

CASESTUDY: INTUIT

Ready for Globalization: Intuit's MT Journey



ZERO TO MT READINESS IN THREE MONTHS ACROSS 11 LANGUAGES

Welocalize client, Intuit, is a US-based global software company with annual revenues exceeding \$4 billion. Flagship products include QuickBooks™, TurboTax®, Quicken Loans® Mortgages and Mint.com, Intuit's Money Manager. The company goal is to become THE global small business operating system; therefore, translation and localization are critical to Intuit's international growth strategy.

CLIENTPROFILE

Intuit Inc. creates business and financial management solutions that simplify business for small businesses, consumers and accounting professionals. The company has 8,000 employees with major offices in the United States, Canada, UK and India, as well as other locations.

FACTS

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

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CLIENTCHALLENGE

Intuit's challenge was faster time-to-market while lowering translation costs by 30%. In 2012, the initial goal was to go from supporting one non-English language (Canadian French) to 11 additional languages and launch in less than four months. Intuit had a relatively small localization team and limited language assets – no glossaries or other bilingual language assets. On the plus side, Intuit's source content was authored using Simplified Technical English (STE). This authoring method results in higher levels of consistency, as well as increased clarity in terminology and sentence structure — a perfect fit for MT engines.

WELOCALIZESOLUTION

Intuit turned to global translation leader, Welocalize, to develop their globalization and localization strategy. Creating and deploying an MT program was a natural consideration to position Intuit for rapid global readiness. The MT program addressed scale, cost and time to market and MT post-editing ensured that quality was not compromised, even with the challenges of localizing product graphical user interfaces (GUIs).

Selecting the right engine was key. Welocalize is MT engine agnostic. For each client and each content type, Welocalize uses a proprietary engine selection methodology which consists of gauging the engine quality using a combination of automated scores, human evaluations, and measuring workforce productivity in post-editing the MT output. For Intuit, Welocalize integrated and customized the Microsoft Translator engines through the use of its customization tool, the Translator Hub, using a set of Welocalize proprietary modules for data preparation. This achieved immediate MT savings and productivity gains for Intuit. The engines were customized using in-domain data obtained from the TAUS Data repository. Intuit added the MT connector and adapted workflows in their TMS, SDL Idiom WorldServer, for a seamless integration between existing TM assets and customized MT output. A rigorous MT output post-editing program was put in place to ensure that quality remained high, while keeping costs to a minimum.

Welocalize deployed continuous general MT and SMT-specific (Statistical Machine Translation) post-editing training and customized toolkits for everyone working within Intuit's localization workflow; from the operations team and individual translators through to quality managers. This ensured continuous feedback and transparency across all Welocalize and Intuit teams. The content for the initial launch was UI and technical documentation. Now, the Intuit and Welocalize MT journey continues with the viability of web and marketing content under evaluation for MT deployment.

THERESULTS

- ✓ In the three months, the MT Program deployed in 11 languages
- ✓ Microsoft Translator MT engines retrained as additional translated content became available
- ✓ UI and technical content delivered on-time for initial launch
- ✓ Use of STE enabled more consistency, less ambiguity and better quality MT output

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THEFEATURES

- ✓ Full MT program deployed
- ✓ MT post-editing-based process
- ✓ Evaluation of MT output quality via human assessment and automated scoring
- ✓ Ongoing post-editor productivity testing
- ✓ Data-driven pricing discounts
- ✓ Full service hosted delivery model
- ✓ Established engine quality feedback loop
- ✓ Ongoing MT engine training to improve performance
- ✓ Customized training for project teams
- ✓ Close relationship with the Microsoft Translator program team

THEBENEFITS

- ✓ Faster time-to-market
- ✓ Translation costs reduced by 30%
- ✓ Scalability
- ✓ Consistent terminology through the use of MT
- ✓ Predictability of errors
- ✓ Language assets established and classified

"We needed to prepare Intuit for globalization readiness. We started with Welocalize back in 2012. It was a great challenge to go from zero to full MT-readiness in three months. We did it! We have reached so many milestones in the deployment of the MT program and we are looking forward to deeper integrations of MT in the company, both for additional languages and content types. Welocalize is an excellent global localization partner."

Render Chiu, Group Manager for Global Content & Localization at Intuit

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

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