safaba
TRANSLATION INNOVATION

REDUCE
GLOBALIZATION
COSTS… EASILY.

WITH AUTOMATED TRANSLATION SOLUTIONS FROM **SAFABA**

SAFABA PROVIDES THE
HIGHEST QUALITY TRANSLATIONS
MORE EASILY…

Safaba, the technology leader in machine translation (MT), provides global enterprises with automated translation solutions that deliver superior translation quality and that simplify the path to global enterprise presence unlike any other translation solution.

SAFABA IS UNIQUE BECAUSE IT OFFERS:

> HIGH PERFORMANCE PRODUCTS that optimize translations within a corporate or industry domain, requiring significantly less preparation effort or training data versus other systems;

> TECHNOLOGY LEADERSHIP from its co-founders and team of statistical machine translation (SMT) experts who lead the industry in SMT algorithms, capabilities and advancements;

> CUSTOMIZATION EXPERTISE that maximizes automated translation quality, making SMT output more predictable and removes the complexity of securing desired results.

… SO ENTERPRISES CAN
REACH THEIR GLOBALIZATION
GOALS – **MORE EASILY**

WITH SAFABA'S TECHNOLOGY, GLOBAL ENTERPRISES CAN:

> DRAMATICALLY REDUCE THEIR GLOBALIZATION COSTS associated with translation. Only with high quality, automated translations can global enterprises drive down their globalization costs – both translation costs as well as global operations costs.

> INCREASE TRANSLATION VOLUMES WHILE REDUCING TIME-TO-MARKET. With high quality automated translations, enterprises are ready to turn up the speed, increasing the amount of translations in shorter timeframes.

> EXPAND TRANSLATION TO MORE CUSTOMER EXPERIENCE TOUCH POINTS. With higher quality translations, global enterprises can reach more customers across more languages and can grow the content they translate -- for more users, more content types and across more communication channels.

SOLUTIONS FOR
GLOBALIZATION INITIATIVES

Running a global business in a multi-lingual environment -- whether it includes suppliers, employees, customers or any combination thereof -- can be expensive. Every time a new product launches, a new release is available, a website is updated or the company decides to enter a new country or territory, translations of digital content such as product documentation, marketing collateral and support material are required. Adding to these translation costs are the opportunity costs associated with translations that extend time-to-market or that limit the content that is used to drive revenue or customer satisfaction. Bottom line – globalization teams are asked to do more, faster, with less. To meet these challenges, globalization managers turn to technology.

FOR GLOBALIZATION TEAMS, AUTOMATED TRANSLATION QUALITY CONVERTS TO MONEY, TIME, VOLUME AND "MORE".

Only with high quality, automated translations can global enterprises drive down their globalization costs. With high quality, automated translation capability, translation costs are reduced with a system that (1) maximizes number of perfect and usable translations, (2) identifies content that needs some translation work such as post-editing or human translation and (3) minimizes the time and investment necessary for an automated system to provide the highest translation quality.

With high quality, automated translation tuned to each company's and industry's language, enterprises can remove inefficiencies and create new multi-lingual processes and assets. With high quality automated translation, globalization teams can help accelerate products' launch to market, increase visibility of their brand in global markets and help customer care reduce costs and deliver a superior customer experience. Globalization teams can become true champions of their company's globalization strategy. With higher quality translations, you can do more than just reduce costs.

SOLUTIONS FOR
CUSTOMER SUPPORT

Supporting a global customer base has its challenges, whether you focus on increasing customer satisfaction or reducing costs by implementing on-line solutions that "solve once and address many". In an era of self-service support, customers need on-line access to common material -- product and maintenance documentation, FAQs and knowledge bases – all in their own language. But how do you translate all of this material quickly and accurately, while maintaining technical accuracy and brand identity intact? What does the business case look like for such an investment? The only way to get near a viable solution is to use automation that provides high quality translations.
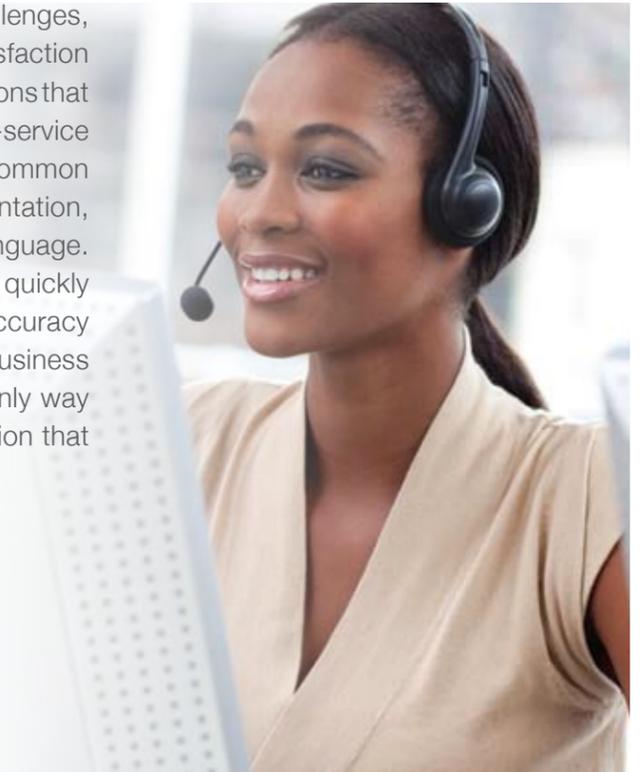
FOR CUSTOMER SUPPORT TEAMS, TRANSLATION QUALITY CONVERTS TO MONEY AND HAPPY CUSTOMERS.

So why are high quality translations so important? For customer support teams, high quality MT output "translates" into increased utilization of self-service, reduced support costs and increased customer satisfaction -- globally. Customer support organizations want their customers across multiple regions and languages to be able to "serve themselves" to product, technical and application reference material. To do so, the translated material must be usable, technically accurate and enable customers to take action on their own (And by action, we mean to solve their problem, not pick up the phone to call tech support!)

With Safaba, customer support organizations can automatically translate their support material into multiple languages. All of the traditional on-line support resources can be translated quickly, in advance or on-demand. With Safaba's superior automated translation quality and capabilities, you will know what content is ready for use, without further editing or translation. Using the translated material you approve, your global customers can easily find the information they need and get their jobs done more quickly, with more control. Your customers can use the translated content and take action, making self-service an effective solution for reducing global customer care costs. With Safaba, you can make the business case work.

AT SAFABA,
WE DO NOT TAKE **"QUALITY"** LIGHTLY

Everyone talks about quality. They mention BLEU scores, F-factors, and TER scores. And while these are useful tools for seasoned MT developers in understanding a system's relative performance, these metrics do not directly predict the usability or value of the automated translations to their users.

At Safaba, we believe customers want more than a simple metric that merely estimates quality. Localization teams and content publication managers ultimately want to know -- what percent of the output can I use to meet the needs of each particular application and user? They want an automated solution that provides the highest possible levels of usable translation output -- either "as-is" or with some additional editing. Safaba provides that solution.

AUTOMATED TRANSLATION
QUALITY – DEFINED

So if these metrics are insufficient to clearly express if and how one can use the MT output, what metrics would make sense? At Safaba, our users basically describe MT output as one of three quality levels:

> **"PERFECT"** – syntax, terminology, style and formatting is accurate with proper fluency and original meaning conveyed. No further human translation or editing is required.
> **"UNDERSTANDABLE"** – syntax, terminology, style and formatting is mostly correct. Some level of post-editing (PE) is required. Depending on the specific application using this content, and the intended user, this level may be usable as-is.
> **"RESIDUAL"** – a nice way of saying the sentence is not usable and needs human translation.

With such a framework, users are able to easily apply the quality of output to the amount and type of effort needed to complete the job.

TRANSLATION **QUALITY - COMPARED**

So how does Safaba's translation quality compare to other SMT approaches? While results may vary based on language pairs and training content, at Safaba, customers, prospects and partners tell us that for their in-domain content, our solution typically provides a much higher number of "perfect" and "understandable" translations relative to alternative SMT solutions. This is true even on the "tough languages". With these results, Safaba helps them achieve their business goals more quickly. The following diagram provides a sense of how SMT systems compare, based on Safaba's experience over the past few years with multiple trials and installations.
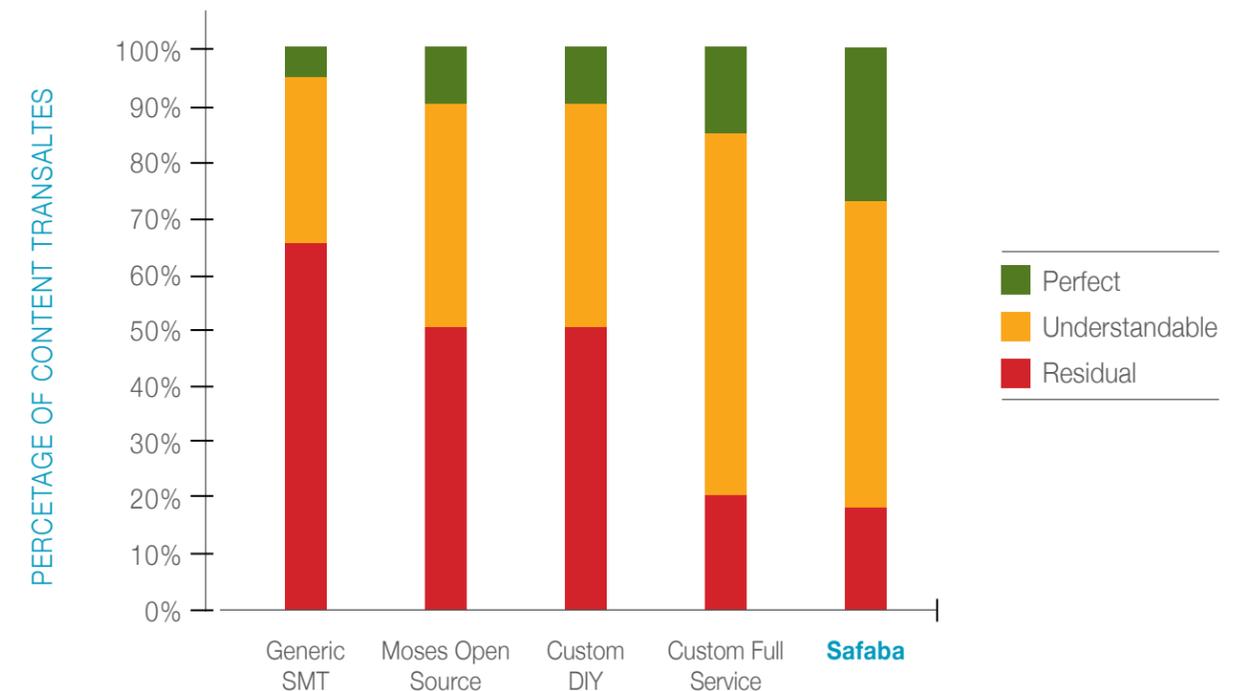
The percent of "perfect" and "understandable" translations means translation needs decrease, thereby increasing savings and speed to market. Even a few percentage point differences can mean tens of thousands of dollars of savings per year.

So how does Safaba do it? Three ways -- Safaba has an advanced, innovative MT technology very different than others, they have years of MT and language technologies expertise and they are focused on what reduces translation costs the most – automated translation quality.

Users find Safaba's automated translation solutions maximize automated translation quality for in-domain content while minimizing the time and investment to do so. With Safaba, global enterprises can reduce their translation costs, reduce time to market and increase translation volumes – more easily than with any other solution.

LET'S GO!
CONTACT SAFABA TO SEE HOW YOU CAN
> REDUCE YOUR GLOBALIZATION COSTS
> TRANSLATE MORE
> TRANSLATE FASTER
EASILY.

safaba
TRANSLATION INNOVATION

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