

Loctimize



**Trends in Translation - Tools & Technology**  
European Trados User Group Conference 2015  
Berlin, June 18, 2015 / Daniel Zielinski, Loctimize GmbH

# Translation Industry Trends

## EVOLUTION OF TRANSLATION INDUSTRY

	1980 TRANSLATION	+	1990 LOCALIZATION	+	2000 GLOBALIZATION	+	2010 INTEGRATION	+	2020 CONVERGENCE
TRANSLATION INDUSTRY FOCUS	DOCUMENTS	+	SOFTWARE	+	SimSHIP	+	INTEGRATED IN ENTERPRISE SYSTEMS	+	EMBEDDED EVERYWHERE
TYPE OF CONTENT TRANSLATED	PAPER	+	DIGITAL	+	WEB	+	SOCIAL, SHARED AND EARNED	+	PERSONAL
LANGUAGE PAIRS	10		25		40		400		40.000
TRANSLATION SUPPORT									
TOOLS	NO TOOLS		TM AND TERMINOLOGY SOFTWARE		WORKFLOW (GMS)		MT AND ADVANCED LEVERAGING		REAL TIME CUSTOMIZED MT
RESOURCES	GLOSSARIES		PROJECT TRANSLATION MEMORIES		CENTRALIZED CORPORATE TMS		LIMITED SHARED DATA		UNLIMITED BIG DATA

Source: <https://www.taus.net/think-tank/reports/translate-reports/taus-translation-technology-landscape-report>

# Client-side trends: Corporate clients

- **Raising awareness of importance of localization and translation**
  - Corporate language management, translation management, wording / terminology
- **Localization and translation as a line item**
  - Budgeting, metrics, evaluation
- **More and more people involved in translations (e.g. marketing, sales, R&D)**
- **More mature and more demanding clients**
  - Not only requesters anymore
  - Ask questions ;-)
  - Actively participate in the workflow as project managers, reviewers, terminologists...
  - Ask for access to translation memories and termbases
  - Look for alternatives, evaluate, test more thoroughly

# Client-side trends: Language service providers

- **Consolidation of LSPs**
  - Preferred or lead LSP
  - Deeper integration of services (and products) with clients
  - Optimize processes and workflows
  - More tech-savy
  - Increase productivity and quality
  - Collaboration & teamwork
  - Sharing resources
- **Projects**
  - Bigger projects, shorter project cycles, more updates, mini jobs
  - Price pressure
  - Time pressure
- **Assessing current strategies and technologies**
- **Looking for alternatives**

# Client-side trends: Individual translators

- **Feel market trends, price pressure**
- **Looking to increase productivity, be more effective**
- **Make more out of their linguistic resources**
  - Re-use, leverage
- **Become more tech-savvy translators**
  - Increasing market penetration (and saturation) of translation technologies
- **Collaboration and teamwork**
  - Collaborate more
  - Share resources
  - Communicate more with their peers
- **Looking for alternative solutions**
  - That support collaboration
  - Renting rather than buying
  - Less expensive

- **Statistical methods & machine learning**
  - Machine translation
  - Alignment (sentences, phrases, words)
  - Predictive typing
  - Guessing translations
  - Speech recognition

- **Usage of products**
  - Intelligent systems
- **Time tracking**
  - Record editing tracking
- **Analysis**
  - Include tags as part of analysis
  - Homogeneity analysis or simulated fuzzy analysis
  - Post-translation analysis (consequence of teamwork)

- **More and more cloud-based solutions and software as a service offerings**
- **Platform independent**
  - Desktop PC, laptop, tablet, smartphone
- **Scalable solutions**
  - Processing power
  - Storage
  - Pay-per-use models
  - Dynamic addition of time-limited licenses
- **Increased development speed**
  - Monthly, quarterly updates
  - Faster bug fixing



- **Cloud-based solutions catching up**
  - Functionality, features, flexibility...

Evaluation summary - Weighted score



- **Believe it or not:**
  - More and more companies embrace cloud-based solutions
  - IT departments (slowly) open up
    - *No installation*
    - *No maintenance*
    - *No backup*

- **Types of resources**

- TMs, termbases, bilingual phrase dictionaries, reference material corpora, MT engines, web search engines, non-translatables, auto-translation rules, QA rules

- **Size of resources**

- TMs, termbases, reference material collections

- **Managing resources has become a continuous task!**

# #resources

memoQ - RingMaster + 101p corpus - dh

Project home | Communication | RingMaster.EN.docx x

Source	Target	Progress
1. RingMaster enables network managers to plan, configure, deploy, monitor, and optimize single and multi-site enterprise WLANs.	RingMaster permet aux administrateurs réseau de planifier, configurer, déployer, surveiller et optimiser simplement leurs WLAN professionnels sur un ou plusieurs sites.	101%
2. Planning	Planification	101%
3. RingMaster provides unparalleled RF planning capabilities.	RingMaster offre de nombreuses fonctions radio sans équivalents.	101%
4. By performing a Virtual Site Survey™, RingMaster automatically determines how many Trapeze access points (APs) need to be installed, the optimum power levels, channel settings and the proper location of the Aps, taking into account RF obstacles and capacity requirements.	L'outil d'audit Virtual Site Survey™ permet à RingMaster de déterminer automatiquement le nombre de points d'accès Trapeze devant être installés, ainsi que leur niveau de puissance optimal, les canaux à utiliser et leur emplacement géographique.	101%
5. It then produces an accurate RF plan and plots it out graphically on your building plans, with detailed deployment instructions.	Et cela en tenant compte de tous les obstacles radio et de vos besoins en bande passante. Il crée alors un plan précis, superposé aux plans de vos locaux, avec des instructions de déploiement détaillées.	101%
6. RingMaster is the first planning tool to fully support 802.11n networks along with complete indoor and outdoor planning.		0%
7. Configuring		0%

Changed dh 24/09/2014 19:21

View pane

### Planification

RingMaster offre de nombreuses fonctions radio sans équivalents. L'outil d'audit Virtual Site Survey™ permet à RingMaster de déterminer automatiquement le nombre de points d'accès Trapeze devant être installés, ainsi que leur niveau de puissance optimal, les canaux à utiliser et leur emplacement géographique. Et cela en tenant compte de tous les obstacles radio et de vos besoins en bande passante. Il crée alors un plan précis, superposé aux plans de vos locaux, avec des instructions de déploiement détaillées. RingMaster is the first planning tool to fully support 802.11n networks along with complete indoor and outdoor planning.

### Configuring

RingMaster configuration wizards provide an easy and error-free means of setup for wireless services including WPA/WPA2 802.1X-based secure wireless access, voice services, mesh services, guest access services, as well as customizable service profiles. The same intuitive wizards can be run for a single WLAN switch or can be used as a policy for creating common configurations for hundreds of switches. RingMaster provides the ability to make configuration changes live or off-line, giving network administrators the power to review, deploy, accept, reject, or even roll back configuration changes. All configuration parameters and changes are tested and validated before deployment. RingMaster automatically detects inconsistencies and recommends industry best practices for wireless configuration and security enforcement.

Status manual link [unfinished]

Doc RingMaster FR (final v2).docx-RingMaster EN.docx  
07/05/2015 10:24:01 [v62] RingMaster docx

P (pre): 0% D: 4% TR: 0 R1: 0 R2: 4 Ed: 0 Rej: 0 Empty: 122 Pre: 1 Frag: 0 Errors: 0 Ready | Ins 271 / 245

Source: <https://www.kilgray.com>



- **Resource sharing**
  - Global search widgets for TMs and terminology
- **Workflows**
  - More flexible
  - Integration of external workflow steps
  - Overlapping workflow phases
- **Task assignment**
  - Offline (bilingual files, package formats)
  - Online (specific user, first accept, group sourcing, crowd sourcing)

- **Communication features (more than just offline comments or email messages)**
  - Integration of chat functions
  - Integration of message board functions
  - Assignment of comments to user's that are or are not part of the project with automatic email notification

- **Increased leverage**

- Predictive typing (AutoSuggest, Muses, terminology...)
- Machine translation, post-editing
- Intelligent fuzzy match repair (Auto-substitution, MatchPatch...)
  - *using variables, terminology, non-translatables, auto-translation rules, machine translation*

- **“Machine-Learning“**

- Or translators saving more and more to termbases 😊

- **Concordance search**

- Automated concordance searching
- Guessing translations

- **Preview functions (or the continued context problem)**
  - On demand
  - Automatic, in real-time
  - For more and more complex file formats
- **Typing speed**
  - Predictive typing
  - Dictation, integration of speech recognition
  - Auto correction



- **Preparation**
  - Protection of parts of texts (regex tagging, handling embedded content)
- **Automated QA**
  - QA Checker with customizable rules
  - Client and language-specific profiles or rule sets
  - Terminology verification (SICK!)
  - Grammar checking (using MS Word)
- **Linguistic QA assessment (QA models)**
  - Categorizing errors
  - Rating of translators
- **Back translation**
  - e.g. in marketing context

- **Instant quoting**
- **File conversion and clean-up**
  - PDF conversion, scanned PDFs, OCR
- **Project management**
  - Project templates, template projects (cloning)
  - Automation via batch tasks and task sequences
  - Pre- and post-processing scripts

- **Direct interfaces to content sources & universal connectors**
  - Wordbee's BeeBox
  - ClayTablet
  - ...
- **Conversion and preview services for more complex formats**
  - E.g. frontlab or one2edit for InDesign
- **Pre-processing tools to clean up source files**
  - PrepTags, TransTools, CodeZapper...

# #integration - InDesign preview

ontram - Edit Job

showroom.ontram.de/pages/jobdetails/edit.seam?cid=4345

ontram HOME JOBS [1141] InDesign CS 5.5/JobP...

Overview

Online Editor

Page 1

Page 2

Offline translation

Lists

Statistics

Memory Import

Preview/Export

Reports

QA Check

Generations in progress: 0 Generations completed: 3

de	Translation
Schleifmaschinen Holz	Schleifmaschinen Holz
Macht das Ergebnis Ihrer Arbeit spürbar besser: eine Schleifmaschine von Metabo.	Macht das Ergebnis Ihrer Arbeit spürbar besser: eine Schleifmaschine von Metabo.
Es gibt kaum einen Bereich, der unterschiedlichere Anforderungen an die Maschinen stellt, als das Bearbeiten von Oberflächen. Von grob bis fein, auf ebener oder gewölbter Oberfläche, in Ecken und Winkeln, flächig oder punktgenau – Schleifmaschinen müssen Alleskönner sein. Eine hohe Abtragsleistung bei gleichzeitig feinstem Schliiff ist ebenso gefordert wie das maschinelle Bearbeiten kleinster und schwer zugänglicher Flächen. Bei uns finden Sie für jede Problemstellung das passende Werkzeug. <b>Metabo. Work. Don't play.</b>	Es gibt <b>keinen anderen kaum einen</b> Bereich, der unterschiedlichere Anforderungen an die Maschinen stellt, als das Bearbeiten von Oberflächen. Von grob bis fein, auf ebener oder gewölbter Oberfläche, in Ecken und Winkeln, flächig oder punktgenau – Schleifmaschinen müssen Alleskönner sein. Eine hohe Abtragsleistung bei gleichzeitig feinstem Schliiff ist ebenso gefordert wie das maschinelle Bearbeiten kleinster und schwer zugänglicher Flächen. Bei uns finden Sie für jede Problemstellung das passende Werkzeug. <b>Metabo. Work. Don't play.</b>

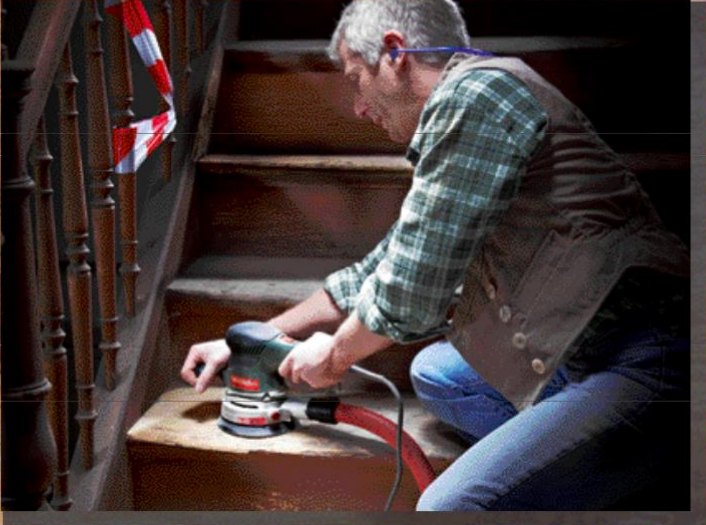
pdfpreview.seam

showroom.ontram.de/layoutview/pdfjs/web/viewer.html?previewid=2612

Seite: 1 von 1

100%

GRINDING MACHINES WOOD

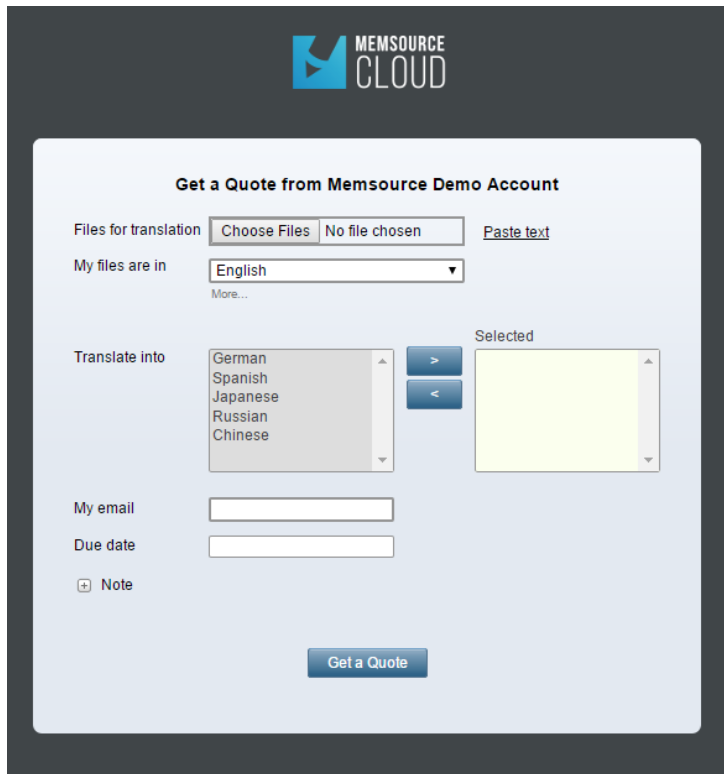


## IT IS ALL ABOUT THE FINISH: METABO SANDERS.

There is hardly another area that makes so many different demands on machine development as the processing of surfaces. Coarse or fine, on even or domed surfaces, in corners and angles, two-dimensional or spot-on - grinding machines have to be Jack of all trades. A high cutting output and a fine grinding result at the same time are just as necessary as the machine processing of small and hard to reach areas. Our range has the right tool for any problem situation. **Metabo. Work. Don't play.**

Source: <https://www.youtube.com/watch?v=ftxdKv9Vt-g>

- **Simplify requesting translations**
  - Client portals
  - Email to project



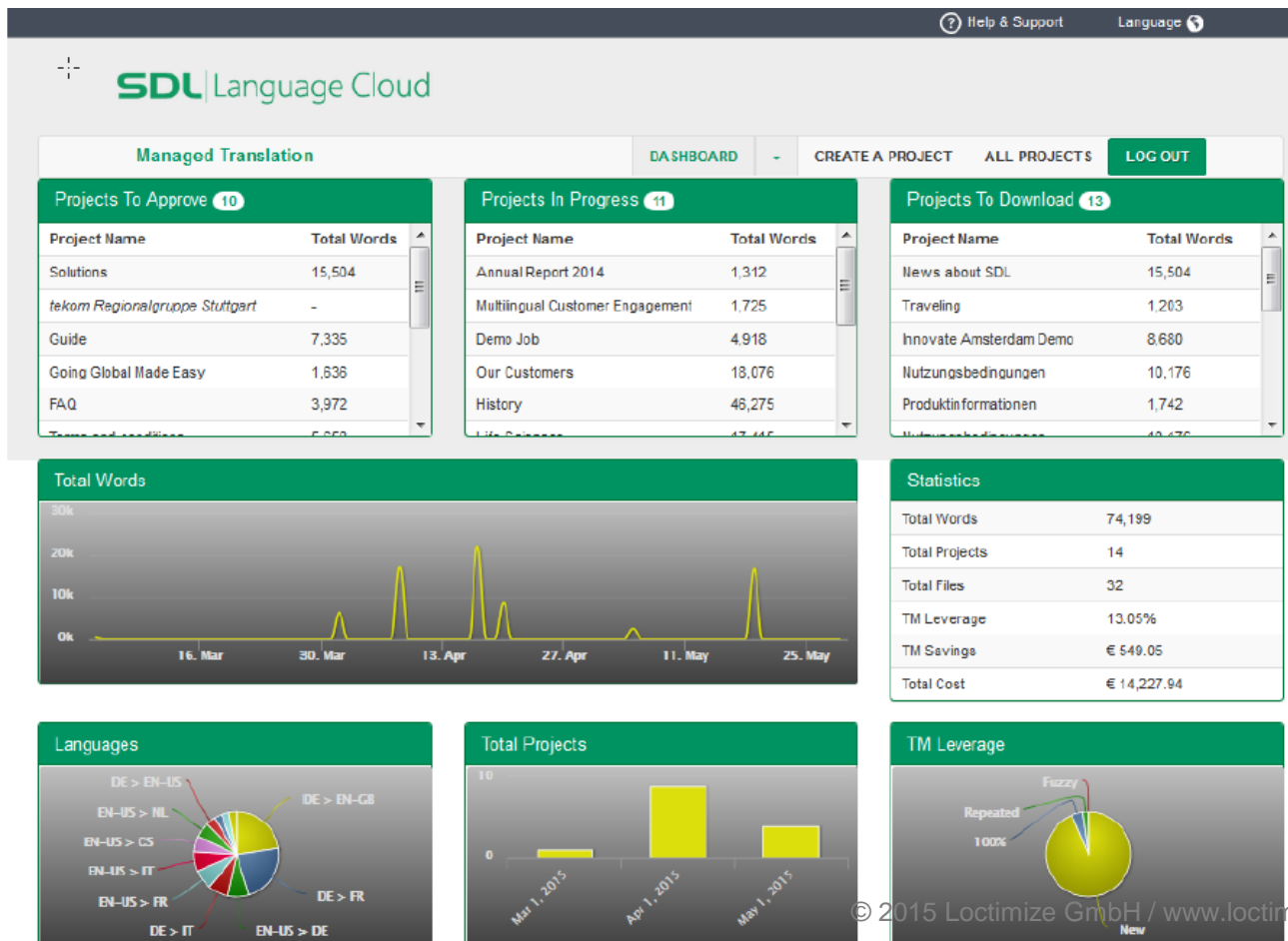
The screenshot shows a web form titled "Get a Quote from Memsources Demo Account". The form is set against a dark grey background with the Memsources Cloud logo at the top left. The form itself is a light blue-grey box with the following elements:

- Files for translation:** A button labeled "Choose Files" next to the text "No file chosen", and a link for "Paste text".
- My files are in:** A dropdown menu currently showing "English" with a "More..." link below it.
- Translate into:** A list of target languages (German, Spanish, Japanese, Russian, Chinese) with right and left arrow buttons, and a "Selected" list box on the right.
- My email:** An empty text input field.
- Due date:** An empty date input field.
- Note:** A small icon and the text "Note".
- Get a Quote:** A blue button at the bottom center.

Source: [http://wiki.memsources.com/wiki/Instant\\_Quotes](http://wiki.memsources.com/wiki/Instant_Quotes)

# #usability

- **Better overview in project management**
  - Dashboards, widgets, more visualization
  - Customizable views on project data



# #usability



Josh Tabak | Settings ▾ | Help ▾ | Sign Out

Home

Projects

Campaigns

Reports

Vendors

OneTM

Reference

Department: **Demand Generation** ▾

Projects & Tasks: **All** | I'm Following

Start New... ▾

118 Open Projects

Search Projects



■ Pending requests ■ In Creation ■ In Bidding ■ In Translation ■ In Review ■ Waiting for TM Upload

2 New Discussions

40 Alerts

Review task deadline: 40 (39 past due)

37 Tasks Assigned to Me

Review Translations - 5/20/15 (Due Today)  
Croatian  
Q1 Project - Ease of Use

Activity Feed

Today

You created a project: TAUS Project #2.  
7:28 AM

5/16/15

Bid selection has expired for project: Test 1.  
11:00 AM

Bid selection has expired for project: BTC global campaign for APAC

Source: <https://www.youtube.com/watch?v=IFJuWOTmQpQ>

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- **Web-based editing environments**
  - Less options
  - No training required
- **Preview functions**
  - On demand
  - Automatic, in real-time



# #usability: web-based editor with preview

The screenshot displays a web-based editor interface. At the top, there is a search bar, a filter menu with options 'All', 'Feedback', and 'Edits', and buttons for 'Save and Exit' and 'Submit Review'. A zoom slider is set to 100%. The main preview area shows a product announcement for 'cloudwords' dated 'ANNONCE DE PRODUIT | SEPTEMBRE 2013'. The headline is 'TRADUIRE VOS ACTIFS MARKETO EN TOUTE SIMPLICITÉ'. Below the headline, there is a blue highlighted text block: 'Présentation de la première solution au monde multilingue pour votre contenu Marketo. Dites adieu à la copie manuelle et collez avec l'intégration des Cloudwords.' The interface is split into two columns: 'English Source' and 'French Translation'. The 'English Source' column shows the original text: 'Introducing the world's first multilingual solution for your Marketo content. Say goodbye to manual copy and paste with Cloudwords' Marketo Integration.' The 'French Translation' column shows the translated text: 'Présentation de la première solution au monde multilingue pour votre contenu Marketo. Dites adieu à la copie manuelle et collez avec l'intégration des Cloudwords.' A 'Submit' button is visible in the bottom right of the French Translation column.

Source: <https://www.youtube.com/watch?v=IFJuWOTmQpQ>

- **User interface**
  - Window layout
  - Ribbon tabs and menus
- **Views on data**
  - Project information
  - Translation documents
    - *Segment filtering*
    - *Merging, splitting*
- **API**
  - SDL OpenExchange Apps
  - Memsource API
  - XTM API

- **Different options for review (offline / online)**
  - Online review (integrated with other online editing environments like frontlab where bilingual files are updated in the background on the fly)
  - Bilingual files
  - Monolingual review (re-aligning or reverse alignment)
- **Licensing**
  - Pay per use licenses (hop-on, hop-off solutions for a day / month / year)

- **Reduced due to**

- User interface design
- Usability concepts
- Automation
- Cloud-based solutions
- SaaS offerings
- ...

- **Increased due to**

- Number of systems
- Number of components
- Number of resources
- Complexity of solutions
- Customizability
- Options
- ...

#followtrends



Opportunities  
straight ahead

**Thank you very much  
for your attention!**

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