

the biggest MT program ever?

DELL™ & welocalize

27 MT engines rolled out in 9 months



Dell's website serves over 180 countries.



75% of buyers prefer to buy in their local language.



Welocalize has provided Dell with localization services for over 9 years.



Dell.com houses a variety of content types: web copy, collateral, UI strings and social media

"We want to evolve our localization strategy, introduce MT. My objective being to reduce our translation costs while maintaining quality and increasing velocity"

– Wayne Bourland

Director, Global Localization Team, Dell



"Welocalize provides total Enterprise MT Program. We brought on board the best technology partner: Safaba MT Engine. "The Safaba MT engine scored higher with superior quality. As a company, Safaba was flexible enough to adapt and drive product roadmap in the right direction. The Welocalize-Safaba approach is focused on enterprise-specific optimization. Perfect for Dell's needs."

-olga beregovaya,
Welocalize VP, Linguistic Tools

- ★ 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

We introduced supply chain for post-editing Enterprise MT & continuous training of MT engine:

MT engine training

output evaluation

post editing

As the EMT engine improves over time, costs decrease. The initial start-up costs are recouped and output requires less post-editing.



We're producing more translated materials without increasing costs... 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."

- Wayne Bourland