

Multilingual Web: Affordable for SMEs and Small Organizations?

Multilingual Communication Experience

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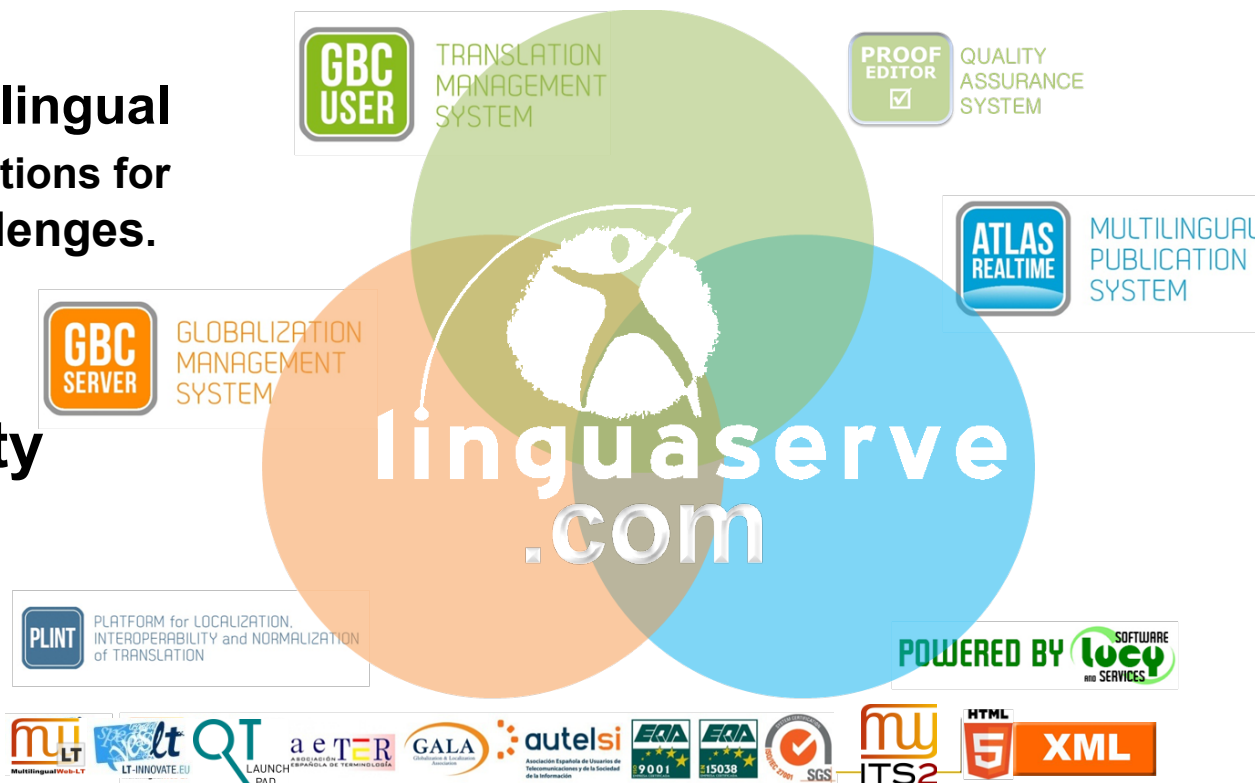


Translation, linguistic services
and cutting edge solutions

Linguaserve

specializes in multilingual
web advanced solutions for
21st Century Challenges.

Experience in
interoperability
since 2002
and **real-time**
multilingual web
publishing
since 2008.



Contents

- 01 MLW, is it necessary for SMEs?
- 02 What kind of MLW do SMEs need?
- 03 What is available out there?
- 04 What are the key challenges?
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First to say: LSPs, we are also SMEs

More than 99.9% of Language Service Providers are SMEs.



Multilingual web

- Multilingual web across different devices is the most accessible and best communication channel for all kinds of organizations and companies.
- Multilingual web and multilingual communication is critical in the medium-long term for the future growth and development of small and medium enterprises and organizations.
- Multilingual web is also crucial for the survival and development of languages.
- Societies that achieve to bring their SMEs' creativity and outstanding entrepreneurial initiatives to the multilingual markets will be the near future's successful stories.
- The paradigm shift has already happened. But can SMEs achieve **“Multilingual” Data value through a full creative flow?**

Global Markets

- Sustainable and incremental multilingual web is needed.
 - Languages and volumes
 - Localization and locales
 - Formats and multimedia
 - Processes and flows
 - Third parties exploitation (e.g. SEO)
- It also requires other multilingual capacities surrounding online commercial activities.
- **International and global markets require having the capacity for tailored and scalable multilingual communication strategies.**



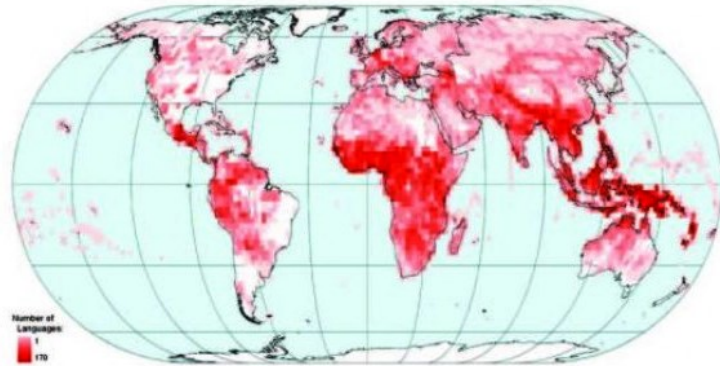
Regional Markets

- Markets are also being organized by wide regions.
- Regions can be national or multinational ones, but mostly multilingual.
- The EU single market critically needs a multilingual digital market to face the future (already present) of a global market.
- The fact is that the European business network consists mostly of SMEs, and one of the peculiarities of the European market is its multilingual composition.



Local Markets

- Many countries have more than one official language.
- Small countries do not necessarily have less languages.
- But, it is not only official languages that matter:
 - Globalization is creating multilingual local communities with foreign languages.
 - Holiday and residential tourism creates new domestic markets.
 - Business relationships require languages.
 - International companies require a multilingual internal communication.



When do I need a multilingual website?



- Multilingualism is needed when strategic decisions are made:
 - Accessing the global or international market.
 - Integration and development of regional markets.
 - Full exploitation of local markets.
- **Multilingual web and multilingual communication are strategic matters.**

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The right questions...

are not only how many words and
languages should I translate,

but...





Some right questions...

- In order to carry out my **business without risk**, what is the **balance** required between the **cost** I can afford and the **quality** I offer?
- Do I have the **knowledge** and the right **staff**?
- Is my **technological environment** ready for multilingual web and business?
- Do I have an **unmanned translation** service that can be swiftly **distributed** to systems and users, that also meets high-enough quality standards?
- Am I ready for **new technologies and trends** regarding multilingual web?
- And for all devices (mobiles, tablets...)?



Some right questions...

- Do I **guarantee** the **maximum consistency** by the transversal implementation of methodologies and reference materials?
- Do I properly **apply computer-aided translation** (CAT) and **machine translation** (MT) technologies?
- Do I **reuse** to the maximum extent possible all the **knowledge** generated throughout the provision of the service to generate “intelligent” **cost savings**?
- Do I have **tracking** and control systems for **monitoring** the service (costs, quality, mining...)?

Taking competitive advantage to benefit from cutting-edge technology for continuous and incremental multilingual web activity is something SMEs usually say they cannot afford.

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Web content treatment



- Copy & paste
 - Localizers copy & clients paste
 - Clients copy & paste
- LSP accesses the client's system
 - Localizer and translator access the client's CMS
 - Localizer and translator access the client's TMS
- Export/Import
 - Manual
 - Semi-automatic
 - Fully Automatic
- Multilingual online publishing

■ **And formats... (thank you Excel!)**



Management and interaction



- USB, CD...
- Email
- Access to the client's system (e.g. VPN)
- Upload/download
 - FTP, FTPs
 - Shared drives, cloud memories...
 - Virtual offices
- CMS-TMS Interoperability
 - Webservices (Soap, RESTful)
 - Workflows
- Automatic detection (crawlers)
- Automatic HTML multilingual publishing (Proxy)



Translation



Asynchronous:

- Human translation
 - **Without translation environments and tools.**
 - **With translation tools.**
- Post-edited Machine Translation
 - **Mixed translation environments.**
 - **"Quality on demand."**

Synchronous:

- Machine Translation (RBMT, SMT, Hybrids, other?)



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Challenges: Technical factors

- Technologies
 - (Web, translation, localization, SEO, OpenData, XLIFF, ITS, XML, HTML4 / 5, ... so many things!!)
- Infrastructures
- Document formats and databases
- Communications and protocols
- Workflow developments
- Servers (physical, virtual, cloud...)
- Software and installations (local, SaaS...)
- Maintenance
- Evolution and personalization



Challenges: Human factors

- Maturity level for understanding and adapting new technologies to special needs
- Technical and linguistic know-how
- Existence of well-trained staff
- Availability of internal/external personnel
 - Technical
 - Web edition and mastering
 - Management for multilingual web strategies
- External/internal dependencies
- Partial or not “wide enough” competence
- Continuous training and education
- Research, development and innovation capabilities



Challenges: Cost and time

- Budget to implement and maintain a continuous multilingual web activity
- Adapting the costs to the needs or the needs to the costs
- Understanding localization cost structure
 - Cost of adopting value chain solutions
 - Cost of technology and formats
 - Cost of translation and linguistic services
 - Cost of management
- Time to market
- Time to devote to the multilingual activities
- Time delivery and SLA



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Transversal View of Multilingual Web

- **“Multilingual sensitive”** content creation and exploitation:
 - I18N best practices (ready to be localized)
 - Automatic and assisted annotation and pre-editing tools to empower content creators and webmasters.
 - Linked Open Data and enricher systems and tools.
 - CMS, browsers, SEO and web applications.
 - CMS-TMS interoperability standards
 - Multilingual web publishing
 - Metadata (ITS 2.0 , “Readiness”)
- **“Web sensitive”** translation systems
 - Web L10N best practices (ready to be published)
 - Management and Business Systems.
 - Expert translation and localization systems and workflows.
 - Performing and customizable Machine Translation (MT).
 - MT Post-editing, Computer Assisted Translation and Terminology.



Technology can help



- Localization platforms and format independent localization.
- Better web and linguistic technology machine/machine interaction.
- Better web and localization human/machine interaction.
- Increasing fully automatic processes and localization expert systems in CMS and TMS.
- Standard interoperability connectors, APIs, pre- and post-editing, CAT tools, SEO...
- Multilingual management, functionalities and workflows in the information systems (CMS, DMS...)
- Standard “localization sensitive” web formats (HTML5)
- Best practices for web creation
- Metadata and data standards (ITS 2.0, XLIFF, Readiness...)
- “4Localization verified” web content

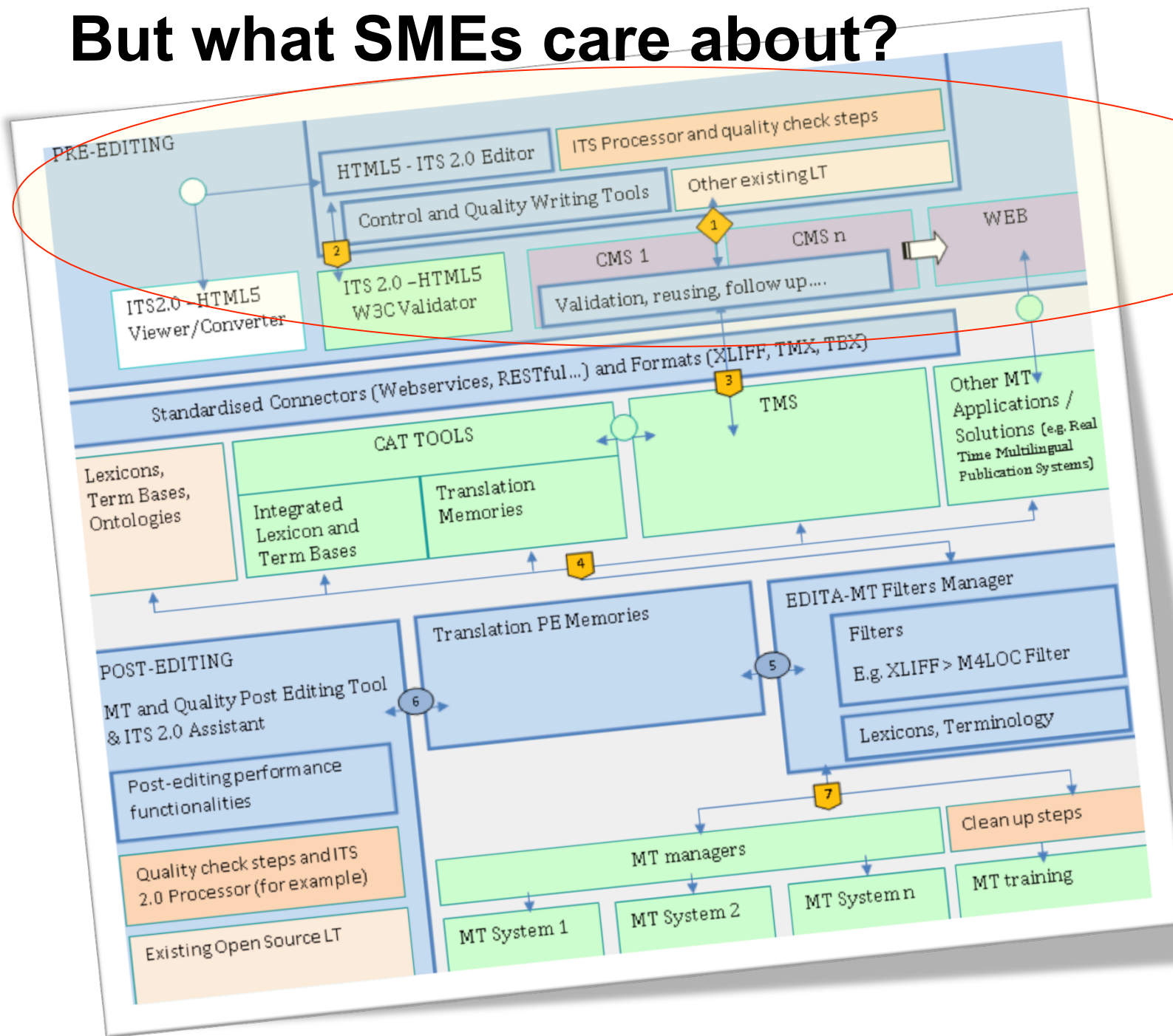


Value chain: Multilingual Web Server



- **Web formats** compatible
- **Compliant with ITS 2.0, XLIFF, TBX, TMX...**
- Multimedia, static and binary files processing.
- Multi-device and responsive web design.
- **Interoperable** Web Services.
- **Real-time multilingual publishing and web crawling.**
- **Expert** Translation and Localization Management **Systems.**
- Collaborative and cloud solutions **MT-human translation.**
- Maximizing **re-use** and **productivity** in pre and post-editing, lexical, terminological, and CAT Tools.
- Automated **Quality Assurance.**
- Operational and management **virtual offices and interfaces.**
- Multilingual and interlingual **Linked Open Data.**

But what SMEs care about?





Also helping people

- Awareness of multilingual products featuring Information Management Systems
- Training
 - for content creators and administrators
 - for website developers
 - for decision makers
 - for localization sector professionals
- Solutions and services for companies of different sizes
 - Progressive and adaptive versioning
 - Shared resources and infrastructures
- Complementary multilingual communication services:
 - Tele-interpreting
 - Speech technologies
 - Subtitling
 - Interpreting assisted tools...

SMEs need win-win business



- Simple and clear. **I understand what I buy and I buy what I need.**
- Commodity or added value. **What I pay is what I get.**
- Am I different? **What most of us pay is what most of us need.**
- What about quality? **Absolutely, perfect... or not.**
- Time reduction. **Do I understand the relation between time and quality?**
- Cost savings. **I want the effects, but not the consequences.**
- Easy control and follow up. **I have no time to lose.**

SMEs can be helped by

Multilingual Web Language Technologies solutions are often only affordable for large companies and organizations. But who can help SMEs?

- Themselves
- Web Localization Industry
- Web Creation Industry
- Web Developers (software providers or internal departments)
- Web Tools creators
- Universities and academies
- R&D groups
- Standardization groups
- Business schools
- Governments





Thank you!

