



# Machine Translation in Translation Processes

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## Lingsoft produces a wide range of language solutions and offers full translation services.



## Translation industry is changing rapidly

Faster:

- Publishing cycles
- Turnarounds

Analysing word counts

Competitive bidding = constantly lowering prices

- Diminishing margins
- Profitability?

Translator prices versus translator quality

## An industry challenged

Process challenges? Client requirements?

Technological development often outpaces process development.

Machine translation is an answer to a lot of these questions.

## The role of machine translation in the localization process

Fact:

- The use of machine translation is motivated by potential financial gains

Goal:

- To have better turnaround times and less unprocessed text sent to translation

## The role of machine translation in the localization process

HOWEVER:

- Quality of machine translation is crucial to justifying its use

**Above all, machine translation is both a language tool and a language solution for localization**

# Why does Lingsoft use machine translation?

# We want to be at the forefront of adopting and developing new language processing methods

## How does Lingsoft use Machine Translation?

Three main options:

- Client-mandated machine translation
  - produced by their own proprietary solutions
  - produced by a third-party solution
- Our own solution, LingsoftMT

**Our main focus is on our own proprietary solution and how we utilise it in our processes**

## How does Lingsoft use Machine Translation?

We began developing our own solution in 2013

- Moses-based
- IT, medtech, law and administration

Current use:

- English-Finnish-English translations
- Projects prepared for translation in SDL Trados Studio

## Challenges we face

- Training language assets for post-editing
- Measuring MT quality
  - Benchmarks?
  - Standards?
- Measuring production increase
- Measuring potential financial gains
- Resistance to change on many levels

## Process development versus project completion

Ultimately we need to find a balance between process development and project completion

Using our own machine translation solution is a key factor to find this balance

**The right choice of translation tool and the right use of language resources matters**

**Our goal is to have a process that utilises the best parts of language technology and produces the best possible product for our clients**

## Where are we heading?

- Machine translation is here to stay
- Technological processing of natural languages will develop further
- Technological development will create new sub-industries in the localization business
- **The market will not shift its focus from price**
- A more process-oriented perspective is on the rise

What will Lingsoft do:

**Be at the forefront of these  
developments and try to get ahead of  
the curve**

## Yhteystiedot

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