60M words a year</td>
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<td></td>
<td>+ 75 pg./day</td>
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<td>(post-editor corrections)</td>
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Translation Products GETSystem
- Machine Translation System - LogosServer™
- Logos Translation Memory - LTM™
- Translation Memory Integration's (Trados Translator's Workbench, Star Transit)
- Terminology Management Tools
- TermBuilder™ (Terms & Semantic Rules Builder, Auto-Coding Utilities, Auto-Import/Export Utilities)

Translation Services GETServices
- Omega International (Translation & Localization Services)
- Delta International (Translation & Localization Services)
- Softex (Terminology Services Spellcheckers)

Customer Reference - Freedman International
“SDLX proved to be a convenient and stable tool in handling our various file format requirements etc.”

Productivity
- Time saving: existing terminology re-used
- Consistency throughout the document
- Elimination of repetitive translation

Cost Savings through SDLX’s Analyze Feature
- 25% cost savings on some of SDL’s own projects
- Less research on terminology therefore product gets to the market sooner

Challenges - Increase market share (enhancing SDLX with greater functionality and making it more flexible and configurable)
5 Business Growth
Approximately 50% considering that the Asian and U.S. markets are just starting to understand the benefits of TM Technology. Growth will come from educating the multinationals.

6 Standards
- Developed in a modular fashion; each component is reusable by a 3rd party
- SDLX uses OpenTag format (XML standard)
- Fully committed to TMX, TBX and other OSCAR developed standards
- SDLX supports ODBC Possible databases: Oracle, Sybase, SQL Serve and MS Access.

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1 Customer Reference
Automotive BMW IT Baan, Rockwell Automation, Siemens,
Finance Union Bank of Switzerland Organization UN-NYC

2 Productivity
- Translation re-use: 30-80% (technical). Includes software & depends on the nature
- Composition & Engineering (SML, HTML, UI) : 50%
- In addition, using TM: brings process security (critical in QM systems), supports standardization of processes, improves planning of projects

3 ROI within 3 months (in some cases, 1 month which is unusually low for software technology)

4 Challenges: From Customer’s Sight
- Sources available in electronic format
- Establish a proper workflow
Challenges
- Web based translation
- More linguistic intelligence
- Support of all languages (e.g. Arabic)
- Keeping pace w/new upcoming file formats

Outlook for Business Growth
- Few translators work with TM technology (ITI report: less than 15% in UK).
- With the growth of internet multilingual websites appear.
- Translation service vendors will not survive in international competition without TM technology

Standards
- TMX, Unicode, SGML, HTML, XML and further national and international standards e.g. EU

Customer References
Engineering Beumer Software SAP IT Microsoft, Oracle, Peoplesoft, Compaq Finance Credit Suisse, Dresdner Bank, European Central Bank Insurance Winterthur, Bayerische Rückversicherung Electronics Siemens Telecommunications Nortel Networks Automotive Volkswagen Group

Productivity
Increased consistency, Better cost control, Faster product releases (due to faster localization processes), Consistent use of "corporate language" improving the overall documentation quality, Language vendor independence

Cost Savings
20-90% versus human-based methods, depending upon the application, user experience, TM memories and format
TRADOS
fine translation tools

Challenges - Making companies aware that the
- Language barrier needs more attention to compete effectively in a
global market place
- Usage of TM tools is only the first step. The next ones are
  integration with authoring systems, document management,
  workflow management, etc.

Business Growth - Promising outlook, certainly if we factor in a
15% to 20% annual growth rate

Standards - XML, SGML (overcome platform dependencies and
standardize documentation); COM and DCOM interfaces
(integration with document management and workflow systems); ISO
norms (terminology database exchange and translation memory
exchange); Big pipes (facilitate the integration of the distributed
language production model with centralized control)

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