Lexcelera
Accelerating Translation

Top 10 Reasons Why Global Firms Lead in Machine Translation

It shouldn't be surprising that the majority of machine translation deployments are taking place in the biggest global companies. After all, machine translation (MT) represents a significant technical innovation over traditional translation – and innovation is what successful companies are all about.

Whether the aim is **Optimized MT**[*] for high-quality needs such as user manuals, software and documentation or **Customized MT**** for internal reports and online support content, world-leading companies tend also to be world leaders in the uptake of MT technology.

Here are the top 10 reasons why.

1 International sales account for a large, and growing, share of revenues.

World markets are increasingly important to companies' top – and bottom – lines. Local language content is the key to reaching these markets; cost, however, is the barrier. Traditional translation is labor-intensive, forcing companies to limit expenditure by focusing on certain markets and leaving many others on the table. By dramatically lowering unit translation spend, machine translation allows companies to "do more for less".

2 Quality matters.

Global companies protect their image with irreproachable quality. Optimized MT can actually *improve* quality over human translations.

Increasing quality
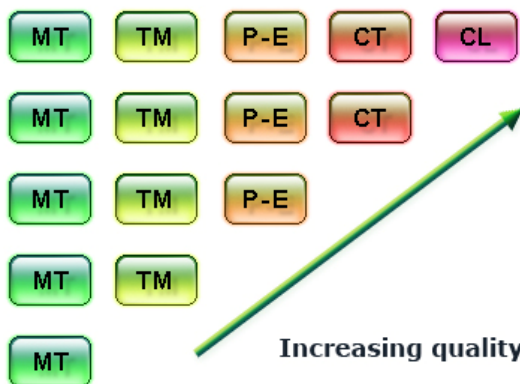
A report by the leading engineering software publisher Bentley Systems on Lexcelera's pilot concluded: **"Contrary to all expectations, using MT in Bentley has improved the translation quality in the pilot projects."**

The client's German reviewer noted: **"It was the best translation of courseware I ever read."**

Legend: Machine Translation; Translation Memory; Post-Edition; Continuous Training; Controlled Language

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[*] For superior quality, Lexcelera's **Optimized MT** combines an MT engine trained on corporate and domain-specific terminology with TM leveraging, automated quality procedures and human reviewers (called post-editors).
** For understandable quality, **Customized MT** follows the same procedures but with limited human intervention: post-editing, if it is applied at all, is "light".

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3   Maximum cost efficiency on human translation has already been reached.

Since companies generally spend 1% to 3% of their total sales on localization, large global firms have already squeezed most of the savings out of their localization processes. Now that the big-ticket cost efficiencies have been realized, only a trickle of incremental gains is left. MT offers an average of 30% savings for human quality up to 95% for gisting quality.

A Fortune 500 company found that by combining process automation with MT:
- Productivity doubled
- Costs were cut by 30%
- Volumes increased from 10 million words/year to 20 million with no increase in headcount
- The price of translation was halved in 2.5 years.

These figures do not include savings in other areas, such as in customer support.

4   Customers are much more likely to buy when you speak their language.

International customers are 6 times more likely to buy when addressed in their own language, according to a survey by the Common Sense Advisory. Customers who can access information in their own language also report greater satisfaction and increased brand loyalty. Even imperfect (unedited) MT generates higher satisfaction rates when the alternative is no translation at all. A leading software publisher recently found that, depending on the language, from 72% to 95% of customers reported higher satisfaction when they were provided with MT support information.

5   Global customers need a lot of support.

The high cost of providing customer support – $100 or more per incident in certain languages – means that companies need to solve their customers' problems before they turn into expensive calls to the help desk. Vast online knowledge bases contain a wealth of problem-solving material, but on that quantity, traditional translation could run into millions of dollars.

For a fraction of the cost, MT can be nearly as effective in solving customer problems. Microsoft reports that 23% of customers on average found machine-translated articles to be useful vs. 29% for human translation. Intel found that raw MT content was only 3% less successful in answering customer questions (44% vs. 47%). And Intel achieved a support call deflection rate of 10%.

6   Today's top companies are in a hurry.

Speed matters in today's markets. A workflow combining MT with human post-editors sends productivity skyrocketing. And, MT productivity continues to grow as engines are fine-tuned. A study by Bentley Systems Inc, an engineering software publisher serving more than 80% of the top 500 engineering design companies worldwide, found that Lexcelera's MT service reduced time to market for their software products by 1/3 on average. Siemens, Europe's largest engineering conglomerate, concluded that it is twice as quick to post-edit MT than to translate from scratch.

Time-sensitive content may be delivered to customers up to 10 times faster if understandable quality is acceptable. Lexcelera used Customized MT gisting for the SAP manuals of Veolia, with over 300,000 employees in 64 countries. In 1 month, 2.5 reviewers were able to lightly post-edit 394,000 words (8000 words/day vs. 2500 words for a human translation).

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7 Global firms have the legacy content to get the most out of MT.

When it comes to translation, global firms have the linguistic assets needed to train MT engines for superior performance. They are also more likely to have instituted controlled language (CL) in their authoring process.

When CL is used in the source, MT satisfaction rates soar. Symantec reports that 88% of French respondents and 72% of German respondents preferred to read a machine translated document than the English original; when CL was used, these figures jumped to 93% and 82% respectively.

8 Terminology rules and updates never end.

MT that is expertly trained on company- and domain-specific terminology will always translate the same term in the same way, outperforming dispersed teams of human translators to ensure terminological compliance. Updates may be processed in real time and available in hours rather than days or even weeks.

Intel was able to use MT to push updates to its knowledge base out to customers 10 times more quickly, now publishing new articles in 24 hours, instead of 10 days.

9 Compromises are made to be broken.

The traditional localization paradigm dictates that:
If you want **speed** and **quality** you have to compromise on **price**
If you want **speed** and **price** you have to compromise on **quality**

Global companies who need quality, speed *and* price are using Optimized machine translation.
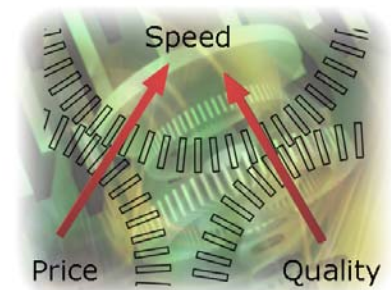
10 Global companies are already preparing for the future.

Global companies know that MT is the future, and visionaries are preparing for it now.

In "Multilingual Communications as a Business Imperative", the Gilbane Group examined Symantec's MT use and concluded: "The company's infrastructure view of global content value, an impressive and visionary operational champion, and investment in the innovative application of technology such as machine translation surely positions them for continued success."

Lexcelera, founded in Paris in 1986, was the first translation and localization provider in France to receive ISO 9001:2000 quality certification. Today Lexcelera (Eurotexte Group) has offices in London and Paris, and is a pioneer in Machine Translation. Lexcelera's services include consulting, training of MT engines, dictionary creation, updates and maintenance, technical support, user training, terminology management and linguistic post-editing.

For further information, or for a free, non-binding **Proof of Concept Pilot**, please contact:
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