8 TIPS

for successfully establishing machine translation in your company

Are you looking to employ technical translation solutions to save time and money and design more efficient business processes? Bear in mind that not every text is equally suited to machine translation. Under the wrong conditions, the quality of your results will suffer. Read on to find out what you need to consider for a successful introduction of machine translation services.

1. Set achievable goals

Every translation has a particular purpose. That purpose may be improved personal understanding, the optimisation of internal or external communication, or the support of tools and platforms. However, at this point in time, machine translation technology is not capable of fulfilling all requirements with one single solution. Therefore, focus on the application that will provide maximum benefits within a minimum timeframe.

2. Check data protection

The protection of personal data has received much attention recently, especially since the introduction of the GDPR. Other company information must be protected, too. Establish internally which means are used to transmit what translation data, and where data is stored. Also ensure that you have the rights to the processing of any data which is to be used, for example for statistical analysis or to train your translation software. Finally, verify that these requirements can be met in the context of machine translation and post-editing.

3. Avoid unrealistic expectations

Not all texts lend themselves to machine translation. There are cases in which the use of smart technology solutions makes little sense given high quality and security requirements. Examine your circumstances closely: Are there target languages in your translations which you will not be able to verify internally? Are there translations which should be checked by a native speaker? Are there any source texts of an inadequate quality? Give careful thought to which contents and which language combinations should be considered for machine-supported translation services.

4. Choose the right MT engine

Everyone initially has individual requirements when using machine translation systems. Where expertise and budget are limited in a company, pre-trained translation machines should be used which come with an existing data base. Do check in advance that your internal privacy policies allow the use of such technology. You may need to restrict the translation of confidential information or personal data. If you are planning to train your own machine translator, ensure that you have the required know-how and financial resources. You will need a clear idea of your existing data and the planned area of use.

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5. Retain your advantages

New tools on their own rarely deliver the hoped-for success. A comprehensive view of processes remains important. Relevant aspects to consider include not only the actual translation process but also pre-processing and post-editing such as content creation, order placement, delivery and accounting. Proceed with a cool head and avoid the optimisation you gain through machine-supported translation services causing you disadvantages elsewhere.

6. Stay flexible

In the age of digitalisation, stagnation is not an option. Ensure that you have the capacity to react to technological progress and changing circumstances at all times. Do not become dependent on one single company machine translation tool. New challenges can be met professionally through post-editing or traditional human translation, allowing you to adapt smoothly to any changes in quality, data protection requirements, system availability or expertise.

7. Benefit from existing human translations

In most cases, translations from a time before machine translation will exist in your company. They are a potential to be exploited. Use the translation memory system, the glossary and the style guide from your existing human translations to improve the quality of your machine-supported translation services. This minimises the efforts involved in any post-editing and lowers costs. Contact an experienced translation service provider who is best able to combine technology and human translation.

8. Ensure you have the perfect setup

Machine translation is capable of processing large quantities of translations. Automate administrative tasks such as file conversion, order placement and accounting and measure the quality of your translation results. Implement additional tools such as quality checks which efficiently support your decision about any required post-editing.

About 24translate

Companies have been able to connect with the entire world for two decades, thanks to 24translate - one of the leading international language service providers. Our core compentencies - specialised translations, text optimisations, as well as process optimisations across all industries - thus offer our customers our unique technical expertise and our advanced security standards, especially for very demanding translation projects.

Do not hesitate to get in touch with us if you still have questions or would like to know more about how to make better use of your multilingual communication potential. We will gladly offer you individual and free-of-charge advice.

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