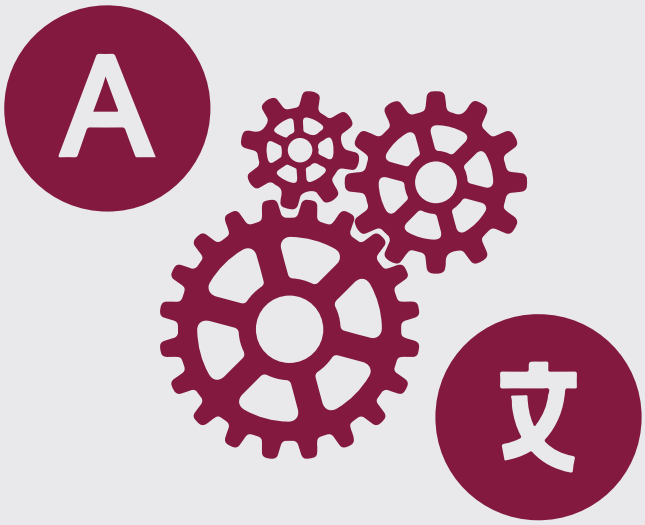
RWS Moravia

Machine Translation and Your Global Success



The global success of your brand depends on pushing more communication and 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 does not. With scale increasing and time-to--market decreasing, traditional, human-only localization becomes insufficient—and left on its own, can even become a bottleneck to your global growth.

What's more, your need for global content is outpacing your budget for translation.

You're at the stage where you need to revisit your global content strategy. I**t's time to evaluate the role of Machine Translation (MT) within your program.**

This is where RWS Moravia comes in.

Our role in your MT program

A well-planned and strategic MT program can increase productivity, reduce cycle times and complement human efforts, deepening your reach into existing markets and quickly opening doors to new ones.

RWS Moravia views MT a**s a component of a holistic localization program**, where your strategy and outcomes are as important as the service and technology. We look at your entire program, including your long-term global goals, and identify where and how MT will make the strongest impact, both now and as you grow.

We craft the solution around your needs and select the best-fit service and technology from among the leading industry-standard tools—including engine training and post-editing—to optimize for faster turnaround times, cost and the quality level needed to meet your rapidly changing content demands.

We call this the magic triangle of **quality, speed and costs**. And, as you gain global momentum, we adapt the solution—for example, speeding up localization without compromising quality—to keep an equilibrium that ensures low prices and high impact.

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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 the solution RWS Moravia will provide.
- **Domains and content types.** Generic or technical content types are especially wellsuited to Machine Translation: customer support content, user documentation, internal training documents and so on. More creative content, such as marketing collateral, can be challenging, and may still require transcreation or copywriting instead.
- **Language pairs.** Some target languages and language combinations achieve higher productivity gains, while others, notably Asian languages or long-tail 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, as well as 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 client-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:

- **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, workflows, quality requirements, and more. Data and analytics that capture various quality measurements and assess the effectiveness of the program are crucial.
- **For end-users to obtain real-time, on-demand 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 also allow us to collect data that can be used for various purposes, such as improving engines and evaluating performance.