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## Solution Brief

# Machine Translation and Your Global Success



The global success of your brand depends on pushing more communication and more content through more channels than ever before — instantly, everywhere, and without language barriers.

But as the demand for content grows, the number of human translators in the world doesn't. At a certain scale, traditional localization with human-only translation becomes insufficient, and — left on its own — will become a bottleneck to your global growth.

If you're finding that your demand for global content is outpacing your budget for translation, or that you're not able to produce global content fast enough, then congratulations! What you're experiencing are growing pains. You're likely at the stage where you need to revisit your global content strategy. It's time to evaluate the role of Machine Translation (MT) within your program. This is where Moravia comes in.

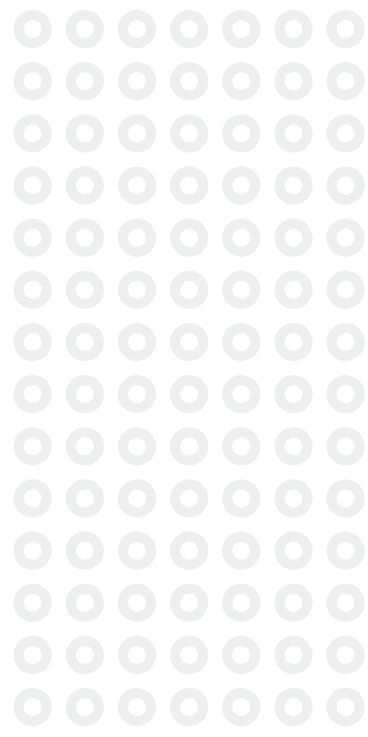
So that you may rise to your full global potential, Moravia creates smart, customized MT solutions with best-fit technology, the right level of post-editing, and meaningful quality and productivity data to keep your localization program on a path of continuous improvement.

### **Moravia's Role in Your MT Program**

Moravia's goal is the global success of your brand. If your definition of global success is related to scale and reach, then MT likely has an important role in your program. By including a strategic MT component, you can not only increase productivity, reduce cycle times, and complement/empower human efforts, but MT can deepen your reach into existing markets and open doors to new ones.

Moravia doesn't sell MT. Rather, we view MT as a component of a holistic program where the driving strategy is as important as the service and technology. We look at your entire program through the lens of your long-term global success and identify where and how MT will make the strongest impact, both now and as you grow.

We craft the solution with you first, and then select the best-fit service and technology — including a dynamic workflow, engine development, engine training, and post-editing.

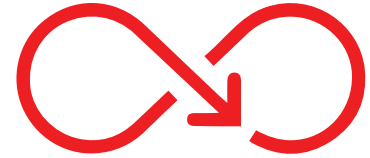


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## Success Factors

There are a few factors that can influence where and to what extent MT will be successful in your program:

- > **Expectations.** Is MT expected to improve productivity, reduce time-to-market, or localize otherwise untranslated content? What level of quality is expected? The desired outcomes of MT determine what specific type of service Moravia will provide.
- > **Domains and content types.** Some content types are especially well-served by Machine Translation, such as customer support content or user documentation. More creative content, such as marketing collateral, can be challenging, although recent technological advancements in both MT and intelligent workflow show promise for even this class of content.
- > **Language pairs.** Some target languages and language combinations achieve higher productivity gains, while others, notably Asian languages, are still less amenable to the use of MT.
- > **Quality of source language.** Better source content can significantly increase the potential of MT. This includes ensuring consistency through the use of established grammar and style rules and terminology, and typically can be achieved by using authoring tools.
- > **Quality and volume of legacy content.** The more legacy content used to train the engine, the better — especially if it's of good quality.
- > **Availability of customer-specific and domain dictionaries.** Similar to the availability of legacy content, well-prepared and maintained dictionaries can significantly improve the quality of MT output.



## Typical MT Scenarios

MT has potential anywhere there are language, volume or turnaround barriers to overcome, but here are some typical enterprise-level use cases:

- > Machine Translation as a supplement to a traditional human-translated localization program, with human post-editing as appropriate. In this use case, MT solutions are optimized based on content types, content workflow, quality requirements, etc. Data and analytics that capture various quality measurements and assess the effectiveness of the program are crucial.
- > Real-time, on-demand Machine Translation for end-users to quickly obtain machine-translated text. Compared to free MT engines available on the internet, the engines we deploy are private and can be modified using corporate terminology and industry glossaries. These more atomic, on-demand interactions are also an opportunity to collect data that can be used for various purposes, such as improving engines and evaluating performance.

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## Case Study

A top backup and recovery software company needed to translate large quantities of technical documentation and knowledge base content. The goals were to improve turnaround time, translate a higher volume of content for more languages, and maintain budget while increasing productivity. Their localization program had 11 languages and 250,000 words/language. We tested three engines and chose the one with the highest evaluation scores. In addition to further training the engine with client legacy data and implementing quality automations, we worked with the client to understand which quality level mapped to which content type (top quality for technical documentation, rough gist for knowledge base content, etc.). After analyzing various quality outputs using automated tools and human evaluations, all content was determined to be viable. Initial productivity improved by 10%, and went up to 30% over time with increased leverage of past translations, engine retraining, and post-editor improvements.



## About Post-editing

For translated content, the level of quality will depend on various factors such as content consumption, volumes, and visibility. Quality targets must be "fit for purpose".

Since these can vary with different localization goals, a program may need multiple quality processes that can be applied as appropriate.

For example, raw content can be routed to one of the following processes:

### Full post-editing

- > Final content meets the quality of human translation
- > Terminology is made consistent
- > All grammar and style issues are corrected

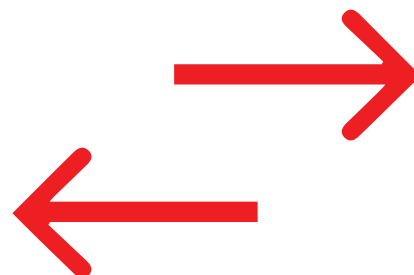
### Light post-editing

- > Final content is comprehensible, but not optimized for style or fluency
- > Only the worst grammar issues are corrected
- > Content is revised only when it is not understandable

### No post-editing

- > Raw MT is left as is with no human review

While the industry typically speaks in terms of the above levels of editing, any number of precision-tuned quality processes can be developed as needed to achieve defined quality targets. It's possible that various levels of post-editing will be deployed in the same program for different content types or different languages depending on your global content strategy.



### Moravia's MT capabilities solve our clients' business needs by:

- > Achieving productivity improvements
- > Translating content that otherwise would not be translated due to cost or time constraints
- > Reducing time-to-market; speeding entry into new markets
- > Addressing the total cost of content globalization

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## Why Moravia for MT-powered Solutions

Moravia brings a unique set of MT capabilities to the table:

- > **Focus on your global content program:** We focus on your entire global content program: our MT-oriented services aren't designed in a vacuum, and will contribute to your globalization objectives.
- > **Workflow integration:** Our proprietary language technology platform enables integration with various MT technologies, TMS, and CMS, and automations, and provides tracking and data capture.
- > **Innovative MT evaluation:** Moravia has developed proprietary metrics that can paint a multidimensional picture of MT effectiveness, allowing data-driven decision-making.
- > **Specialized post-editing resourcing and process:** focused recruiting and comprehensive training of post-editors, who work closely and collaboratively with the technology.
- > **Technology expertise, free from conflict of interest:** Since Moravia doesn't sell an MT product per se, we're free to evaluate and propose best-fit technologies based on your business.
- > **Automated quality tools:** an industry-unique, configurable toolset that flags issues at the right time in your workflow, speeds up post-editing, and serves the overall quality strategy.
- > **Dedicated MT department:** Our team of expert technologists stay connected with the latest research and innovations, ensuring that your program evolves with the industry.

## Engaging with Moravia

Moravia's approach to implementing MT is to first engage in a discovery session to deeply understand your current situation — both pain points and opportunities. This mutual exercise typically results in a solution prototype.

The next phase is a pilot, which will help determine where MT is viable, and help set quality, cost, and productivity baselines. Once MT program elements have been established (i.e. selection of engines, training strategy), we will train and customize the MT engine using various content sources. Finally, we select and onboard the post-editors.

Once the solution is a steady state, Moravia will continually evaluate the efficiency of the program to drive ongoing, continuous improvement.



## About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.

If you're ready to increase productivity, enter new markets more quickly, and provide more localized content to your customers, we're Moravia. We build solutions that make strategic use of Machine Translation for the world's most recognizable brands. To learn more, please contact us at <http://www.moravia.com/en/contact-us/>.

We'd love to do the same for you.

[www.moravia.com](http://www.moravia.com)

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