

CASESTUDY: DELL

The Biggest MT Program Ever: 27 MT Engines in Nine Months



Welocalize has rolled out a global machine translation (MT) program for technology leader, Dell, as part of their overall localization strategy for Dell.com. Welocalize has provided Dell with localization services for over nine years.

CLIENTPROFILE

For more than 28 years, Dell has empowered countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust Dell to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.

FACTS

175 LANGUAGES
1000+ EMPLOYEES
21 GLOBAL OFFICES
4TH LARGEST US LSP*
7TH LARGEST LSP WORLDWIDE*
*SOURCE: COMMON SENSE ADVISORY, 2016

OFFICES

USA
UK
IRELAND
ITALY
GERMANY
CHINA
JAPAN
ROMANIA
SPAIN
HUNGARY

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CLIENTCHALLENGE

Dell.com has customers in more than 70 countries, so the multilingual market approach is key. Knowing that 75% of buyers prefer to buy in their local language, according to independent research firm, Common Sense Advisory, Dell wanted to evolve their localization strategy and introduce machine translation (MT) to increase speed-to-market and productivity. The objective was clear - reduce translation costs while maintaining quality and increasing velocity.

As well as web copy, Dell.com houses a variety of content types. This can be a challenge for MT as content can vary within the same translation project – product data sheets, UI strings, social media etc. Maintaining consistent levels of quality of MT output can also be a challenge.

THERESULTS

The overall translation process had to be set up to be able to differentiate the varying content types and streams in the process. Selecting and training the MT engine was crucial. Welocalize looked at available MT approaches and decided that an SMT engine will be the best fit for Dell needs. SMT systems are easy to adapt thus allowing Welocalize to keep up with the Dell content evolution and fine-tune the engine output to the specific content requirements. The Welocalize approach is focused on enterprise-specific optimization – perfect for Dell requirements.

By constantly training the Dell MT engine, the gap was reduced between the linguistic intelligence of the engine and how it views the complexity of the content. This results in significant cost-savings for Dell and faster turnaround times.

"The MT program that we put in with welocalize is innovative and industry leading. We're producing more translated materials without increasing costs and this will continue as the program matures.

Customers who interact with Dell in their native language will be much more engaged and satisfied with their experience from Dell.com. Welocalize is playing a key role in the success of our global business. The welocalize team is committed to helping Dell continue to reach multilingual audiences."

Wayne Bourland, Global Localization Team, Dell

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THE HIGHLIGHTS

Welocalize also introduced a solid supply chain that enabled all of Dell's EMT output to be post-edited by a team of translators. Post-editing MT output is quicker (and cheaper) than human translation. All Welocalize's language teams have been trained on post-editing practices. Welocalize helps Dell translate achieve their market expansion goals and grow customers in more than 170 countries.

THE FEATURES

- ✓ Proprietary language optimization technology
- ✓ Source language transformation
- ✓ Core statistical MT engine
- ✓ Target language optimization
- ✓ Target language transformation
- ✓ All translation memories still utilized and in place
- ✓ Full service hosted delivery model
- ✓ Established feedback loop

THE BENEFITS

- ✓ True Collaborative Effort: Dell & Welocalize
- ✓ Leveraged State-of-the-Art SMT Technology
- ✓ A Sophisticated Supply Chain Feedback Loop
- ✓ As the Engines Improve, Costs Decrease
- ✓ Post-Editing MT (PEMT): Faster & Less Expensive than Human Translation
- ✓ Translators Demonstrated Productivity Gains with PEMT

"We manage the engines' customization for the 29 languages, stay in close contact with translators and gather their feedback and continuously work on the engines' improvement. The Welocalize approach is focused on enterprise-specific optimization."

Olga Beregovaya, VP Technology Solutions, Welocalize

ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. WELOCALIZE.COM

