

# The Ultimate Guide to Maximizing Your Translation Value

Insights by a collection of Smartlings.



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# Translation Represents Empathy

## **Communication has always been important.**

We can evaluate every period in history and reinforce this truth. From the pictorial hieroglyphics of ancient Egypt to the modern-day Emoji of WhatsApp; and from the words in the Bible to those that are the backbone of today's products and services, communication is how we relate to one another and the world.

Today's world is one in crisis. The COVID-19 pandemic spread quickly across the globe. It has led to the tragic loss of life and illness, and significantly impacted businesses and consumers across many industries.

Businesses worldwide have to pivot because demand has changed. Companies are looking for ways to optimize every person on the team, and every dollar spent on goods and services.

Our world has been deeply connected for decades and COVID-19 has proven how vital technology, communication and translation is to this connection. Without the ability to connect with one another—our family, friends

and customers—we would compromise the ability of so many businesses that we depend on to thrive.

Translation is a critical component of global business continuity. It is the fuel to customer enablement, sales growth, retention of existing customers, and your brand. Translation represents empathy at every touchpoint on the consumer journey—it says to any person who consumes your product that they matter to you.

With this preface in mind, it is also important to find the right balance when it comes to managing language translation. Take inventory: what's working well and where you can further optimize your process? The recommendations in this brief are actionable strategies and tactics that you can use to do more with less.

If there's anything we can do to help you think through how best to communicate with your end users, your colleagues, or your team internally, please reach out to your account team. We're here to help!



# Meet the Experts





## Dan Cobe

Director of Customer Services



## Adrian Cohn

Director, Brand Strategy and Communications



## Valerie Dehant

Director of Language Services

## Kate Fitzgerald

Director of Account Management



## Aisling Nolan

Director of Customer Success

## Conall O'Raghallaigh

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# Four Categories of Savings

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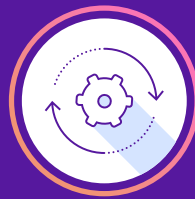
# Your goals, our priority.

Translation is a multifaceted discipline and there are many attributes that can be adjusted to preserve time and reduce costs; or simply to improve the speed at which you can translate content. With numerous factors in play, from project management to workflow optimization, there's a comfortable amount of wiggle room to tailor your processes to reinforce your company's ability to communicate at every touchpoint efficiently.



## 1. Translation Resources

With multiple translation resources to choose from, your team can intuitively leverage different types of translation for each type of content to optimize for speed, quality and cost.



## 2. Automation

The human touch in translation is absolutely necessary at specific points in the process. For everything else, there's automation. The small tweaks covered here will have a sweeping impact on your process.



## 3. Linguistic Assets & Source Content

Put your team in the best possible position to communicate clearly by enhancing linguistic assets. What better time than now to update your glossary, style guides and tweak translation leverage settings?



## 4. Program Analysis

Real-time analytics give your team a shared framework for measuring, communicating and improving translation performance to establish a centralized process with clear ownership, and leverage powerful data to drive decisions.



# 1 Translation Resources

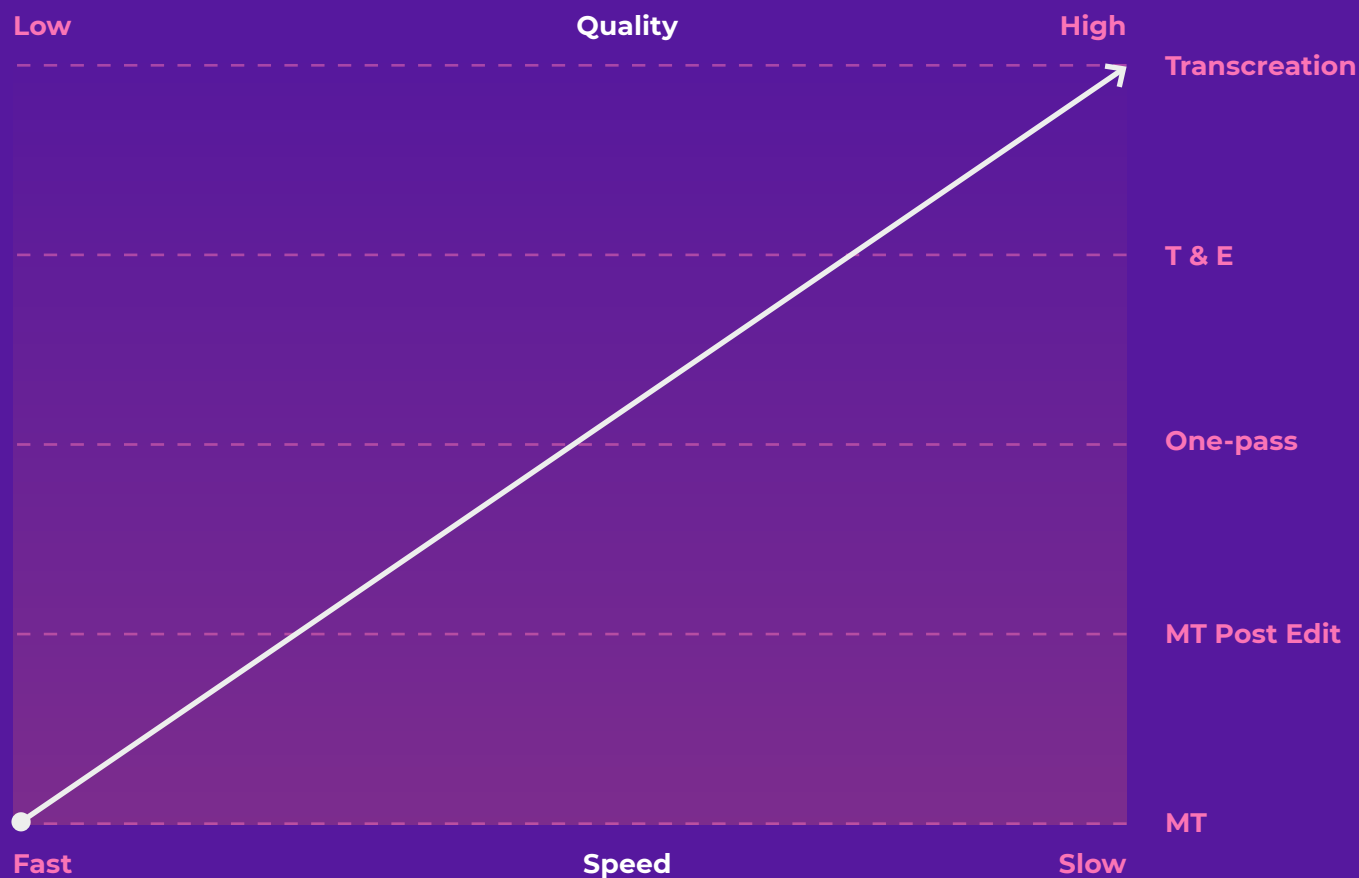
There is a direct relationship between the overall cost, speed and quality of a translation, and the plethora of translation resource options available. How do you make decisions around what type to use, from machine translation to transcreation? Every business and project will value content differently, and there are ways to strike the right balance without having to complicate your day.

# A translation service for every need.

Many translation projects have different requirements. This means you can strategically assign content to resources based on your goals and budget.

Smartling enables you to configure any workflow to match your business needs.

## Translation Types by Speed and Quality





**Aisling**

“ Strategically evaluate what you will translate and why; and then ask yourself, ‘what is the value of this content?’ Plan ahead and continuously ask yourself, ‘does this really need 2-3 workflow steps?’

Analyze your website traffic reports to see which pages receive the most sessions and visitors across multiple locales to easily prioritize your budget for those regions that are most engaged. A simple rule of thumb: the more viewers a page gets, the more rigorous you should be with quality assurance. ”

# Assessing the workflow

There are two ways to minimize translation costs that may seem unconventional. Yes, implementing one of these measures can negatively impact quality, but is it worth it?

The standard Translation and Editing workflow in Smartling ensures high quality content. Many customers also use internal review to ensure the quality of the translator's work. This not only prolongs the translation workflow, but also adds a cost to the business that is hard to track down (that is, the cost of paying someone inside the company to review the translation). After completing a study for a Smartling customer,

**After completing a study for a Smartling customer, we discovered the internal review process doubled the project completion time, yet only 4% of the translations were being changed.**



we discovered the internal review process doubled the project completion time, yet only 4% of the translations were being changed—at an internal cost of \$35 per change!

Important content will require extra care and attention from professional translators—and probably the critical eye of your internal reviewers—while lower priority and lower value projects can be processed by fewer people to strategically decrease costs.

Alternatively, localization teams can eliminate the Editing step. A single step translation workflow can be successful for content as an alternative to a two step translation process (and even machine translation with post-human review, which doesn't drive the cost savings you might expect). To enable your translators to do their best work, make sure your linguistic assets are in tip-top shape; and that you're updating them on a regular basis.



**Valerie**

“ Be less risk averse: remove the internal review step!  
The higher the quality of your translation memory,  
the more bold you can be with bypassing steps. ”

# Leverage Machine Translation—appropriately

Machine translation has made huge strides in quality over the last few years and can be a useful resource when used properly. Some machine translation pairs work better with certain locales. Here's an overview based on our research:

human translation. For example, you can use machine translation to instantaneously provide customers with in-language content on your website, and then as the human translations are completed, you can automatically update the deployed strings to the site.

Source Locale	Target Locale	MT recommendation
English	German	DeepL
English	Spanish	DeepL
English	French	DeepL
English	Portuguese	Amazon Translate
English	Italian	Amazon Translate
English	Czech	Amazon Translate
English	Turkish	Amazon Translate
English	Korean	Watson Language Translator
English	Arabic	Watson Language Translator
English	All other locales	Google NMT

The most agile companies use machine translation to expedite the process of deploying content, and then strategically update that content after (sometimes within hours) with

We can help you think through where machine translation makes sense, but we'll need your help, too. Have you done an evaluation of the performance of your translations and the



business value of your content? Do you know your budget constraints and priorities?

It's worth noting: high-value content that may have significant financial implications, or words that you can't take back, like those in emails, should always be translated with the requisite expertise and care of a professional translator. Many customers use machine translation for user-generated reviews and internal communications—it's fast and

inexpensive, but also can positively impact the end user experience.

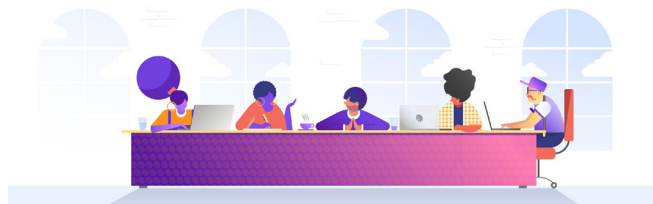
Machine Translation can also be strategically layered into a workflow and only deployed when certain criteria has been met. One common approach is to automatically leverage machine translation for content with a high Fuzzy Match percentage, a fully customizable setting in Smartling.



**Kate**

“Savvy deployment of Machine Translation is a competitive advantage. However, knowing when to use it, how to optimize it, and what content is appropriate is challenging. Smartling can help teams intelligently segment content and strategically leverage Machine Translation.”

# Consolidate the number of third-party agencies



Many companies outsource their language services to multiple vendors. The rationale has been to identify specialists by language, or to compete on price.

For day-to-day operations, and especially considering today's global economy, it makes more sense to work with one agency to streamline communications, and save your finance team invoice vetting, approvals and payments.

Smartling's own language services enable you to communicate directly with the translator in the platform, by email, and even by Slack.

Thanks to a rigorous vetting process and dedicated team of project managers, you can develop the most cost effective translation strategy with a single monthly invoice.



**Adrian**

“Communication is the fuel to realizing high quality results, not just for translation but for any discipline or objective. Why not work with an agency that connects you directly with native speakers who you will come to know and trust as an extended member of your team? You will have peace of mind knowing who is working on your content, and the efficiency and guidance offered by a single vendor will help you understand where to optimize your costs.”



# 2 Automation

Smartling surfaces relevant data, and makes automated decisions about how best to convert content from one language into any based on a set of pre-programmed parameters. You set the boundaries, and Smartling handles the rest.

# Keep content moving forward

We made it easy to connect your tech stack with Smartling so you can translate the words that power all of your digital experiences without leaving the tools you already know.

No more copy and paste. No more emails. If there are any content types that you're manually uploading to Smartling, use this time to plug-in an integration or configure our API to eliminate any manual work related to content submission and retrieval.

As soon as source content is uploaded, Smartling automatically assigns new content into a job, and submits that job to a translator.

Not only does this simplify the process and keep content moving, but it also helps ensure that projects aren't sitting in the dashboard without any activity.

You can even configure automated quality checks in Smartling to programatically ensure that content is adhering to basic (and some complex) standards before it reaches the next step in the workflow. Quality checks can simply serve as a reminder to translators, or can even be set to prevent translators from completing their work without fixing errors. All of this can simplify the editing or internal review process by catching errors earlier in the process.

## Easy Integrations. Effortless Translations.



Figma



git

HubSpot



Marketo



SAP Hybris



SITECORE



Sketch



WORDPRESS



zendesk





**Dan**

“Automate the manual process of file upload, download, and issue resolution to optimize your processes and cut back on resources drained by these simple, repetitive tasks. It’s also important to upload source content with the native file format. Pasting website copy into a word document is inefficient, and will impact your ability to leverage translation memory in the future because the string segmentation will almost certainly change.”

# Intelligent workflows that advance content for you

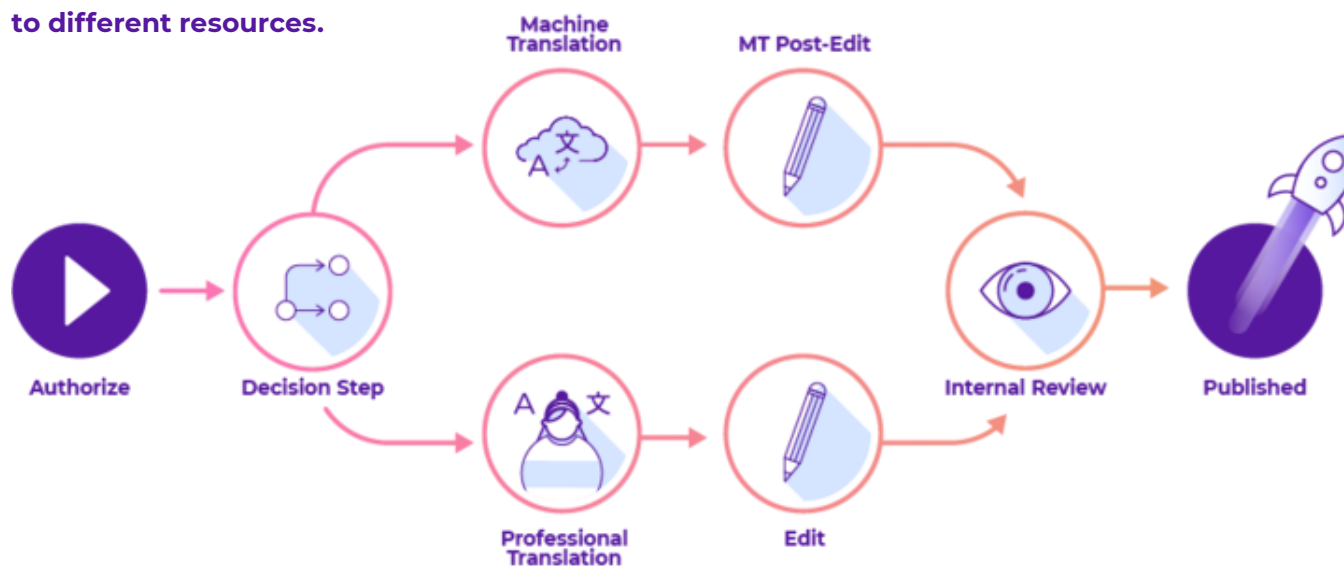
Having the flexibility to customize a translation workflow is essential. That's why you can create as many different workflows in Smartling as you wish—because there is no single workflow that suits all content. Until now.

Smartling created Dynamic Workflows to help customers programmatically advance content through a single workflow with multiple configuration layers so that content is translated by the right resource, skips those that are

unnecessary, or advances content to the next step after a certain amount of time has passed.

It takes less than two minutes to set up Dynamic Workflows, so the return on this setup is almost certainly going to be realized that same day. This way, you can authorize a set of content for a single workflow, and automatically route content to different paths within that workflow based on the preset conditions so you can focus on more pressing matters.

**An illustration of how Dynamic Workflows can automatically route content to different resources.**





**Valerie**

“ Dynamic workflows are a great way to simplify your translation process and automatically move content to the right resource. For example, you can set up a Dynamic Workflow to skip the editing step for any content that scores above a certain Fuzzy Match threshold. Content that falls below the Fuzzy Match threshold, conversely, is routed to an editor. ”

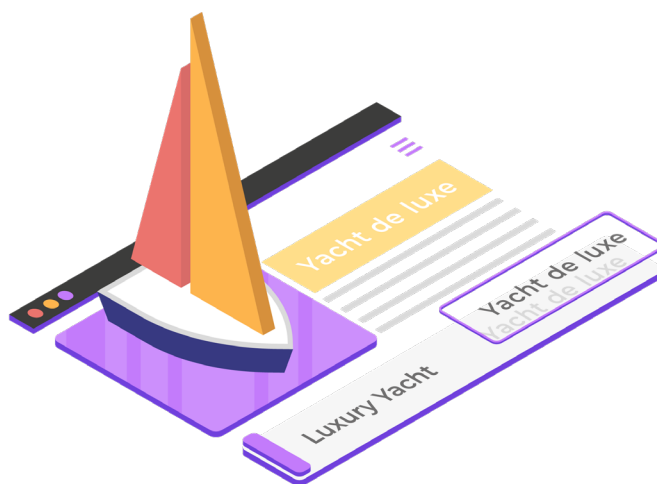
# Some simple housekeeping can go a long way

Smartling lets you get pretty crafty with your setup so you can unlock some potential cost savings that might not have been so obvious right away. The platform already eliminates duplicate content with SmartMatch so you only have to pay to translate strings once. But with some simple house-keeping, like consistent file naming conventions, we can eliminate duplicate content altogether and completely remove the reliance on SmartMatch.

Sometimes duplicative content actually has multiple applications, so Smartling enables you to easily manage these strings on a granular level.

With namespaces, brands can control the behavior of identical strings across different files. By setting a single namespace across multiple files, Smartling will create one single shared string between all of those files, instead of duplicating your content.

And when working within the same file, variants can be used to control the behavior of identical strings. This is really helpful for websites that have identical strings across their content, for example if your website has a “home” button, but also a “home” shopping category. Smartling lets you apply different variants to unique strings, and unique translations for each occurrence.



**With namespaces brands can control the behavior of identical strings across different files, and variants can be used to control the behavior of identical strings within the same file.**



**Dan**

“ As soon as a project is uploaded into the platform, Smartling separates and parses strings for translation. That platform automatically applies SmartMatch to existing translations in the source content, so you’re only ingesting net-new content. If you’re updating content, let’s say an application that’s already been translated, use the same file name.

When you do, Smartling will immediately recognize the previously translated strings and therefore have no reason to be added to the translation job. When the file name changes, a second version is made, and all of the strings will be added to the job, even if they are exactly the same as a previous file. This adds an undue burden, especially if the content has to be internally reviewed again! ”

# 3 Linguistic Assets & Content Creation

Translators are highly talented professionals. With careful guidance, they can feel like an extension to your team. This is where linguistic assets can drastically improve the performance of any translator working on your content. Style guides provide rules about content formatting preferences, writing tone and style. Glossaries contain key terms and instructions on how to handle strings. And finally, translation memory automatically applies existing translations to strings as configured in your linguistic packages.



# Future-proof your linguistic assets

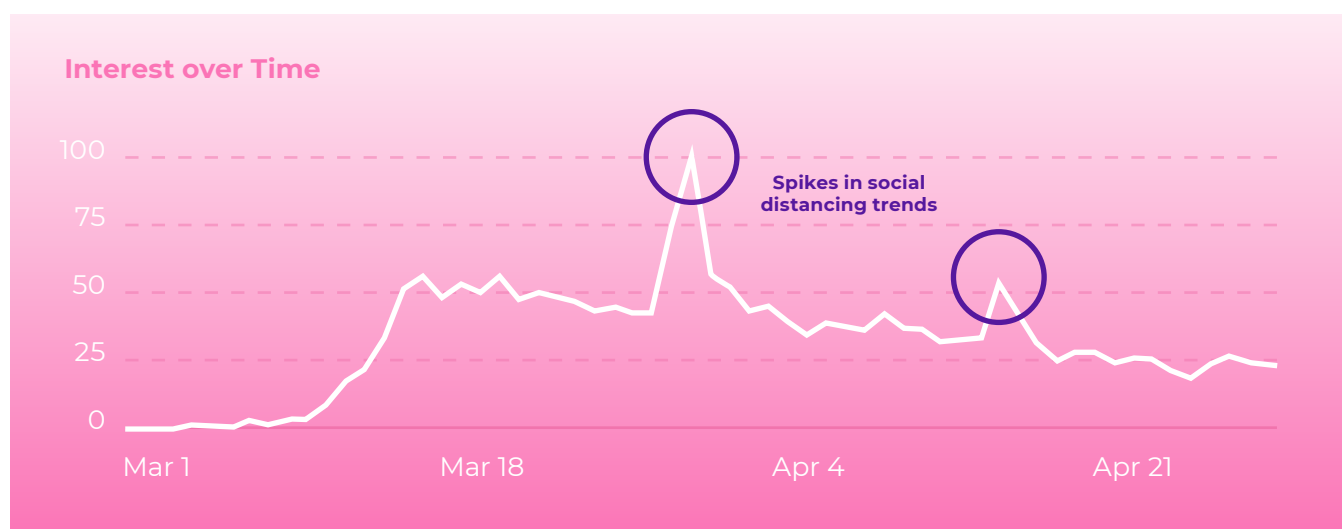
Many, if not all, brands have been experiencing a major shift in their content strategies through the beginning of 2020. There's a lot of new content from companies being rolled out to update consumers. All of this content has to be translated.

This is entirely new content—new words, terminology and phrases. Have you ever heard the term “social distancing” before? It's quickly become a house-hold phrase, and chances are it's made its way into your translations on multiple occasions.

Optimizing your linguistic assets on an ongoing basis, and having a processes to manage this, is exactly what will prepare you and your translators most for the future.

And as our situation continues to evolve, our vocabularies will have to expand. Start thinking about the messaging your brand might use when the world begins to re-open and then put guidelines in place for your translators.

Google Search Trends for “social distancing” in the months of March and April 2020.





**Kate**

“ 2020 has shifted how the world operates and how we communicate. It has redefined how we talk about our businesses, convey our values, and address our customers. Keep the evolution of your tone and terminology top of mind. ”

# Reconfigure your translation memory leverage settings

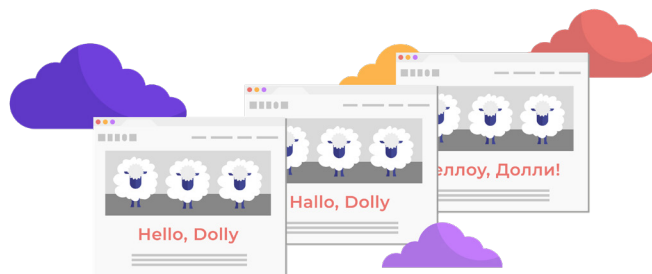
Smartling's TM leverage settings enable you to programmatically apply translations in your database to new content when jobs are authorized. You can even set up multiple leverage configurations for different content types so that you can reuse your translation memory differently, or the same way, across different projects.



**Aisling**

“ Assess the quality of your Translation Memory to uncover weak points that might need optimization. If your team is trying to save money but also improve quality, then you can be a little more strict with how translation memory is applied. If you're simply looking to reduce costs, then you would want to be more lenient, allowing the TM to take over more often. ”

# Quality translations start with quality content



**Conall**

“Going upstream in the content creation process, and being mindful of structure and consistency, results not only in higher quality translations, but more controllable costs.”

Without strong source content and associated assets, translation fails.”

The key to successful localization is authentic content that is clearly written and has consistent verbiage. Your brand needs to reach an audience with a voice and tone that feels familiar, as if it was created with their language and culture in mind.

And the best way to capture that authentic voice is to write with localization in mind from the very beginning, plan and create in a way that sets your translation team up for success.

It's important to determine the exact messaging that your brand is looking for, and communicate that as clearly and directly as possible. Your source content serves as a base for all your future translations, so any errors that are left unchecked will carry their way over into your localized content.

And this also comes into play when we think about leveraging different translation resources: the overall cost of machine translation might seem attractive at first, but if you're working

with low quality source content then you might just end up spending even more on revisions to clean up any errors.

The same carries over for human translation, as well. When relying on a simple Translation and Editing workflow, you'll want to set your team up for success with optimized Linguistic Assets.

The more resources, direction and clarity you can provide up front, the less editing translations will require.

But ultimately, you'll want to start with the best foot forward and execute on mission-critical, authentic content that can deliver value to your audience.



**Adrian**

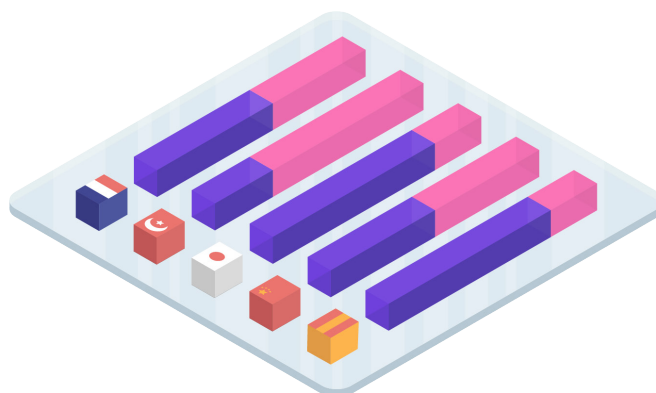
“ We must be mindful of how strategically important it is to connect with one another, and recognize that this connection is fueled by a human experience, and the words we use to express, market and engage engage one another—across devices, cultures and languages. Authentic content and clear communication is critical to delivering the connections we rely on.”

# 4 Program Analysis

One centralized database for all of your translations, no matter what type of content they might be, enables users to track and monitor every single step of every single translation project. With crystal clear visibility into your entire process, Smartling makes it easy to determine the value of every step, identify bottlenecks and optimize workflows.

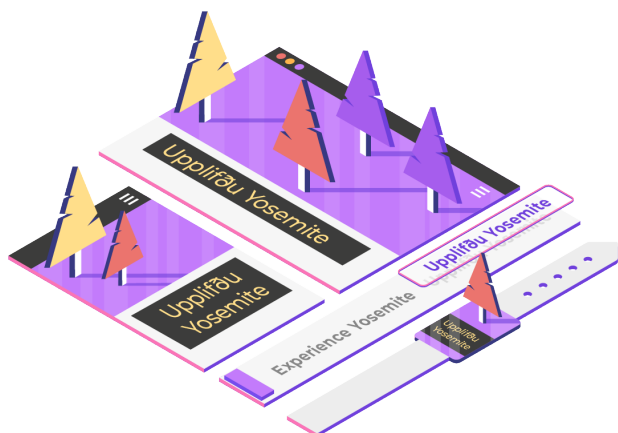
## Centralize your process for a unified strategy

Smartling isolates content and limits job accessibility to individual users based on how they are provisioned within the platform and where that content sits in the workflow. This makes it easier for users to manage projects and individual contributions. A simple glance at the workflow history lets you to determine where content currently sits, and what work has been completed.



**Kate**

“ The bigger the translation program, the bigger the risk of erroneous translation spend. Consider internal checks and balances on content approval. Proactive measures can avoid draining resources on content that should be deprioritized or excluded. ”



This makes it easier for users to manage projects and individual contributions. A simple glance at the workflow history enables project managers to determine where content currently sits, and what work has already been completed.

And it would make sense to centralize the management of your process, as well. With one source of decision making, your team can fine-tune your translation workflow and prioritize key content over less critical initiatives. Gain the clarity to translate what matters most, and what will drive the most value.



**Aisling**

“ Try to have one or two people dedicated to managing translations across your company, so there is more oversight on spending across teams. ”



# Use data to drive decisions

Unifying your strategy into one single source of truth provides your organization with one single source of data. You'll have the power to zoom in on your workflows to identify any bottlenecks, or analyze process improvements across all your projects with a quick glance.

Gain a bird's eye view of your entire supply chain with our workflow reports to analyze precisely where your content is slowing down and even identify the least valuable steps to remove.

Content Velocity reports provide insight into the average amount of time that a word or a string

spends in each particular workflow step. For example, if content sits in the validation step for six days without any changes made, it might make sense to scale back your workflow and remove the extra step.

Smartling also makes it easy to plan around your budget with real-time cost estimates to track any issues that might drive up the initial investment. You'll have a glimpse into what you'll pay before you even begin any language translation project, allowing for greater clarity in planning and resource management.



**Valerie**

“ You can keep track of all your source and translation issues with three different reports in Smartling to drill down into the exact issues that translators are flagging to understand where and how to optimize your content for easier and faster translation. ”



**Conall**

“ With such a clear view of your entire translation workflow, managers can identify and remove any step that doesn’t add considerable value. When we take a close look at how content is changed within a review step, we typically find that internal review doesn’t add much value to the end result, but can extend time to completion considerably. ”


# Striking the Balance Between Quality & Cost

# Smartling is here to support you.

Our world has been deeply connected for decades, and COVID-19 has proven how vital technology, communication and translation is to this connection. Without the ability to connect with one another—our family, friends and customers—we would compromise the ability of so many businesses that we depend on to thrive.

Translation is still a necessity. Translation drives growth and retention, translation fuels

connections and relationships, and translation enables global businesses to thrive.

As this time of considerable uncertainty has driven a direct focus on financial responsibility into every aspect of the business, Smartling is here to help support your team, your budget and your multilingual user experiences. Your success is our success, and our commitment to you is excellence at every touchpoint. 

# About Smartling

If commerce is driven by words, global commerce is fueled by translation. Left to right, right to left. Buttons, shopping carts, and romance copy. Websites, emails, and forms.

This takes teams of people carefully managing each distribution channel for source content; and it is cost prohibitive for teams to address each supported language.

For companies who want to be local, anywhere... everywhere, Smartling has quickly become the Translation Management System of choice. Pinterest. InterContinental Hotels Group. WeWork. Brands empowering global commerce

rely on cloud-based technology and Smartling to greet their customers in many languages. Whether our customers need to quickly translate website content, software, apps, games, or documents, Smartling is making that happen.

In fact, you might say we're obsessed with helping brands succeed on a global scale while maximizing efficiencies of doing business around the world. At Smartling, our success depends on your success, and we know that our translation software is paramount to any digital transformation.



Smartling is the leading translation management platform to localize your content across devices and platforms.

Learn more at **smartling.com**

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