CASESTUDY: TREND MICRO
MT Suitability Pilot to Shorten Translation Times + Reduce Costs

CLIENTPROFILE

Trend Micro is a global leader in IT security, developing innovative security solutions, with global headquarters in Tokyo and regional headquarters in Asia, Europe and the Americas. Trend Micro security software is sold all over the world. The company develops client-server, network and cloud-based protection to stop security threats, protecting customers in physical, virtual and cloud environments.

CLIENTCHALLENGE

In 2014, Trend Micro operations in Asia set out to shorten translation times to enable more translation volume and to reduce costs. The company has many agile projects, requiring a localization program that matches development speed, quality and provides technical content in more locales. To investigate content suitability for machine translation (MT), Welocalize proposed an MT pilot that ran throughout 2015.

> *"Because of the success of Welocalize's MT Suitability Pilot, we have verified that MT is workable in our organization. The overall process is smooth and we saw that MT can save around minimum 15% of translation time even for the most challenging translations, especially with high volumes. With high volumes, we also recognized translation cost savings and quality evaluation (QE) was good, especially when we introduced post-editing into the process for projects with higher word counts. Welocalize is very professional and customer orientated and we are moving forward with Welocalize to expand the MT program, increasing content types and number of languages."*
>
> *Di Wang, Manager, Trend Micro Research & Development Team*

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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WELOCALIZESOLUTION

Welocalize and Trend Micro conducted a MT Suitability Pilot for technical documentation and UI content for certain Trend Micro SaaS products. For the MT pilot, the team identified three languages to test - French, German and Simplified Chinese.

weMT APPROACH

✓ The Welocalize Technology Solutions team proposed an MT evaluation for the three test languages; automatic scoring, human evaluation and post-editing productivity tests, using two selected MT engines

✓ An MT pilot KPI Scorecard was developed to compare the two MT systems, per language, providing analytics on engine performance, language quality and content suitability

✓ Welocalize created two MT systems per language pair, trained using a common Trend Micro corpora. One MT system was an in-house Moses-based system, the other was built using a customized version of Microsoft Translator Hub

✓ Both MT systems were set up specifically to handle the complex Trend Micro content

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MT EVALUATION PROCESS

Automatic Scoring systems gave an indication of the quality of the MT output, evaluating output that correlates with human judgement. Automatic Scoring systems used for this MT pilot were BLEU, F-Measure, TER, METEOR and GTM.

Human Evaluation gave insight into the quality, adequacy and fluency of the content, from a linguistic perspective, for each MT engine and each language pair. For the MT pilot, error annotation helped to identify most frequent issues found in the raw MT and to improve MT output in future rounds of MT engine training.

Productivity tests were performed with two experienced Trend Micro translators per language, following the usual QA process. This was to evaluate the productivity gains when moving from human translation to MT post-editing. The translators produced real-time post-editing productivity metrics for translations, provided by both MT systems.

All three language pairs showed good results, validating the proposed MT solution as a good fit for Trend Micro's content.

> *"By working with Trend Micro on the MT feasibility study, we were able to demonstrate the validity of Welocalize's data-driven approach to designing MT programs. With the best engines selected based on data, and with trained professional post-editors, an MT program can help our global clients better address their localization and translation production needs and ultimately, scale to achieve future growth."*
>
> *Olga Beregovaya, Vice President, Language Technology Solutions at Welocalize*

THERESULTS

✓ MT pilot demonstrated significant time and cost savings. Trend Micro reduced translation turnaround time (TAT), and subsequently time to market by 15%

✓ Productivity gains from post-editing alone led to an overall TAT improvement of 15%

✓ Quality of the MT post-edited projects matched quality of human translation

✓ Positive results led to further MT deployment at Trend Micro

KEYHIGHLIGHTS

✓ Three languages piloted: French, German, Simplified Chinese
✓ MT evaluation approach: Automatic Scoring, Human Evaluation & Productivity Testing
✓ Two MT engines, MS Hub and WeMT Moses, customized for content type
✓ Experienced post-editors
✓ MT engine performance stats based on locale
✓ Compliance with Trend Micro Style Guides
✓ Terminology Management
✓ Scalable, flexible weMT program
✓ Global teamwork & world class customer support

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