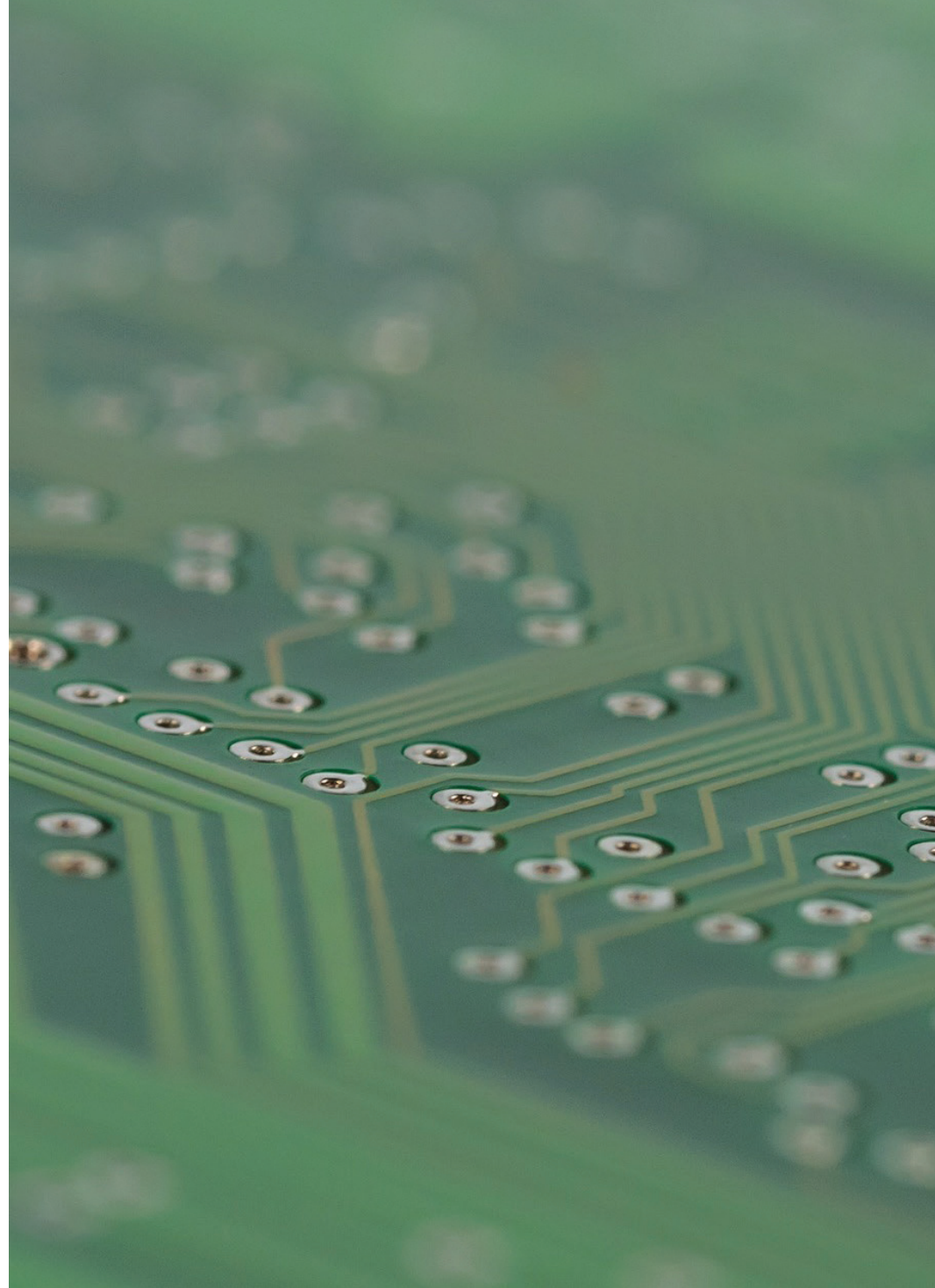


Case Study NO. 028

Technology company integrates a Neural Machine Translation solution within a translation workflow to reduce costs and drive efficiencies.

When a large Fortune 100 company was looking for a way to translate its highly regulated content as well as streamline internal communications, ULG mapped out a custom translation workflow that had surprising results.



Background

A leading Fortune 100 company in the Information Technology space came to ULG with a set of goals and requirements to support its internal and external global communication requirements.

There were two distinct types of content where the company needed specialized language support. The first was external market facing content that had high, unrelenting quality standards to meet the stringent global regulations of the company's industry in over 30 languages. The second was internal communications between employees, including emails, chats and other intranet materials that required immediate translation support.

The Challenge

Ensuring quality and meeting the requirements of a highly-regulated industry is not a small feat, and requires a language solutions partner that has a deep understanding of the market and is able to produce consistently accurate output.

Additionally, the client wanted to reduce its turnaround times and workforce communication lags for faster results without compromising the quality of both content types.

The Solution

The client partnered with ULG to determine what methods of translation would best fit each content need and ensure accuracy of the output. ULG created a customized technology and translation plan to achieve the following:

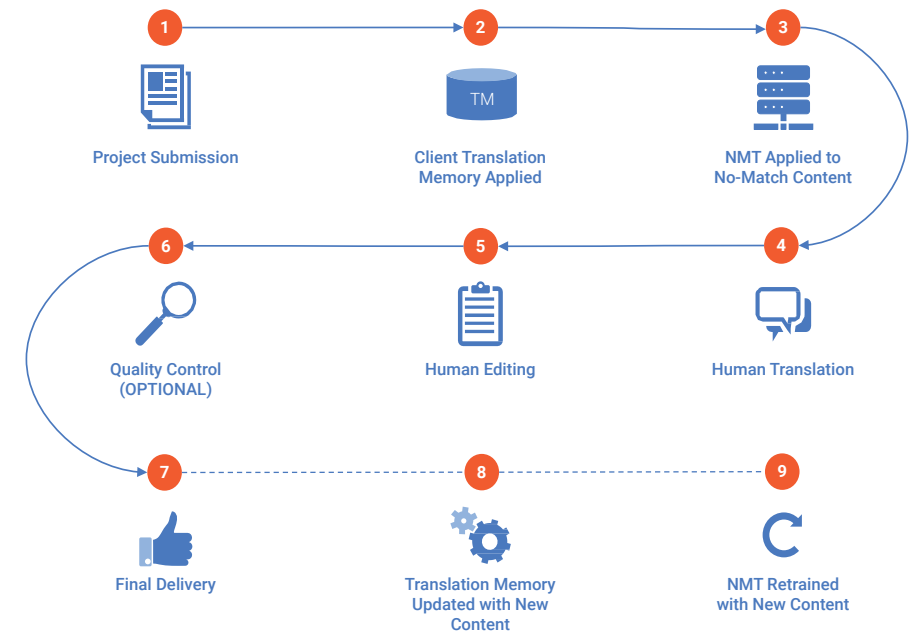
- Maintaining compliance with industry regulations
- Streamlining internal communication among its global workforce
- Reducing costs for non-critical content
- Decreasing time to market

ULG determined the utilization of Neural Machine Translation (NMT) would help the client achieve the increased speed it required.

To maintain the quality, ULG was able to build a client-specific mix of human and machine translation that would ensure consistency and accuracy across languages.

For the content that needed to meet the steep regulatory and quality requirements, ULG implemented a combined machine translation, human translation and human editing solution. This unique blend effectively reduced costs by using a seamless workflow integrated with a customized NMT solution that opened the door to greater efficiencies.

The workflow ULG built was similar to the below:



The Results

By utilizing a process and technology mix that combined the quality benefits of human translation with the expedience of NMT, the client experienced dramatic results. For its regulated content, the company saved 25 percent on translation.

In addition, its internal communications costs decreased by approximately 44 percent with turnaround time reduced by 45 percent.