Top 5 Insights to Improve Your Localization Strategy

From Global Ready Conference

SMARTLING

Smartling's Global Ready events always bring together some of the best minds in the business. Check out these top 5 tips from our most recent conference for actions you can take now to improve your localization programs.

Top 5 Tips to Improve Your Localization Strategy

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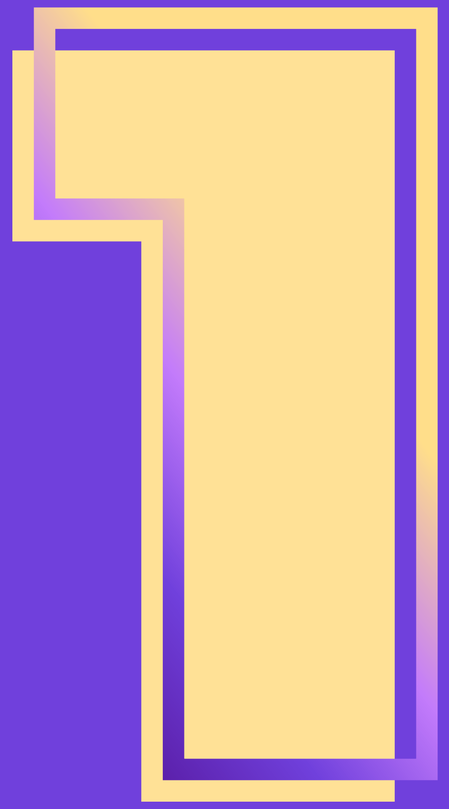


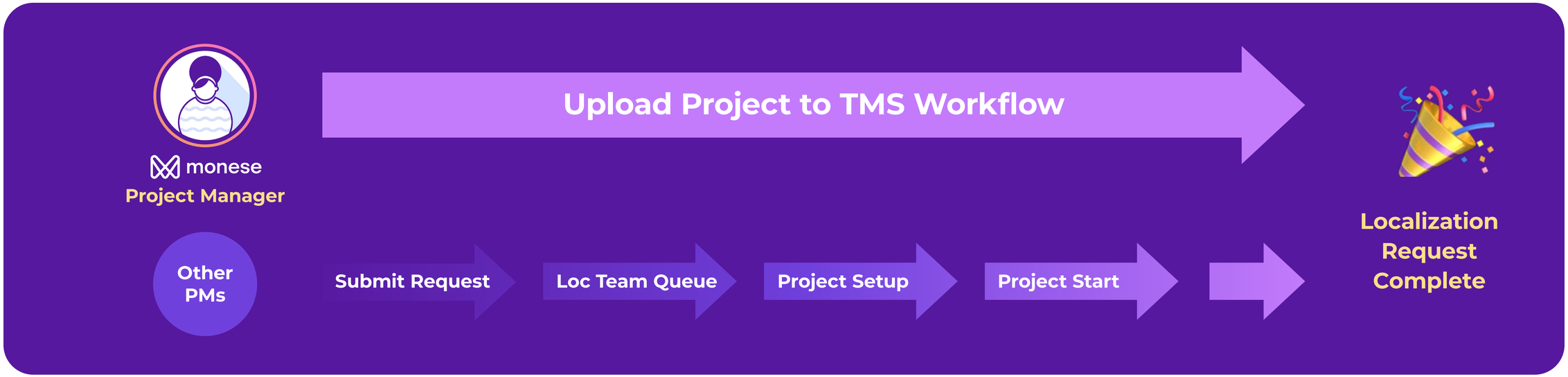
Centralization

The Ultimate Key to Time and Cost Savings

Monese's Centralization Workflow Success

See this year's Product Roadmap!

Centralization has been key to mobile banking platform Monese's global success. Their streamlined process using centralized workflows within Smartling allows project managers to submit translation requests and self-serve their needs without management from the localization department. This eliminates time spent writing emails, manually addressing issues, and cross-functional outreach, resulting in a drastic cut in turnaround times and overall cost. Watch: How Monese Saved Thousands & Improved Speed.



Machine Translation

The must-have supplement to decrease the cost of translation, and it doesn’t have to be confusing.

Machine Learning vs. Machine Translation vs. Machine Translation Post Editing: What's the difference?

Machine Learning

Algorithms that improve automatically based on experience and data.

Machine Translation

A subset of machine learning that learns how the words are associated with each other over time and generates a complete translation. Machine learning can combine your past translations with a glossary to result in a model that better understands your brand's unique voice and produces higher-quality translations. MT is growing in demand as a way to increase content translation without expanding the budget or sacrificing translation quality.

Machine Translation Post Editing (MTPE)

Combines the accuracy of human translation with the speed of machine translation. Professional editors review machine-translated content and translation memory match to ensure high-quality work.

So what to use, when?

Check out our session "Curious about MT?" for a rundown from the people at Smartling who advise our customers daily.

Loc Managers: Expect More

In 2022, Smartling has set out to improve the lives of localization managers.

Here's How We Help Improve The Lives of Localization Managers:

Context Improvements	Remove Old UI for Vendors	Show Character Counts	TM Search by Tags	LQA General Release
Vendor and Translator Capacity Dashboard	Vendor Custom Tables	Flexible SmartMatch	Rebuild People and Roles Management	Rebuild / Improve File Download

You Should Know Your Translators

Smartling's translators are the best in the business. And you have full access to them. Here's why that's better.

Here Are a Few Key Points Shared by Smartling Translators:

✅

Project managers know translators on a personal level, not just as a vendor or a number. Smartling translators feel appreciated for the work they do. Hear what else they have to say.

✅

Smartling translators have access to the Smartling platform, an all-in-one tool that provides everything a translator needs to do the job well, such as Visual Context, Translation Memory, Glossary, QA Tool, and Issues Tool.

✅

You can communicate directly with customers, editors, project managers, and anyone else involved in the project within the Smartling platform. No need to take screenshots or send emails!

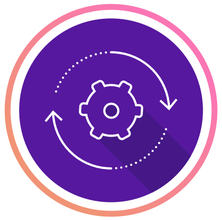
The Future of Translation is Change

What can we expect in the translation industry in the coming years?

What Can We Expect in the Translation Industry in the Coming Years?

1. Machine Translation

Enterprise-grade MT will use your previous translations to drive brand-relevant results specific to your company, industry, and customers. Using Machine Translation will assist in improving privacy, security, reliability, performance, and response time for brands translating a high volume of content across many languages.



2. Intelligent Automation

Intelligent Automation helps find the optimal workflows based on your content types, complexity, length, translation memory, context, and available resources to automatically determine the most appropriate workflows for your brand.

3. No Code/Low Code

Connect your platforms to your TMS with light configuration to get things up and running with zero or near zero developer involvement. Watch Smartling's keynote address, 365: The Future of Translation.

Watch Now On-Demand

About Smartling

Smartling is an innovative language technology and services provider that powers some of the world's top global brands to localize multilingual content across all devices and platforms.

Smartling established Enterprise Translation Cloud, a data-driven approach to localization, which enables its customers to achieve higher quality translation at a lower total cost. A global company with employees throughout the US and Europe, Smartling is the platform of choice for hundreds of B2B and B2C brands, including IHG, Shopify, Momentive (SurveyMonkey) and Lyft.

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