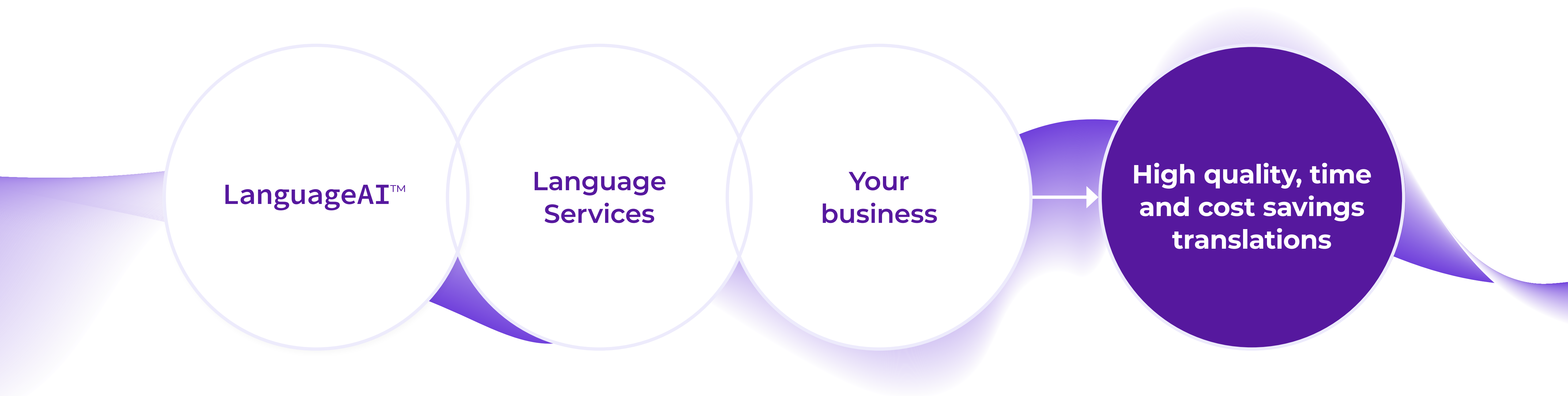# AI-Powered Localization:

Achieving Quality, Cost, and Speed Objectives

SMARTLING

A dynamic business environment is challenging to navigate. But advances in Artificial Intelligence (AI) and Neural Machine Translation (NMT) make it easier than ever to do more with less, while achieving quality, cost, and speed.

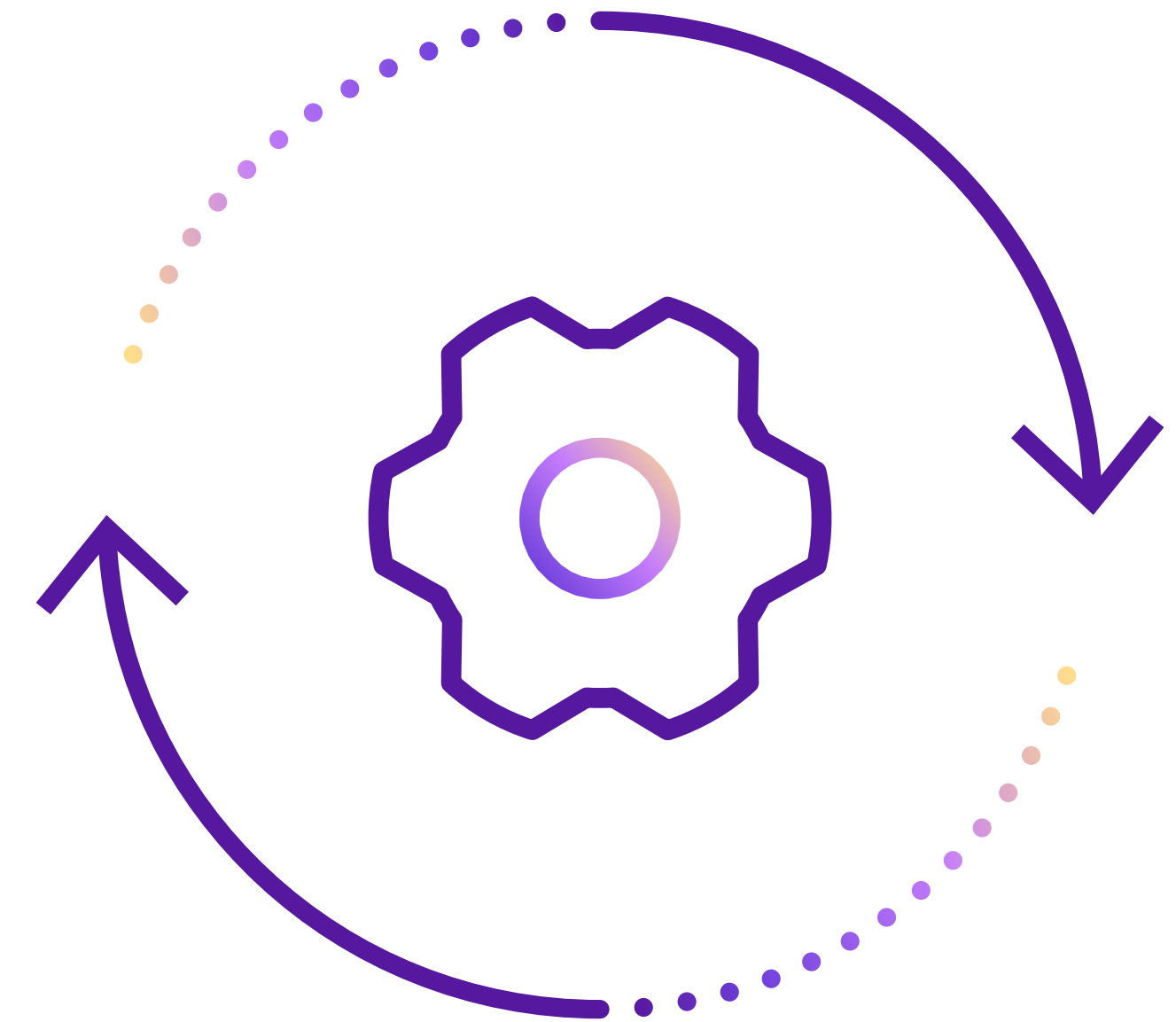**And Smartling customers are reaping the benefits.**

LanguageAI™ → **Language Services** → **Your business** → **High quality, time and cost savings translations**

Smartling's LanguageAI™ is helping global businesses from all industries automate, manage, and optimize the translation process from end to end. As a result, these businesses are achieving significant time and cost savings — and maintaining high quality standards to boot.
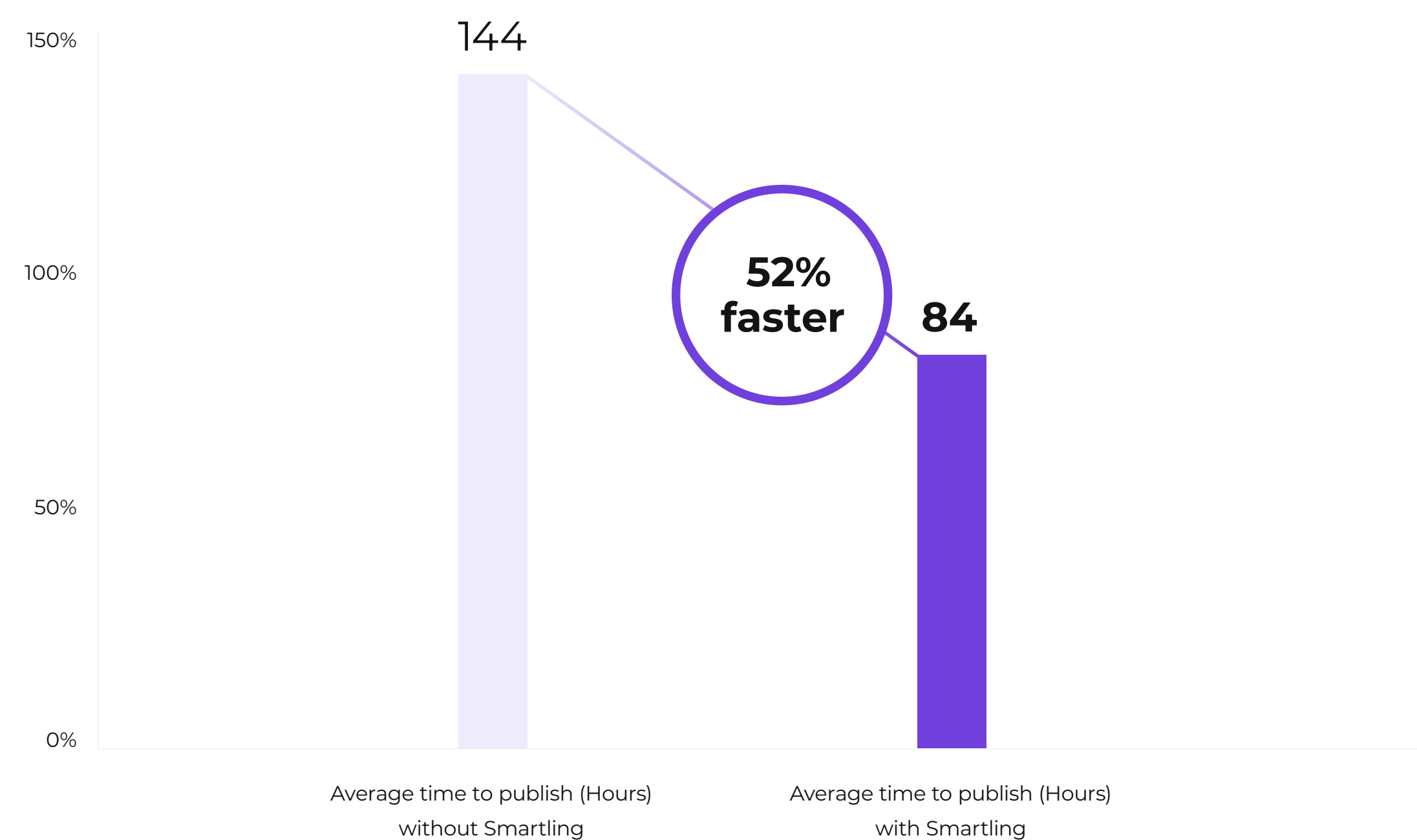
This report will explore how we help customers work smarter, what benchmarks our customers have been able to achieve, and, therefore, what you can expect to accomplish by taking full advantage of our software and Language Services offerings.

Achieve faster time to publish and better on-time delivery
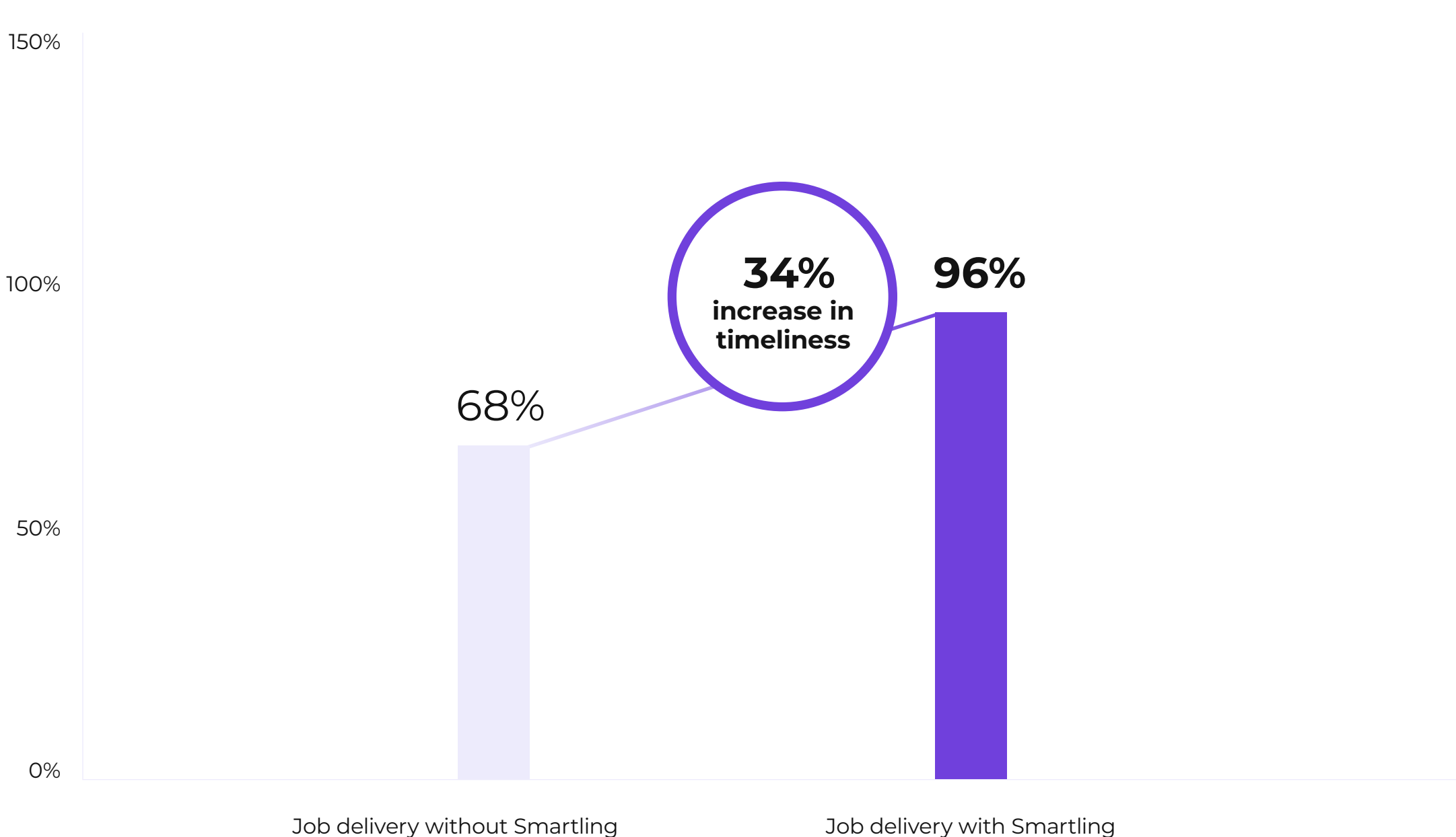
It starts with automation.

Time to market advantage (Number of hours)

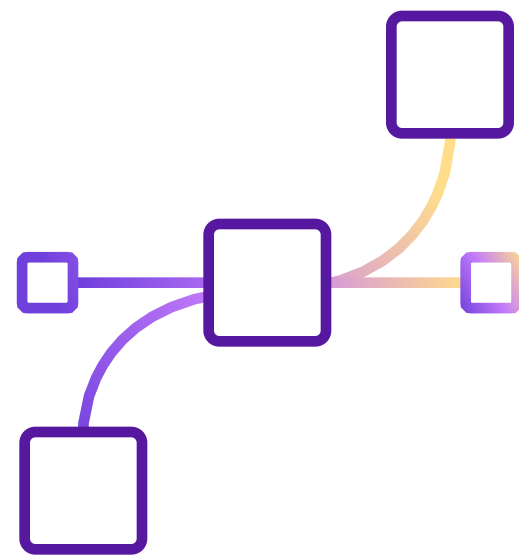**On time delivery advantage** (Percentage)

The average Smartling customer automates 90% of their translation efforts — and most customers automate 99%. When comparing their output with Smartling to what they'd achieve elsewhere, they have accelerated their time to publish by 52% and have achieved a 34% better on-time delivery rate.
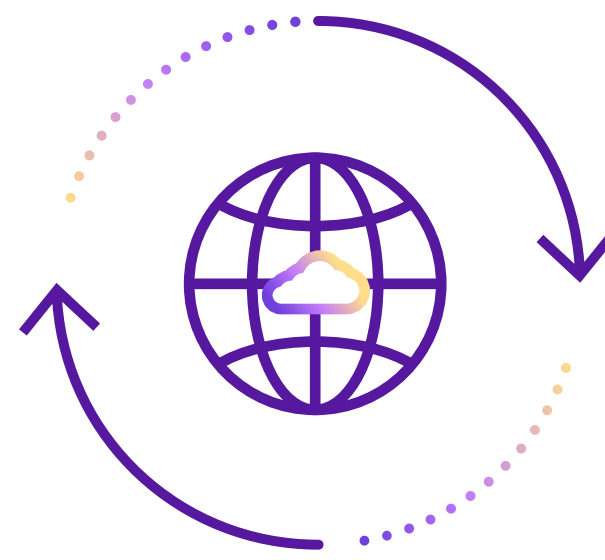
All the while, project managers, developers, and localization engineers can be as hands-off as they'd like. Gone are the hours spent copying and pasting strings into spreadsheets, coordinating efforts via email, and doing other manual tasks — unless they really want to do those things.

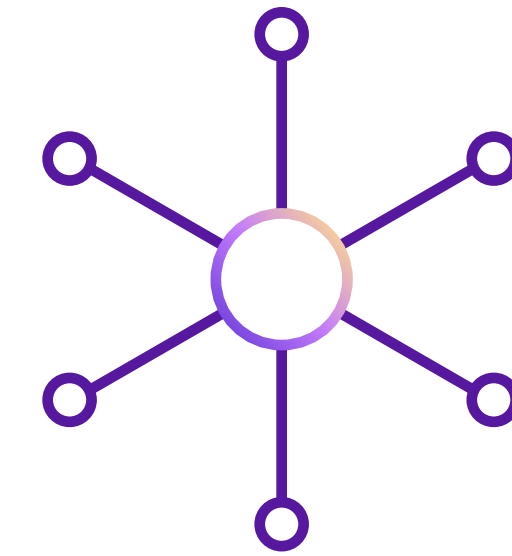# Automate the translation process. These include:

A wide range of pre-built connectors

These connect Smartling's translation management system with your tech stack, allowing you to send content for translation within your current workflow.

A powerful translation proxy

Through Smartling's Global Delivery Network, you can efficiently deploy multilingual websites and applications with almost zero IT involvement.

Dynamic workflows

Your content moves along the workflow intelligently and automatically based on conditions that you have customized. The content will never be idling in the workflow.

Realize significant cost savings without sacrificing quality

A streamlined localization process can have a dramatic impact on a company's bottom line.

Translation Memory and **NMT** are two ways Smartling customers save on translation costs.
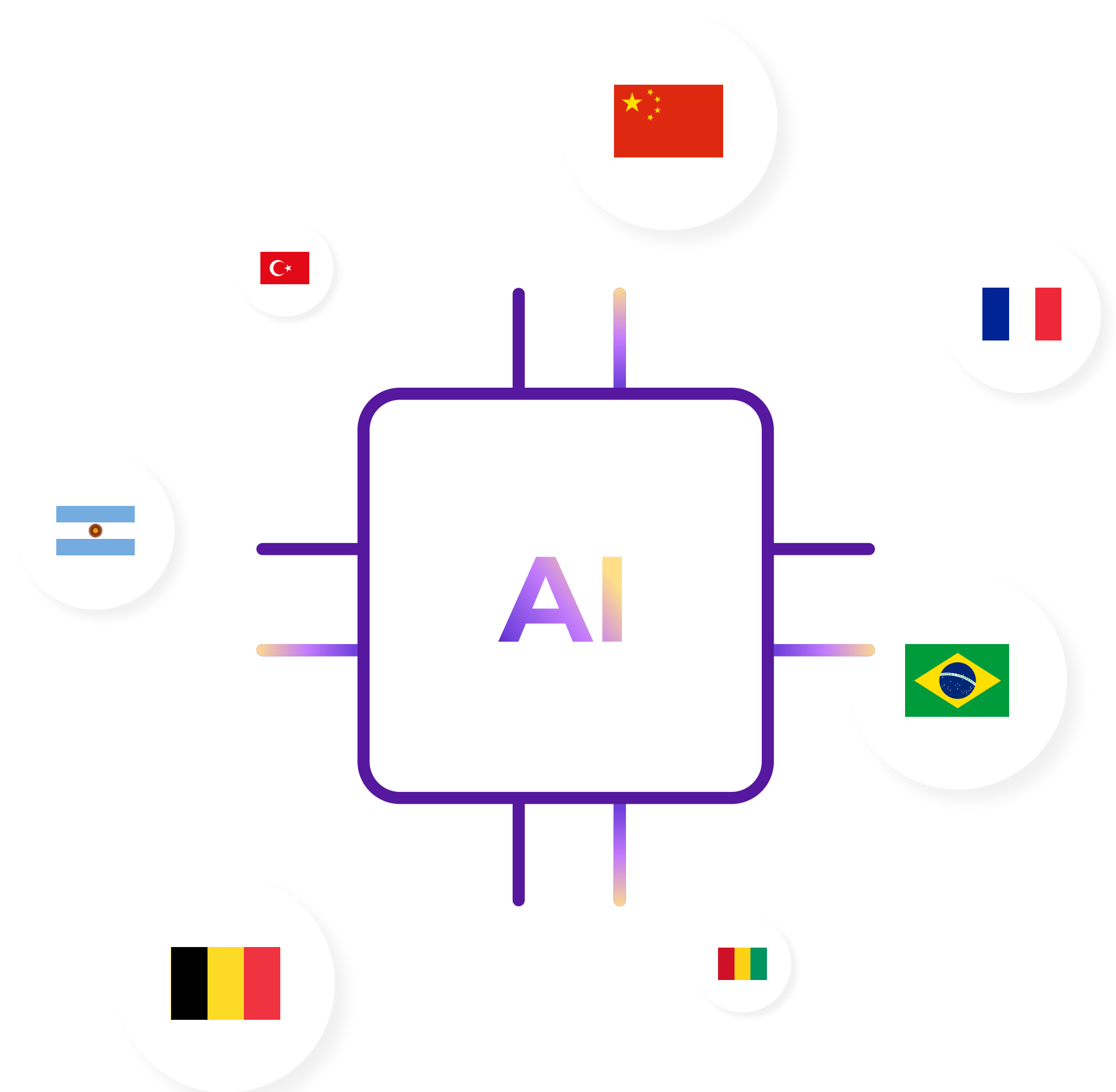
Leveraging Translation Memory

You should only be charged for a translation once.

Many would agree that that's only fair. But not everyone has the technology to live up to that ideal.

Here's where Smartling excels. We use AI to memorize translated content. We then apply that Translation Memory (TM) to all future translations. That way, our customers only pay full price the first time a string is translated. Identical content is SmartMatched and sent through the workflow without incurring any additional cost or wait time. And similar but not identical content is sent through to translation and charged at a discounted rate.

"We strive to achieve at least 40% TM leverage.

And many of our customers are able to achieve 80% or more.

We strive to achieve at least 40% TM leverage. And many of our customers are able to achieve 80% or more. Talk about an impressive ROI through savings in translation costs!

What's more, your TM is unique to you — which means **your** brand voice and terminology are consistently applied. And you can consolidate your TM across departments and LSPs, maximizing your cost savings while ensuring high-quality output.

Human-quality translations at MTPE prices

LanguageAI™ → **NMT** → **Glossary** → **Review** = **98**

MQM score with LanguageAI™

Smartling's proprietary LanguageAI™ lays the groundwork. It first leverages your TM and repairs high fuzzy matches. It then sends strings to multiple NMT engines and uses AI to select the best MT translation.

Afterward, glossary terms are identified, and preferred translations are applied. And finally, the translation is reviewed **in context** by an expert linguist handpicked for your account by Smartling Language Services.

The result is a premium translation that scores just as high (if not even better) on quality compared to a human-only workflow but **costs 40% less** — an average of $0.14 per word versus $0.20 per word — and is ready in half the time.

*Note: For those worried about confidentiality, we've got you covered there too. 100% of your content is processed in Smartling, and we have agreements with the MT engines to prevent their use of your data.
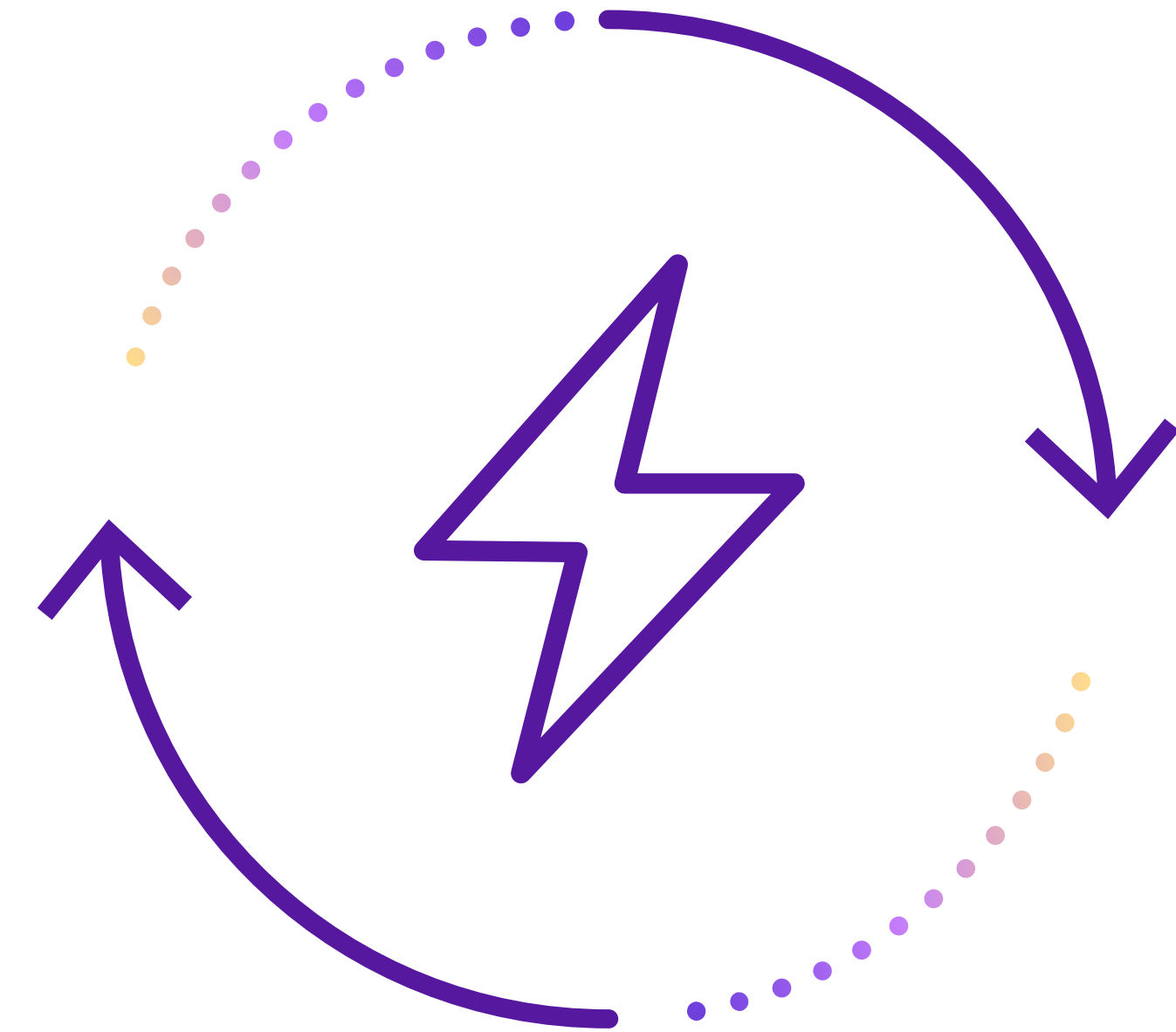
98

**MQM score with
LanguageAI™**

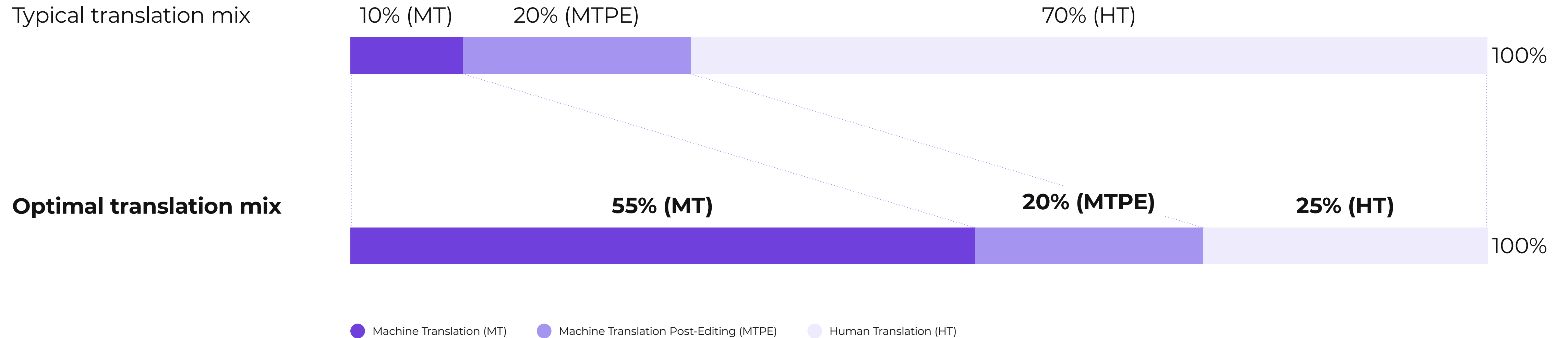### What is an MQM score?

Smartling combines real-time, internal assessment powered by AI and external Multidimensional Quality Metrics (MQM) to monitor translation quality.

MQM is a standard framework for defining translation quality metrics. It provides a comprehensive catalog of quality error types, with standardized names and definitions and a mechanism for applying them to generate quality scores.

Optimizing your translation mix

Determining your optimal translation mix is critical when designing a successful localization program. But it's not always easy to get it right without help.

Typical translation mix

10% (MT)	20% (MTPE)	70% (HT)

100%

Optimal translation mix

55% (MT)	**20% (MTPE)**	**25% (HT)**

100%

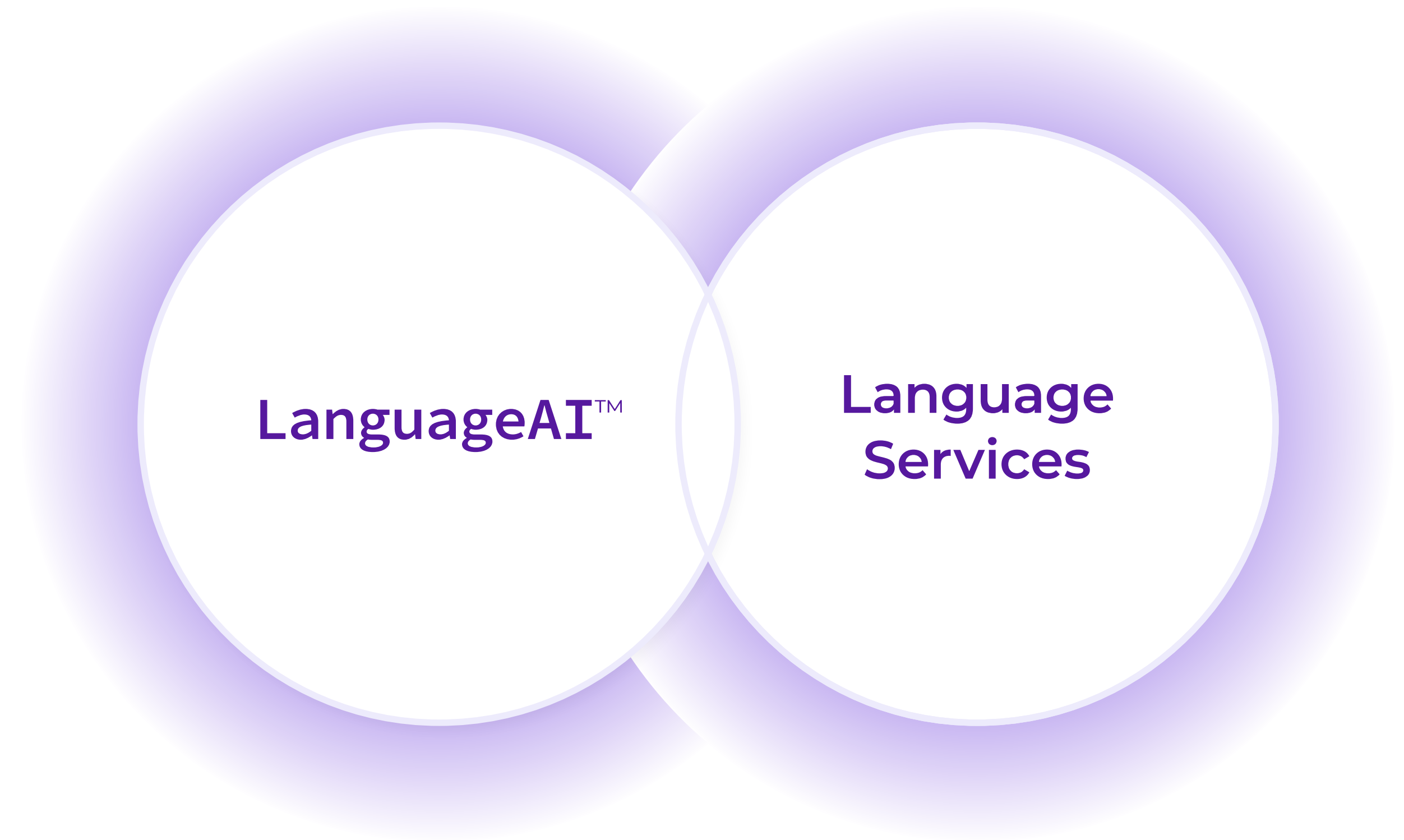● Machine Translation (MT)   ● Machine Translation Post-Editing (MTPE)   ○ Human Translation (HT)

For example, in our experience, many customers rely heavily on the traditional human-only translation workflow. It's familiar. And for so long, it was the best way to ensure the translation was accurate, clear, flowed well, captured a brand's tone and voice, and would resonate with local audiences — all traits of a high-quality translation.
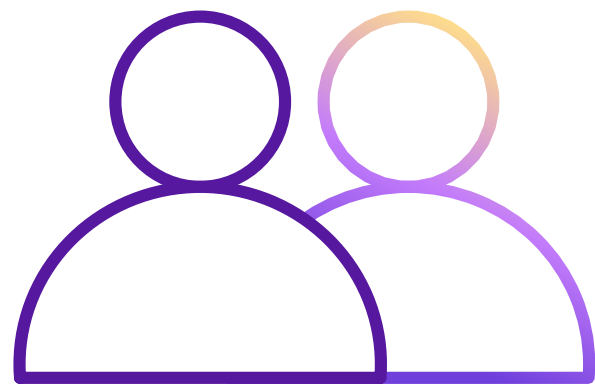
But that was then.

Advances in AI have upended that traditional approach. Now, less content than you might think needs to go through human translation. The trick is determining the optimal translation workflow for each type of content.

Fortunately, localization teams have an incredible tool at their disposal in Smartling.

Our LanguageAI™ dynamically routes content to different translation solutions, helping you to automatically optimize your translation mix. And when customers pair their use of the LanguageAI™ with Smartling's Language Services, the benefits are magnified.

LanguageAI™

Language Services
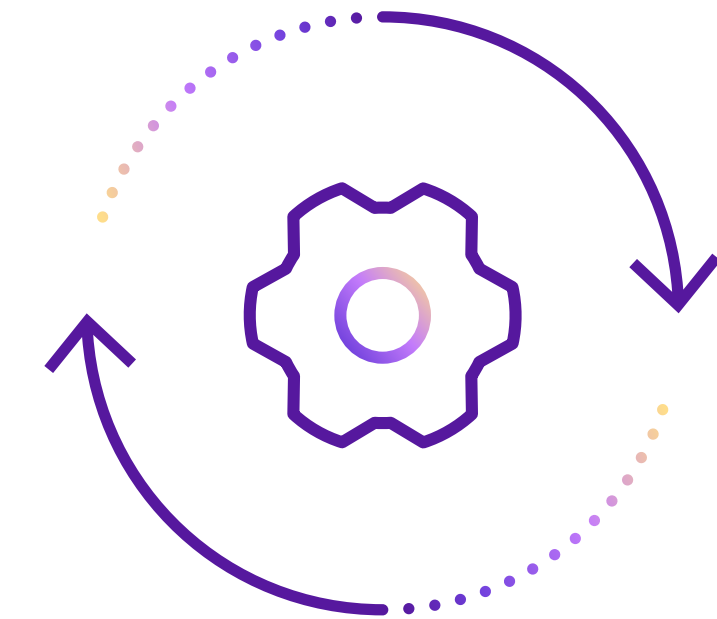
LanguageAI™ driven solutions

Expert project managers

Expert project managers guide you through the translation process from start to finish, ensuring you get the most out of all our platform's features.

Quality translations

Smartling's professional linguists have been fully vetted and trained to use our CAT tool to deliver better-quality translations in less time.

Continuous localizaiton

There are no minimum charges or batching to contend with, enabling continuous localization of your content.

As a result of the above and more, compared to third-party language service providers (LSPs), Smartling Language Services is, on average, 20% less costly, delivers 90% better quality, is over 50% faster, and is 34% more on time.

90% fewer changes made by customers who use Smartling Language Services vs. competing LSPs

Smartling's Translator Network at a glance

- 5,000+ native-speaking linguists

- Translation into/from 150+ languages

- Direct communication with linguists

- Highly-skilled translators; less than 1 in 20 qualify

We're all working to do more with less.

For businesses looking to go global in these uncertain times, it's even more imperative to work smarter: Localization projects must be completed on time, often under budget, and, of course, without sacrificing quality. Smartling makes it easy to do just that.

By choosing to partner with Smartling, you will:

- ✓ **Reduce the cost of translation by up to 40%.**

- ✓ **Decrease translation time by 50%.**

- ✓ **Improve on-time delivery by over 34%.**

And throughout it all, you'll be able to maintain quality standards. By pairing our LanguageAI™ with our Language Services, you will receive high-quality translations that read as if they went through a human-only workflow — but at a significantly discounted price.

What's more, Smartling guarantees the quality of the final translation through a combination of external third-party auditing and real-time AI-powered quality assessment. In fact, if you're not satisfied with the translation, we will rework it at our cost.

Are you already translating or thinking about translation to grow your business? Consider us a resource. We're here to help you optimize your translation mix and understand the best path forward for your business.

100%

Translation quality guaranteed

SMARTLING

About Smartling

Smartling provides LanguageAI™ for translating and localizing websites and apps, and our AI-enabled platform enables enterprises to transform content across devices and mediums. The company is recognized by CSA Research as the No. 1 rated language-oriented TMS, and by users on G2 as the No. 1 rated translation management system. Smartling uses a data-driven approach to localization, which enables its customers to achieve higher-quality translation at a lower total cost.

Smartling is the platform of choice for hundreds of B2B and B2C brands, including IHG Hotels & Resorts, Shopify, Momentive (formerly SurveyMonkey) and Lyft. Smartling is headquartered in New York, with offices in Dublin and London.