

Translators: The Junction of Man and Machine

Machine Translation is on the Rise

- ✓ Language Service Providers (LSPs) are increasingly utilizing machine translation (MT) and offering post-edited MT as a separate service
- ✓ Freelance translators are also increasingly utilizing MT to support their individual translation work for LSPs and other clients



Growth, But Not Disruption (yet)

- ✓ MT post-editing was about 8% of the services purchased by clients from LSPs in 2019
- ✓ This compares with 60% of human translation purchased as a service
- ✓ About 36% of LSPs offer post-edited MT as a service in 2019

Source: Common Sense Advisory. The State of the Market: 2019. July 2019

Neural MT Reaches Quality Plateau

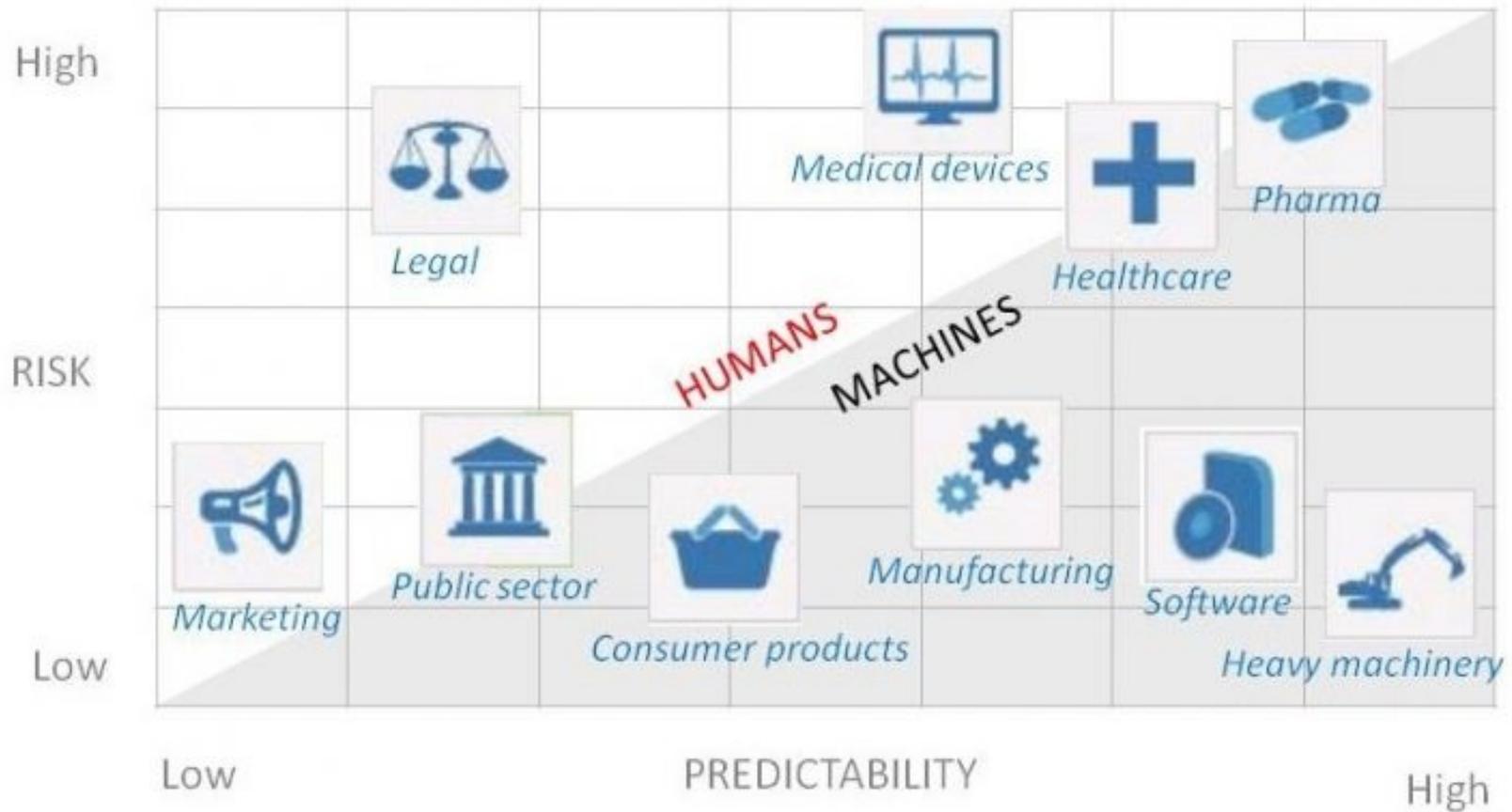
- ✓ Potential for greater neural MT optimization remains
- ✓ Yet, claims of equal quality evaporate under scrutiny and do not reflect real-world performance
- ✓ **NMT IS NOT GOING TO REPLACE HUMAN TRANSLATORS IN FORESEEABLE FUTURE**

Despite Quality Concerns: MT and Post-Editing Have a Place

- ✓ Use of MT automation becomes a function of risk-management
- ✓ MT has greater use in less complex, more general content that has lower risk if inaccurate: Consumer and Manufacturing
- ✓ MT has less use in more complex, less predictable content that has a greater risk if inaccurate: Legal and Medical Devices

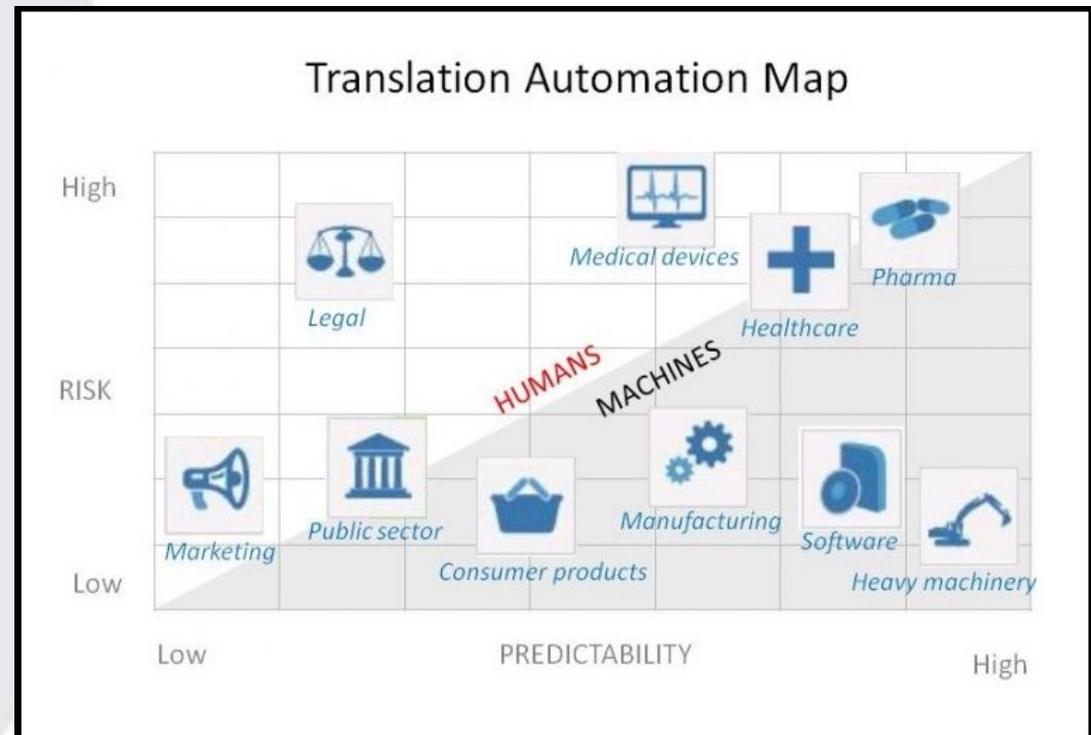


Translation Automation Map



Despite Quality Concerns: MT and Post-Editing Have a Place

- ✓ Marketing and market research falls on the dividing line of the translation automation guide
- ✓ CETRA merges human translators and post-edited MT for market research clients



Market Research: A Case Study in Translation

Survey Instrument: Requires Human Translation

- ✓ Client has ongoing online survey and fieldwork
- ✓ Survey is complex with in-depth terminology
- ✓ Survey questions require precise localization to retain the exact meaning
- ✓ CETRA retains human translators for the survey localizations
- ✓ Translations carry a greater risk if inaccurate
- ✓ Quality and accuracy must be ensured

Survey Responses: Post-Edited MT Finds its Place

- ✓ Survey responses can be simplistic (yes, no; high, low; etc.) and repetitive
- ✓ Open-end responses are typically short statements (10 words or less)
- ✓ Client does not require exact translations
- ✓ Post-edited MT fits the client's needs:
 - ✓ Translations carry a lower risk
 - ✓ Quality and accuracy must meet “good enough” quality

What is “Good Enough” Quality?

- ✓ “Good enough” is defined as comprehensible (you can understand the main content of the message), accurate (it communicates the same meaning as the source), but may not be as stylistically compelling.
- ✓ The translated text may sound computer generated, the syntax might be somewhat unusual, grammar may not be perfect, but it is accurate.

The Results: Saving the Client Time and Money By Using Post-Edited MT for Survey Responses

	Survey Responses if done by Human Translators	Survey Responses if done by Post- Edited MT	Added Value of MT
Cost	\$42,000	\$21,000	50% savings
Turnaround Time	7 days	3 days	Accelerated delivery schedule

The Results

- ✓ An example of how our market research clients benefit from our integration of human and MT services
- ✓ Translators sit at the junction of these communications



CETRA
Language Solutions

Our word, your peace of mind.

THANK YOU!