

EQHO



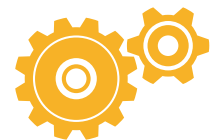
**The Benefits of
Translation Technology**

Translation tools have revolutionized the localization process, as they have made fast, accurate and consistent translations possible.

While professional human translators will deliver a high-quality end product, it is a much slower process and so unrealistic for almost all businesses to rely on man-power alone. Don't forget, a single server can translate more in one minute than a human can translate in a day.

However, in most situations, accuracy is of paramount importance and this is where the perfect marriage of human and technology comes in to play, as it helps to deliver fast, cost-effective and engaging content for various target audiences. Machines and technology are fantastic, but in order to be truly effective, they require human input.

Bearing this in mind, check out our guide to some of the main technologies used and how they can help to streamline the translation process.



Why are CAT tools so useful?

Computer-aided translation (CAT) tools make translation an interactive process between the human and computer. These software applications make a real difference to the translation process in a number of ways.



SPEED

Effective CAT tools will speed up the translation process, as previously completed translations can be used where similar sentences appear. CAT automates the process of spotting terminology that has already been used and flags up when it can be applied.



QUALITY ASSURANCE

This is the main advantage of using CAT tools. Through the use of these tools, it is possible to improve document consistency both within a single translation and across a number of translations performed over a period of time. A CAT system can also automatically scan work to identify mistranslated numbers, typos and incorrect punctuation, building an extra layer of proofreading into the process.



CONSISTENCY

If a linguist accidentally starts translating differently halfway through a lengthy document, a CAT system can flag up these inconsistencies to make sure they are corrected before the finished version is sent off to the client.



RE-USABILITY

CAT tools make it possible to re-use sentences regardless of when the sentences were translated. This is particularly helpful when translating, for example, a document similar to a translation that was performed in the past. Most CAT tools also have functions for taking the target and source versions of documents and then matching the sentences from each document into translation pairs so they can be added to a translation memory - a process known as 'alignment'. If the documents are formatted in the same manner this is relatively straightforward, but if the formatting of the documents differs significantly this can be quite troublesome.

What are the benefits of a translation memory (TM)?

A linguistic database designed to store previously translated 'segments' (sentences, paragraphs or fragments) in order to aid human translators, a TM stores the original sentence (the 'source' sentence) and the translated sentence (the 'target' sentence) in language pairs called translation units. They are typically used in conjunction with CAT tools to ensure maximum effectiveness.

When the translator opens a segment, the application will look to see if the equivalent source text exists. The results will be ranked with a score that expresses the percentage of similarity. An exact match means the segment is identical, while a fuzzy match (between 60 per cent and 99 per cent) means the segment is similar, but not identical. Among the benefits of TMs are:



SPEED

The whole translation process is much quicker as it removes the need for the unnecessary re-typing of all the existing translations. If either type of matches are found, they are instantly extracted and placed within the target file, although suggestions can either be accepted or overridden. Any segments in the target file that do not have a match are also translated manually and automatically added to the TM.



QUALITY ASSURANCE

The measure creates a higher quality final product, as it ensures a consistency of approach within the translations. Linguists using a TM will only be offered translations that have been approved by the customer.



BUSINESS EFFICIENCY

By delivering projects on-time or ahead of schedule and to a high level, companies can take on more work and boost their brand credibility. This will also increase their revenues, as efficiency improvements will allow them to offer more competitive prices for future localization projects.

How can Termbase help?

The glossary/terminology system that sits within CAT tools, these systems contain terminology data in a range of different languages. Each entry will contain at least one term, with a typical entry containing term translations in several languages, and descriptive information about the entry as a whole and individual terms. Each time a termbase is opened, the languages being used can be specified. Benefits include:



ACCURACY

Translators can get access to pinpoint information about the target language, which makes it easier to maintain consistency - the bedrock of high-quality translations. By combining this with a CAT system, translators can also work much faster.



QUALITY ASSURANCE

A termbase is also useful when it comes to researching and implementing new terminology based on a predictive approach that uses terms already in the termbase. So the better the termbase, the more successful this approach will be. A good termbase will help a translator to create the best possible document.

Want to know more? Let's talk.

Get in touch with a specialist to find out how EQHO can help you get more out of your multilingual strategies.



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