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 GLOBALIZATON		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	
TRANSLATION SUPPORT — 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

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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 thouroughly

- **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-savy 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

#bigdata

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

#analytics

- **Usage of products**
  - Intelligent systems

- **Time tracking**
  - Record editing tracking

- **Analysis**
  - Include tags as part of analysis
  - Homogeniety analysis or simulated fuzzy analysis
  - Post-translation analysis (consequence of teamwork)

#cloud #saas

- **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**
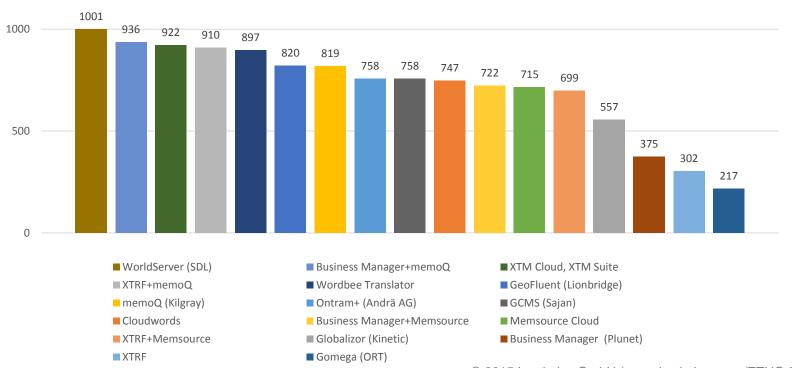 - Monthly, quarterly updates
  - Faster bug fixing

- ## **Cloud-based solutions catching up**
  - ### Functionality, features, flexibility…

Evaluation summary - Weighted score

Legend:
- WorldServer (SDL)
- Business Manager+memoQ
- XTM Cloud, XTM Suite
- XTRF+memoQ
- Wordbee Translator
- GeoFluent (Lionbridge)
- memoQ (Kilgray)
- Ontram+ (Andrä AG)
- GCMS (Sajan)
- Cloudwords
- Business Manager+Memsource
- Memsource Cloud
- XTRF+Memsource
- Globalizor (Kinetic)
- Business Manager (Plunet)
- XTRF
- Gomega (ORT)

#cloud #saas

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

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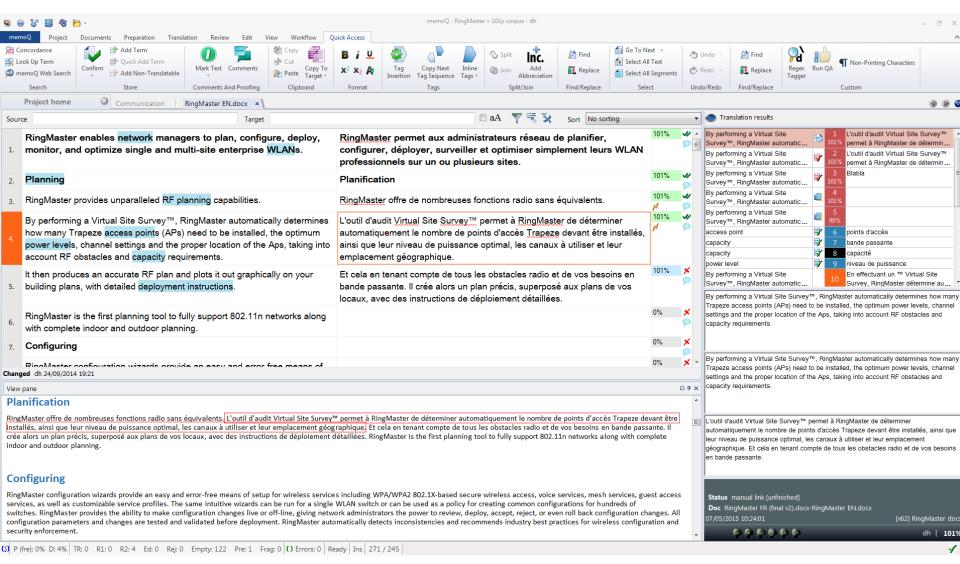
- **Types of resources**
  - TMs, termbases, bilingual phrase dictionaries, reference material corpora, MT engines, web search engines, non-translatables, auto-translation rules, QA rules

- **Size of resources**
  - TMs, termbases, reference material collections

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

#resources

Source: https://www.kilgray.com

#collaboration

- **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)

#collaboration

- **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

#productivity

- **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

#productivity

- **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

#quality

- **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

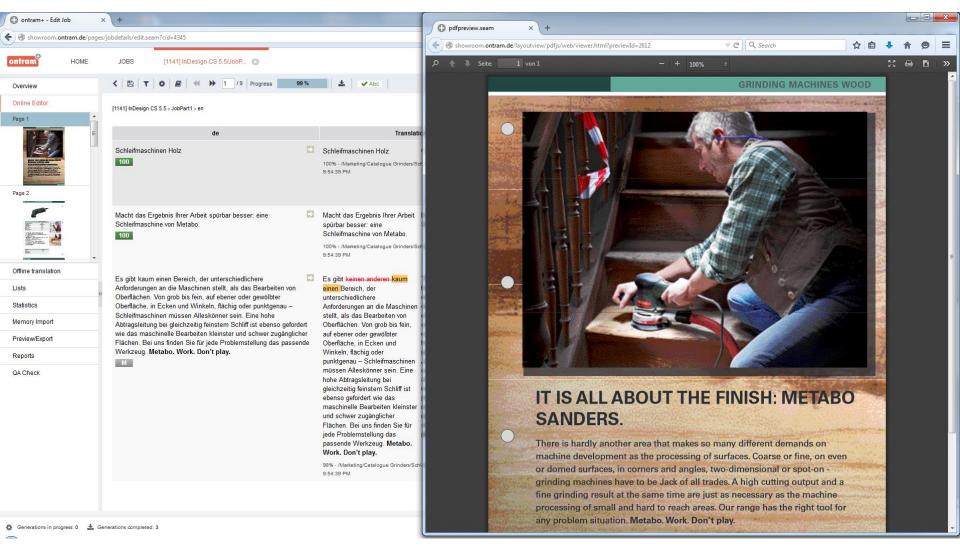- **Back translation**
  - e.g. in marketing context

#automation

- **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

#integration

- **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

#usability

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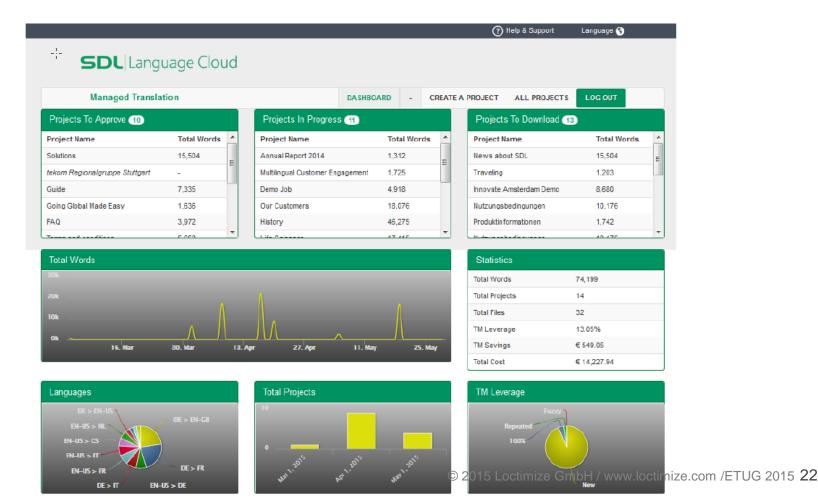 - Client portals
  - Email to project

Source: http://wiki.memsource.com/wiki/Instant_Quotes

#usability
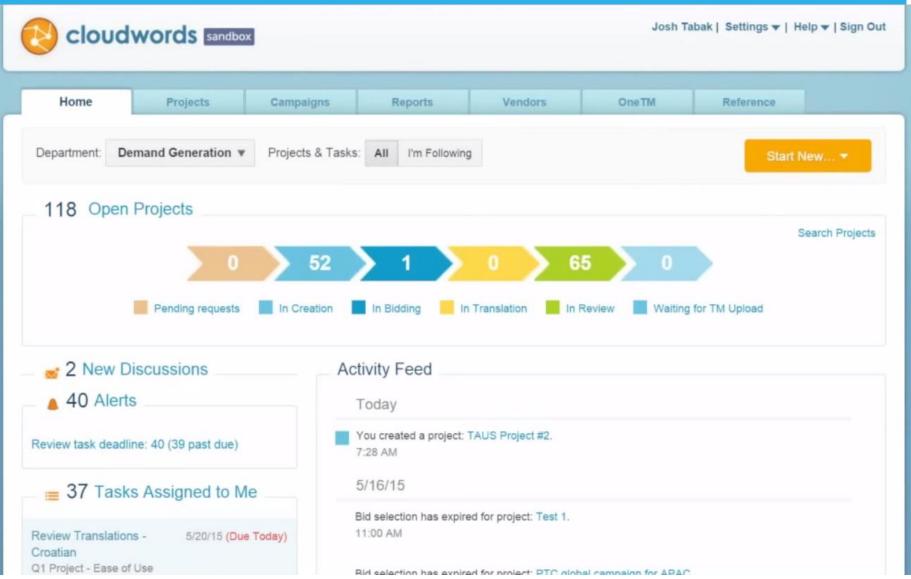
- **Better overview in project management**
  - Dahboards, widgets, more visualization
  - Customizable views on project data
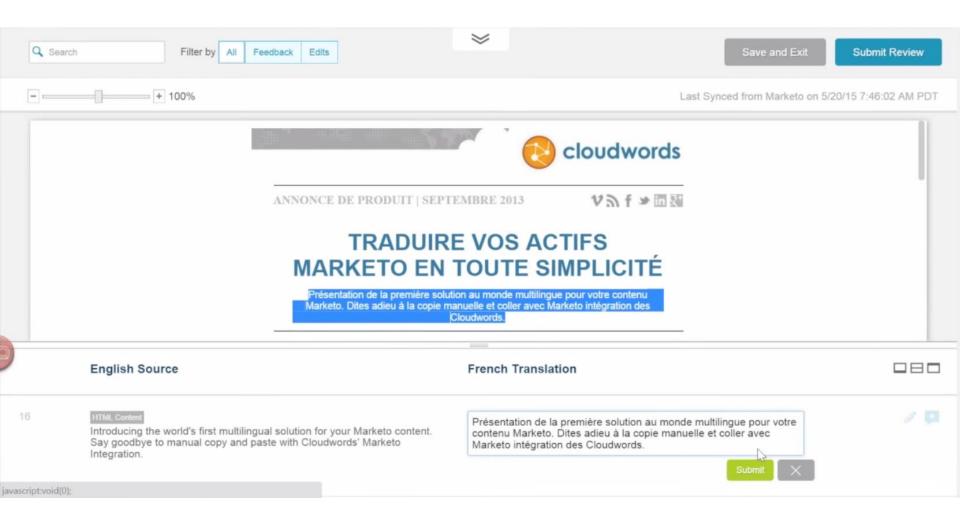
#usability

#usability

- **Web-based editing environments**
  - Less options
  - No training required

- **Preview functions**
  - On demand
  - Automatic, in real-time

#usability: web-based editor with preview

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

#customizability

- **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

#flexibility

- **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)

#complexity

- **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
  - …

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

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