



High quality language solutions delivered on time,
... with a smile!

SmartMATE

Bringing state-of-the-art MT to the user:
personalized, on demand, and affordable

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Applied Language Solutions

Outline



- ① Why Self-Serve MT?
- ② SmartMATE User Interface and Features
- ③ API and TMS integration
- ④ Summary

Why Use Machine Translation?



- Increasing amounts of translation material
- Pressure on translation costs
- Automation is key in driving costs down
- Quality is imperfect but continually improving
- The most important element in the loop is the human!

How can MT help?



- MT is just a tool, just like TM
- MT can be combined with TM
- Increase translator's throughput
- Win-win: higher ROI for both LSPs and translators

Drivers for self-serve MT

Market demand for MT and post-editing ...



Do you use/plan to use MT/PEMT?	Linguists/LSPs	Companies
Yes, in different ways	24.4%	52%
No but I plan to	13.0%	24.0%
No and I have no plans	50.7%	10.0%
Other	6.5%	14.0%

Existing barriers to entry

Our strategy to overcome them...



Financial

IT knowledge

Resources

Time

Affordable
to all

Accessible
to all

Support

Current Alternatives



- General-purpose MT engines
 - ▶ No customization
 - ▶ No termbanks or glossaries
 - ▶ Data security

Google translate

bing Translator

- Do-It-Yourself Moses
 - ▶ Technical knowledge required
 - ▶ Expert MT knowledge required
 - ▶ Hardware requirements



Risk versus control

Placing bets on the perfect engine...



Beam size



TM application



Decoder engine



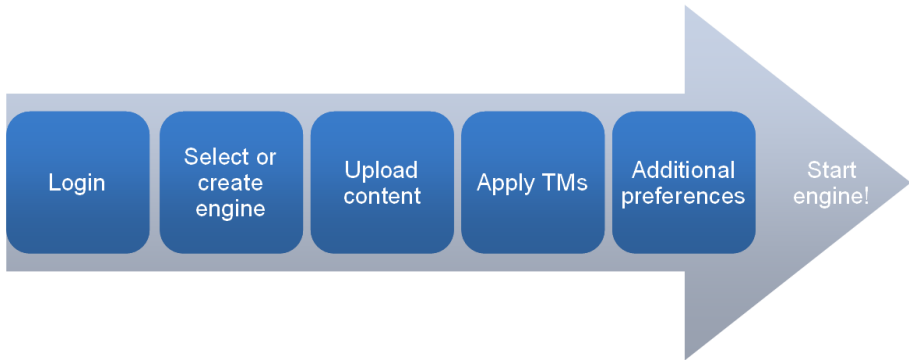
Language model

Introducing SmartMATE



A screenshot of a web browser displaying the SmartMATE website. The browser's address bar shows 'http://www.companywebb here' and the page title is 'Welcome to SmartMATE'. The website has a blue header with the SmartMATE logo and navigation links for 'home', 'register', and 'log-in'. The main content area features a large video player with a 'Welcome to SmartMATE' video. Below the video, there are three sections: 'Welcome to SmartMATE, a language translation engine', 'SmartMATE user interface', and 'SmartMATE editing environment'. The first section contains placeholder text and a 'register here' button. The second section shows a 'Billing & Profile' interface. The third section shows a 'Yet to pass Q.A.' status and a '001' identifier. The footer contains copyright information for 2011 Applied Language Solutions Ltd. and the website URL 'www.appliedlanguage.com'.

Self-serve MT



Uploading corpora



Welcome back Sergio Settings Log Out

SmartMATE TMs Glossaries MT Engines

Your Translation Memories
Here is a list of your current translation memories.

[Upload Translation Memory](#)

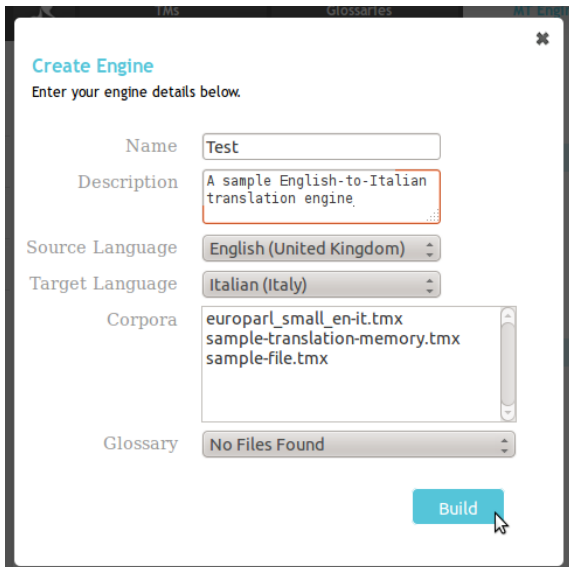
Name	Source	Target	File Size (Kb)	Upload Date
europarl_small_en-it.tmx	en	it	1197.62	2011-08-30T10:13:36+00:00
sample-translation-memory.tmx	en-US	fi-FI	1155.53	2011-09-20T15:58:54+00:00
sample-file.tmx	en-us	de-ch	215.29	2011-09-20T16:01:20+00:00

Page :
results per page 10

- Upload TM files
- Register TAUS details

Create Engine

- Choose corpora for building
- Choose glossaries to use
- Pre/Post processing rules available



Create Engine

Enter your engine details below.

Name: Test

Description: A sample English-to-Italian translation engine.

Source Language: English (United Kingdom)

Target Language: Italian (Italy)

Corpora: europarl_small_en-it.tmx, sample-translation-memory.tmx, sample-file.tmx

Glossary: No Files Found

Build

Create Translation Job



- File filters available
- Supports multiple input file formats (.rtf .doc .ppt .xls etc)

Configure your job ✕

Job title	<input type="text" value="Test Job"/>
Translation Memory	<input checked="" type="checkbox"/> Yes
Select TM	<input type="text" value="sample-translation-memor"/>
Machine Translation	<input checked="" type="checkbox"/> Yes
Select Engine	<input type="text"/>
Select glossary	<input type="text" value="An example tbx file for Eng"/>
Editing Environment	<input checked="" type="checkbox"/> Yes
Post Edit	<input checked="" type="checkbox"/> Yes
Post editor	<input type="text" value="Sergio"/>
Proofread	<input checked="" type="checkbox"/> Yes
Number of proofreaders	<input type="text" value="1"/>
Proofreader	<input type="text" value="Other"/>
enter email	<input type="text" value="other@email.com"/>
Client Review	<input type="checkbox"/> No

Next

Editing Environment



Segment Translation

Translation mode is Translation

Editing Document : test

Total complete : 5.04
My complete : 5.04

segments 1 to 50 of 119 (page 1 of 3) showing 50 segments per page

10 20 50 100

Toggle Activity Stream

Complete

Next Available Segmen

1 2 3

Non Conforming Conforming Comment Added

Client Review Proof Reading Translation Mod

Id	Original	Unlock	Translated	Actions
0001 ✔	Stately, plump Buck Mulligan came from the stairhead, bearing a bowl of lather on which a mirror and a razor lay crossed		Solemne, el gordo Buck Mulligan avanzó desde la salida de la escalera, llevando un cuenco de espuma de jabón, y encima, cruzados, un espejo y una navaja.	
0002 ✔	A yellow dressing gown, ungirdled, was sustained gently behind him by the mild morning air		La suave brisa de la mañana le sostenía levemente en alto, detrás de él, la bata amarilla, desceñida.	
0003 ✔	He held the bowl aloft and intoned:		Parr Parer Parry Pare Purer Ignore Word Ignore all	
0004 ✔	He halted, he peered down the dark winding stairs and called up coarsely:		el cuenco y entonó:	
0005 ✔	Solemnly he came forward and mounted the round guirest.		Cancel	
0006 ✔	He faced about and blessed gravely thrice the tower, the surrounding country and the awaking mountains.			

Editing Environment (2)



- Simultaneous translation and proofreading
- Terminology management via glossaries
- Quality Assurance (LISA QA) built-in support



Optimized Languages



- 20+ European languages
- Chinese, Japanese, Korean, Russian
- Constantly adding more languages

Pricing model



	Price Per Month		
Self-serve MT			
Instance Per 2GB of Memory	£400	€500	\$680
or:			
Per word pricing	£0.0002	€0.00025	\$0.00035
Editing platform			
Per user logged in	£4	€5	\$7

Machine Translation



- Underlying Moses system
- State-of-the-Art Phrase-Based SMT
- Dedicated team continuously improving our MT offer
- Amazon's cloud infrastructure allows scalability

Indicative Training Times



	<i>TM Size</i>	<i>Training</i>	<i>Tuning</i>	<i>Total Build Time</i>
Smallest	87K	3 min.	83 min.	86 min.
Largest	2.45M	29 min.	98 min.	127 min.

- Working on reducing these further by restricting no. of tuning iterations

No Need to Use Our UI



API

- Modularized architecture
- 10-15 APIs available (REST web service)

TMS integration

- Connectors with Translation Management Systems

Summary

Features/Benefits...



LSP

- Low cost of entry to MT
- Can sell post-editing
- Proofing time approaches editing time
- Domain-specific engines
- Fast, robust translation
- Data security

Translator

- Everything in one place
- No technical knowledge needed
- Hardware requirements done away with
- Use existing TMs to build personalised MT engines
- Fast, robust translation
- Data security

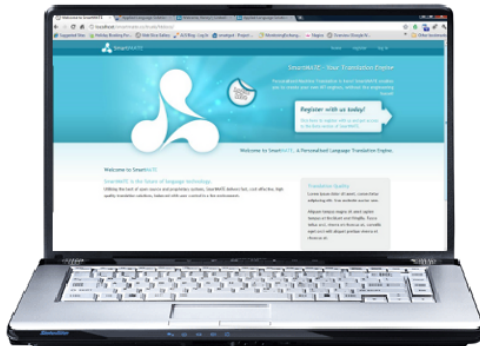
Conclusion

One-stop, self-serve translation. . .



- Personalised machine translation
- Enterprise translation memory
- Robust glossary management
- Scalable online editing

30-Day Free Trial



www.smartmate.co

Grazie!

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