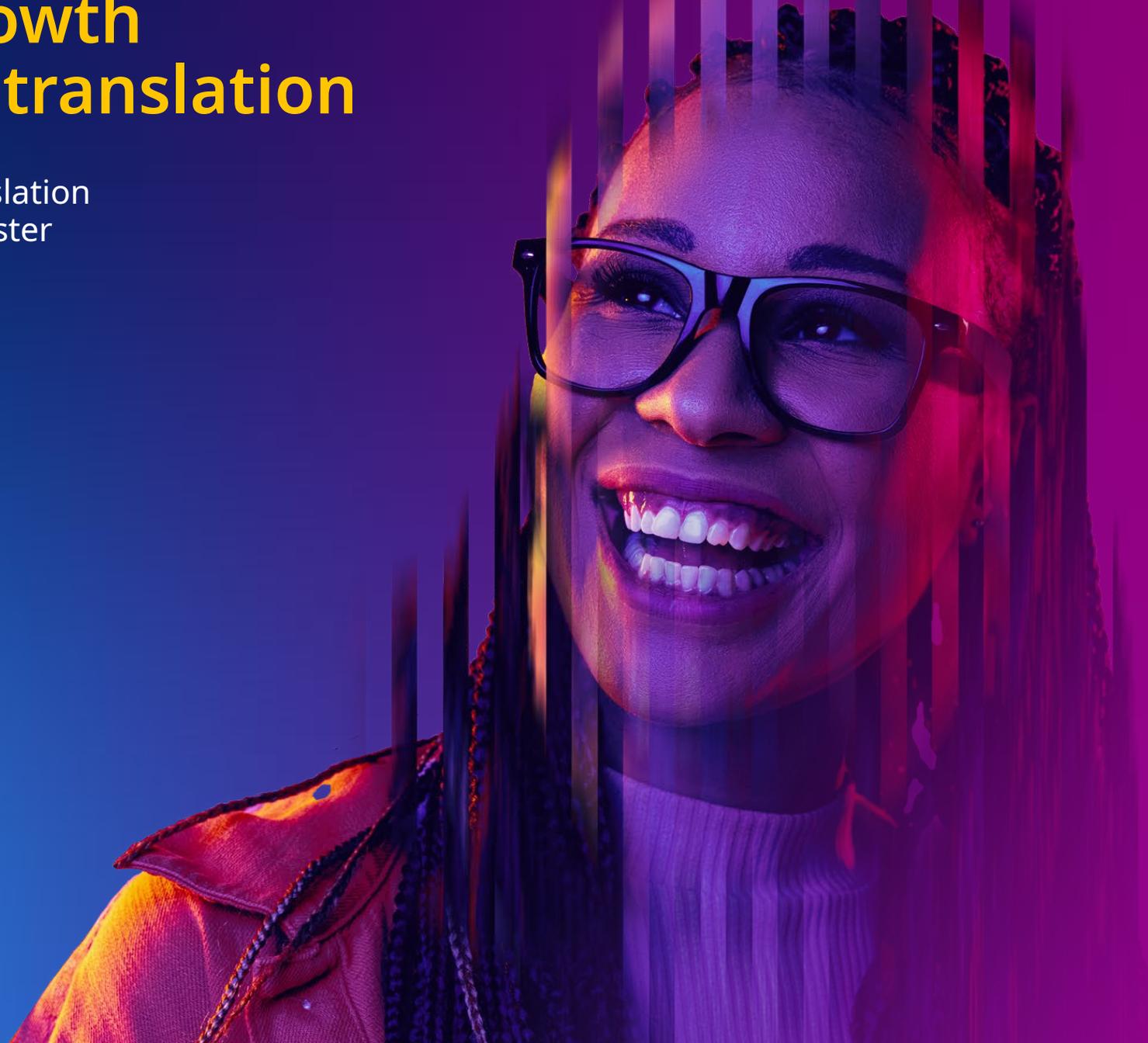


Unlocking growth with smarter translation

Why agile, AI-powered translation
services take you further, faster



How does your business go further, faster?

Businesses today face tremendous pressure to do more with less: to optimize resources, get to market faster and stretch shrinking budgets to cover rising costs. They're continually looking for ways to get the job done more efficiently.

Technology can offer a solution, especially when it comes to the translation of content for international markets. For decades, the language service providers (LSPs) offering translation or localization services to businesses have been adopting clever tools that make them more efficient – most recently, a variety of AI-powered solutions. It's not just about technology, though. To make the most of these advancements, tech-enabled LSPs also need to invest in the right people.

Businesses that choose the right kind of LSP to help them address new markets will realize tangible benefits. These include:



Higher quality translations, delivered more quickly



More time for tasks where human intelligence and creativity really matter



Ultimately, better supported growth



The value of translation

We know that people's willingness to trust, interact with and engage with brands is heavily influenced by the brands' willingness to communicate with customers in their own language.

So translation can't be an afterthought. Your translation process needs to support and enhance your content strategy if you want to make the most of opportunities for global growth or serve new audiences in existing markets.

In a digital world where content is king, those who transform their translation operations will take their business further, faster.

But what does this mean in practice?

93%

**of global respondents
say that it's important for
global brands to speak to
all customers in their own
language at all times***

How are tech-enabled translation services evolving?

Computer-assisted translation (CAT) software is long-established in the translation industry as a productivity tool for individual translators. Also well-established are **translation management systems (TMSs)**, designed to drive efficiencies for translation teams and businesses. More recently – but well before the sudden rise of large language models (LMMs) such as GPT – AI-powered tools entered the translation industry in the form of **machine translation (MT)**.

This means that any business using an LSP is likely leveraging a tech-enabled language service. But all too often this means using what are now perhaps best described as ‘legacy’ technologies, especially when viewed from the perspective of digital transformation.

Just as a spreadsheet doesn’t really perform anymore as a data analytics platform, some traditional CAT tools, TMSs and MT engines are showing their age. They’re still adequate for a variety of applications and some remain solid productivity enhancers. They’re just not designed for today’s – or tomorrow’s – realities.

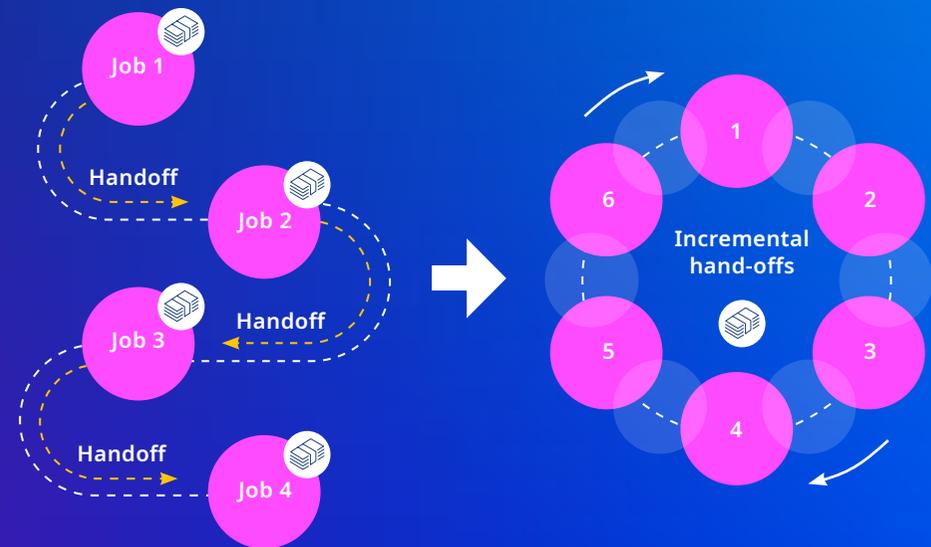
While traditional translation technologies are still adequate for some tasks, they’re not designed for today’s – or tomorrow’s – realities.

Today's translation realities

When you're translating a greater volume and variety of content for your global market growth, you need more efficient ways to manage the process. Under pressure to meet ambitious objectives, you need the same budget or number of people to translate more content across a wider range of formats and digital touchpoints, in a shorter period of time.

When product development is agile, translation also needs to be agile. With development teams focusing on iterative sprints, automated build processes and continual improvement, translation needs to be able to handle a continual flow of translation tasks and content updates.

Traditional linear process must become iterative and agile

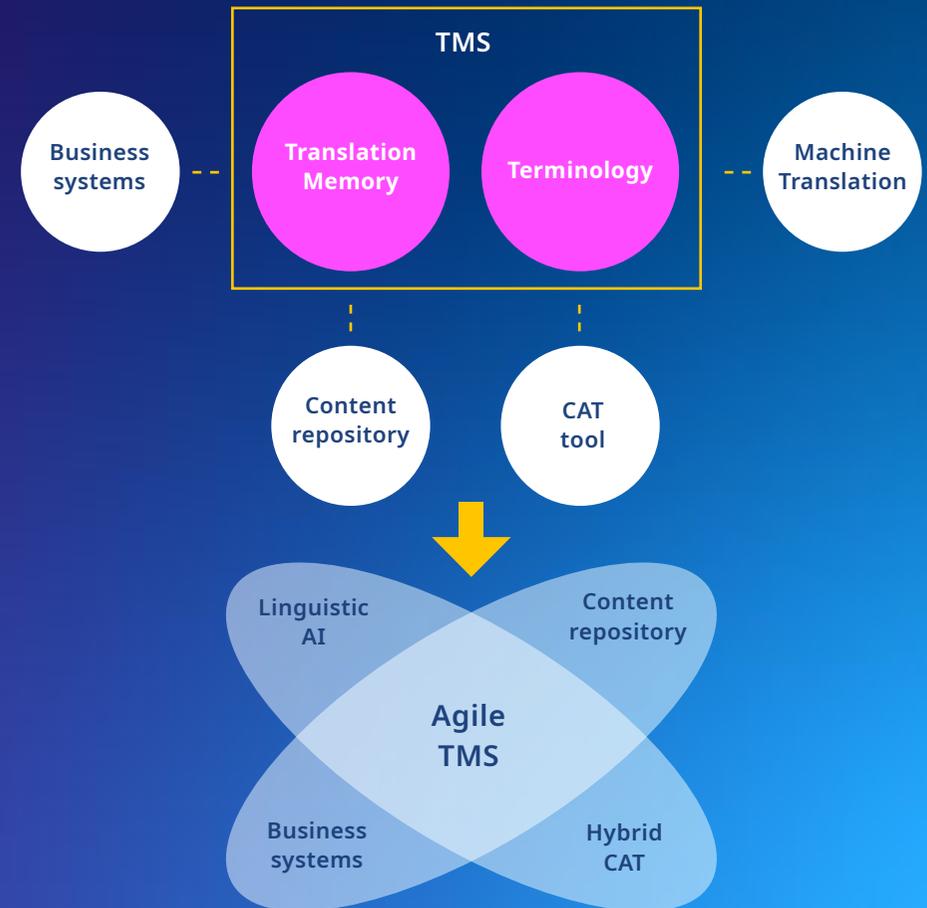


The next generation of translation technology is here

Traditional TMSs and translation portals go some way toward creating end-to-end translation workflows. But today's new translation technologies are so much more agile, intelligent, automated and intuitive that the experience – and the benefits – are transformative.

Because most of these new technologies are built on platforms designed for ongoing evolution and are being developed rapidly, now is the perfect time to find an LSP that is embracing them to deliver transformative results for their clients.

Fragmented technology is now integrated, agile and AI powered



Understanding today's translation technology solutions

Agile translation management

At its heart, a modern tech-enabled translation service has an agile translation management platform built specifically to support continuous localization. This means that, by design, it can easily manage large volumes of content and is able to adapt to the growth in 'bite-sized' content and fast-paced iterative translation requirements typical of digital-first businesses.

Content connectors and APIs

An agile TMS should also be designed to help you embed translation within your business workflows – a level of integration that delivers greater business agility and efficiency. At a minimum there should be standard APIs to support custom integrations. Ideally, you want a platform with a large range of out-of-the-box content connectors to simplify integration with the most common business systems.

Hybrid CAT

CAT tools have come a long way through the decades. But only very recently have they given translators the flexibility to switch seamlessly between online and offline working or use different devices for anytime-anywhere access to their work. For maximum agility and efficiency, you'd expect a deep level of integration between hybrid CAT, agile TMS and linguistic AI – all used by your LSP to maximize productivity.

Linguistic AI

MT is one of the world's most common uses of artificial intelligence (AI), but businesses that want their translated content to enhance, rather than damage, their reputation can't rely on the quality offered by free, publicly available MT tools.

Nor is MT the only form of **linguistic AI** that matters today. AI can be used for content analysis, quality evaluation and improving post-editing productivity, among other use cases – all of which can drive translation agility and efficiency. The agile TMS used by your LSP should feature a deep level of integration with enterprise-ready MT and other linguistic AI capabilities, and the LSP should actively be embedding AI into their services where it makes sense.

It's equally important that your LSP understand that, while AI can transform how people work for the better, human involvement remains critical on many levels.

Better together: human–AI collaboration

At their best, AI applications are very good at doing things that humans aren't so great at. Like finding patterns in enormous datasets. Or automating tasks that are prone to human error or forgetfulness.

But they also have limitations and vulnerabilities. MT solutions can struggle with metaphorical language or cultural nuance. Large language models (LLMs) can hallucinate. Both can fall prey to gender issues in language.

To realize the value of AI, we need to combine human and artificial intelligence – using the strengths and compensating for the weaknesses of both – to create a true collaboration that results in what we call **Genuine Intelligence™**.

What does this collaboration look like in practice in the context of translation? What people skills should you be looking for in a modern tech-enabled LSP?



Understanding where people make a difference in translation

Language specialists

Your LSP should recognize that the role of the translator has evolved. Today's best translators and MT post-editors – or language specialists, as they often prefer to be called – are smart technologists, creative linguists and cultural consultants. They embrace the latest tools so that, instead of just converting huge volumes of words from one language to another, they have the time to craft relevant messages that resonate deeply with the target audience.

They are also content optimizers who understand how content should be transformed for different media formats, channels and devices. And they are industry experts, able to get the details right because they understand the intricacies and jargon of the businesses they translate for.

Signs indicating that your LSP has the right people include an ability to work with a wider range of content formats – think multimedia and apps, not just traditional documentation – and a greater variety of services, from traditional translation to transcreation and international search engine optimization (SEO).

Process and language consultants

Either as a standalone role or as a recognized function of a larger role, your LSP should also have experts who can help your business take efficiency to the next level. They might, for example, advise you on best practices for writing content intended for MT, or help you map your different content types to the appropriate translation method for each. They could explain the value of a style guide or communicate on your behalf with the language specialists working on your account to ensure that any unusual requirements are understood. They could run quality control programmes or recommend process improvements. And much more.

Project and account managers

No matter how well your LSP uses the latest tools, it takes human oversight and intelligence to ensure that everything runs smoothly day-to-day and that, over time, you can mature your localization objectives and optimize your processes. For peace of mind and reassurance throughout the journey, you also want meaningful contact with your LSP whatever the time and wherever in the world your team might be.

Discover real business benefits

When you partner with an LSP that puts the latest technologies into the hands of the right people, you'll be able to:



Go further, faster

The greater integration, automation, flexibility and intelligence delivered by today's most advanced translation services means that everybody who is a part of the process is freed to add more value.

- They can do more with less.
- They can focus on the parts of their job where human intelligence and imagination really matter.
- They can be more agile, which also encourages a nimble mentality and continuous improvement – freeing your business to maximize growth opportunities.



Unlocking growth with smarter translation

Learn more about language services that take you further, faster
rws.com/smartertranslation

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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