Technology in translation and how it can benefit us.

Romanian Translation Forum

Bucharest

14 October 2016

Peter Reynolds, TM-Global

What you should get from this:

What I will cover:

- Understanding of current trends in translation technology and how this might benefit you and your company.
  - This should be relevant to all but I will use the perspective of a translation company.

- Translation technology

- Translation memory

- Machine translation

- Project management

- How to approach your technology

translation
management
global

Peter Reynolds

TM-Global

- Peter Reynolds
  - Chief Consultant & CEO at TM-Global
  - Executive Director at Kilgray-memoQ (part-time)
  - Project Editor ISO 17100
  - Involved in standards development for almost 2 decades
  - Idiom, Lionbridge, Bowne Global Solutions, Berlitz

- TM-Global
  - Warsaw based
  - Offers consulting and training services

translation
management
global

CAT tools

Machine translation

Translation management systems
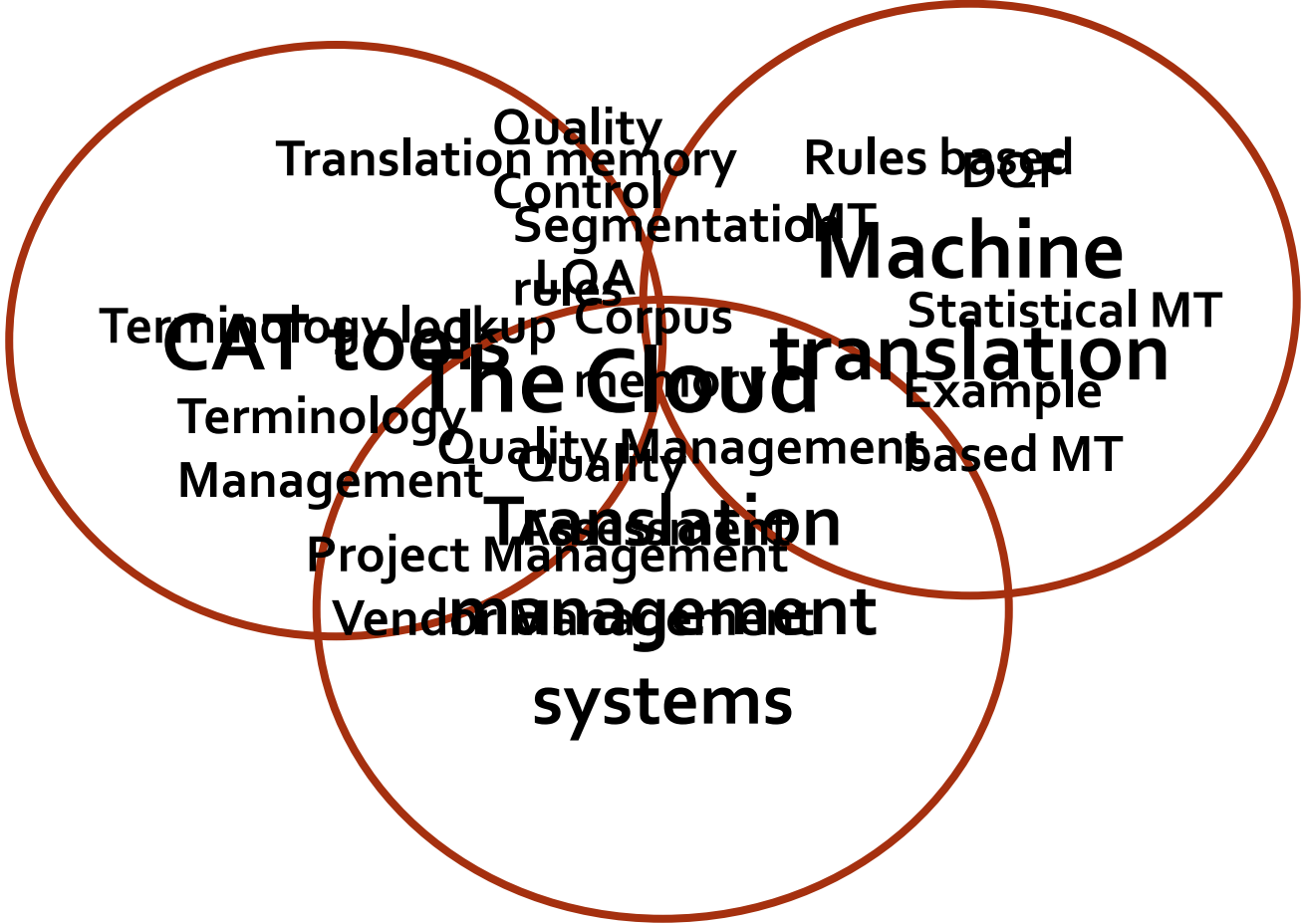
## Task based approach to translation technology

Translation

- Translation memory
- Machine translation
- Terminology
- Quality Assurance

Project management

- Project management
- Vendor management
- Resource allocation
- Communication

translation
management
global

The cloud

- Servers hosted by third party

- Subscription model

- Lots of hype
  - Just because it is in the cloud does not mean it is more or less advanced
  - Security is an issue for anyone who uses the internet.

- Most translation technology vendors offer a cloud solution

translation
management
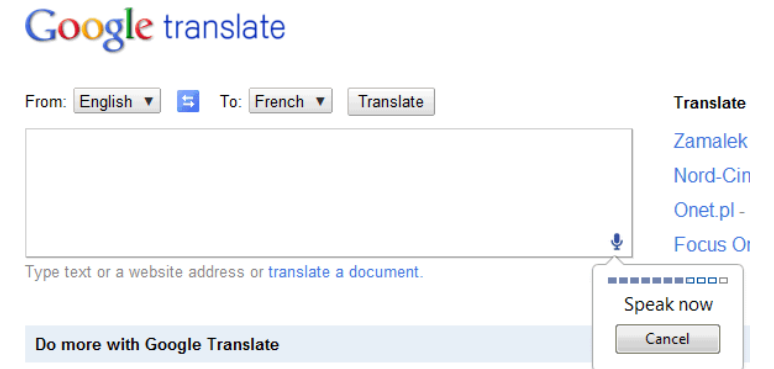global
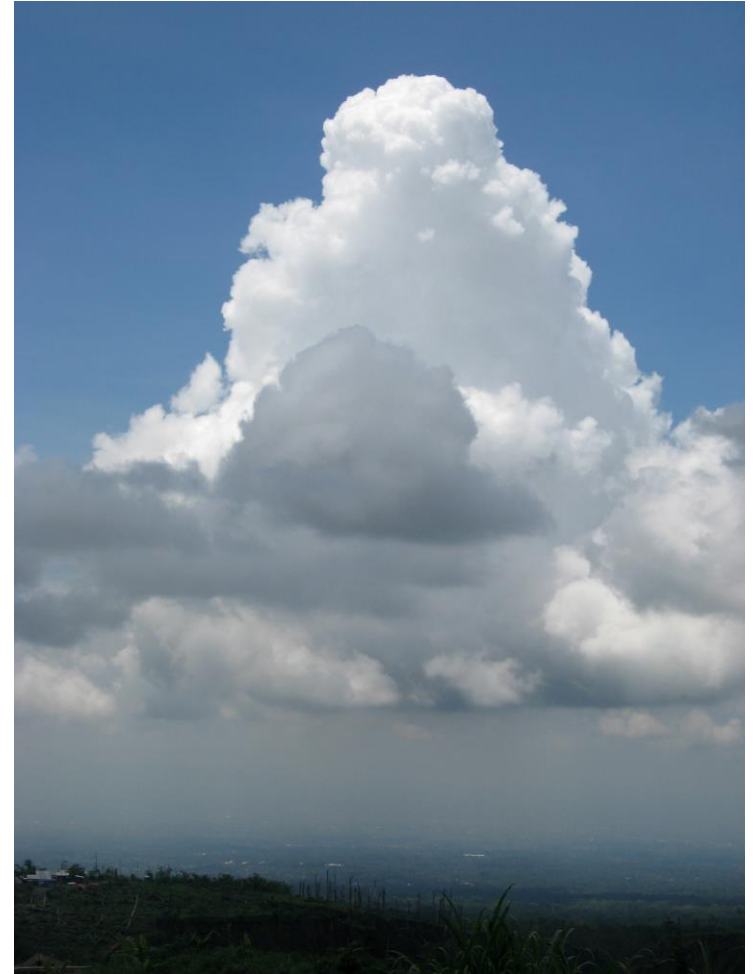
Translation memory

- Collection of source and target segments
- Trados, Déjà vu, memoQ, Wordfast etc.
- Originally developed in 1980's – to try and get something useful out of machine translation
- Context exact matches
- Sub-segment leverages
- Concordance
- Statistics
- Auto-complete
- The tool vendors are always trying to improve on this, particularly in relation to size, speed and accuracy

translation
management
global

Corpus based memory

- Translation memory where the document is aligned
- Offer faster alignment
- Context
- STAR Transit, Multicorpora and memoQ's LiveDocs offer this

translation
management
global

Machine translation

- Around since 1940's

- In last ten years the focus has been on using statistical in a practical way

- Google MT

- Statistical and hybrid are most popular solutions

- Quality was not an issue for companies using MT 5 years ago – It is now!

- Adaptive Machine Translation (Lilt, SDL)

Google translate

From: English ▼ ⇄ To: French ▼ Translate

Type text or a website address or translate a document.

Speak now
Cancel

Do more with Google Translate

Translate
Zamalek
Nord-Cin
Onet.pl -
Focus Or

translation
management
global

Working with MT

- Post editing model
  - The text is translated with an MT engine
  - The post-editor correct the output

- Suggestion in CAT tool
  - The translator uses a CAT tool and sees suggestions from MT as well as other sources

- Adaptive MT

translation
management
global

"When I started in this business translators could do 6000 words a day and now they do 2,200 words per day"

Brian Kelly (Softrans, Berlitz, BGS, Lionbridge)

- Prior to translation tools translators used to dictate and secretaries would type

- Voice recognition software integrated with CAT tool is more efficient than MT

- Translators claim up to 11,000 words per day

- Issues are with language availability and tool integration

translation management global

The secret behind effective use of project management software is getting your process right

translation management global

What project management system?

- Specialized PM Translation Management System
  - Plunet
  - XTRF

- Translation Management System
  - Server and cloud based tools offer project management functionality

- Generic tool
  - CRM
  - Spread sheet

- Proprietary tool
  - Build your own

- What works depends on you and your company.

translation
management
global

Issues with project management systems

- Integration
  - Translation companies want tools such as Plunet or XTRF to be integrated with tools such as memoQ or Trados
  - However, there can be issues with tool A being integrated with an older version of tool b and with the integration itself

- Does everything but some things note so well
  - There has to be a huge range of functionality within a specialized project management tool

- That said
  - Buy is almost always better than build
  - You can talk to colleagues.

translation
management
global

A technology strategy

- Start with your process
  - You cannot know if the tool will deal with your process if you do not know what your process is
  - Clarifying what you want to do is the best first step
- Talk to your colleagues and competitors
  - Other people have been there, talk with them
- Talk to the vendors
  - The vendor can tell you whether something is possible
  - There will probably be straight about functionality which they cannot deliver on

translation management global

Thank you!
Questions?

Peter Reynolds

peter.reynolds@tm-global.com