Translation in the Cloud

A new paradigm for globalizing your message

Introduction

People expect translations to happen at the speed and accuracy of a Star Trek Universal Translator. Unfortunately, that time is not here yet, but we are approaching it quickly. The acquisition of translation memory and machine translation retraining is the key to making this Sci-Fi notion a reality, but it would take an army of translator an estimated 1,000,000,000,000,000 finely crafted translations to statistically gain the accuracy rate of a real human translator. Seem impossible? Well take heart. It is doable, but in order to achieve this goal, we must change our mindset by producing these translations more efficiently in a cloud-based collaborative and accessible way.

Introducing Lingotek | The Translation Network and their unique approach to building a hybrid translation management system that harnesses the power of the latest machine translations, including retraining and adaptation, translation memories, community/crowd sourcing and professional translation in a simple, easy to use cloud-based environment.

The Problem

Today there is no consistency with the way translation memory is generated and stored. Common approaches allow analysts to align previously translated documents in order to generate translation memories for the potential benefit to a Computer Aided Translation (CAT) tool in the future. Unfortunately, these tactics waste time and provide very little gains down the road, unless all content is domain specific.
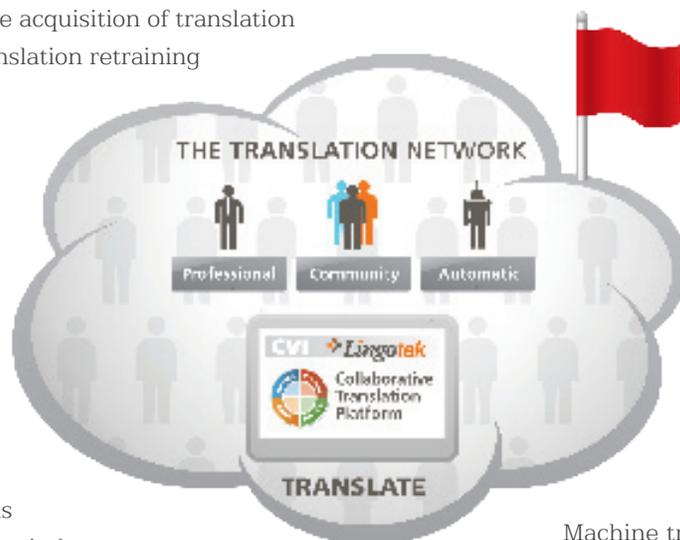
Machine translation usage today is also a sticking point when generating content for end-users. Machine translation engines do not get the message across to the customers nearly as well as a degreed linguist trained in the culture and nuances of the target language. This is partially why machine translations alone should only be used for certain types of content—and not all content types—to convey corporate messages or actionable intel.

The Lingotek Advantage

The Lingotek Collaborative Translation Platform has the distinct ability to counter both the "translation capture" problem, as well as the "insufficient machine translation" problem faced by many corporations and government entities who want to explore their globalization options for increasing their bottom line or garnering public support. Lingotek takes a unique approach in the industry by bringing in multiple translation engines and presenting the best match, based on content type and language pairs. They do all of this in the Cloud, so there is no IT staff overhead and no need to have translators sitting on site, or even in the same country.

Imagine translating website content into 15 languages and conveying a message 365 days a year with virtually no lag. It would be a major competitive advantage and it is here today, ready to integrate with Drupal, Jive, Microsoft SharePoint and Oracle WebCenter backed websites.

How to Fill in the Missing 35%

Think of computer translation as a child learning to write. Despite the fact it doubles in capacity every 18 months and has access to the largest collection of information known to man, the Internet, it is still in its adolescence. It will present its best possible guess at how to translate something, based on a large statistical set that would make the average person's head spin, but it needs the help of professional, and novice, translators to help it learn.

With Lingotek, each piece of content entering the system is broken up into small, manageable parts called segments. These segments make it easier for the computer to make its best guess and to receive help along the way. The segment is first populated with the computer's estimated translation, typically resulting in something close, but it still needs work to achieve the proper message. Remember, the computer is akin to a child, and children rarely get it right the first time either.

Buy they do remember what they have learned and so does Lingotek. Every segment is analyzed to see if it has been translated before. Sources can include a client's aligned documents or 1,000s of translations previously accomplished by Lingotek. Lingotek looks for exact matches and swaps them with the computer's best guess. In most cases, the document is now 65% accurate and conveying the information intended for a client's audience.

Translators are then needed to fill in the missing 35%. There is no substitute for bi-lingual speakers who have both a good handle on the target language and the company's messaging in mind when they translate. With Lingotek, this can be handled by professional, degree holding translators who have the skill and expertise to communicate your message effectively, or your staff in other countries can handle it. This simple, effective approach can be repeated for one language or thirty languages, all for a fraction of what it would cost using a traditional black-box translation service.

The Road to the Universal Translator

Use Lingotek | The Translation Network to start pushing the envelope closer to the Sci-Fi holy grail of a universal translator.