



**REDUCE**  
GLOBALIZATION  
COSTS... **EASILY.**

WITH AUTOMATED  
TRANSLATION SOLUTIONS  
FROM **SAFABA**





## SAFABA PROVIDES THE HIGHEST **QUALITY TRANSACTIONS** -- 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.

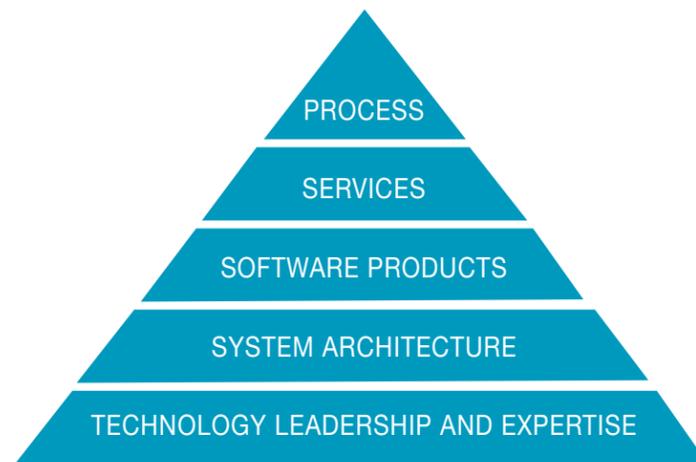
SAFABA IS UNIQUE BECAUSE IT OFFERS:

- > **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.

Safaba offers its customers a **complete solution** that delivers highest-quality MT -- more easily.

# SAFABA'S TOTAL SOLUTION...

It takes more than knowledge of how to 'train' a statistical MT engine to achieve a high-quality MT solution that delivers a significant business value to its users. At the very least, it takes a combination of advanced MT technology, designed by domain experts, delivered as enterprise-grade software products and implemented for each individual customer by using field-proven best practices.



So let's take each of these components one at a time to understand the value they provide.

## TECHNOLOGY **LEADERSHIP** AND EXPERTISE

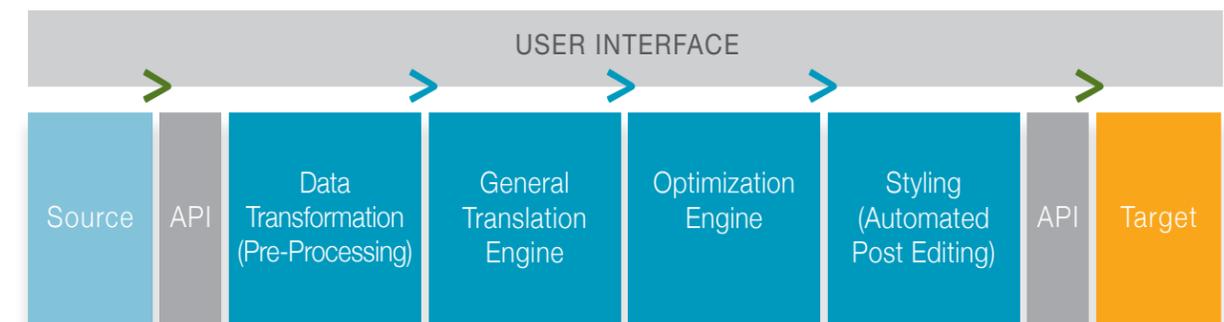
Safaba's technology leadership is seen beyond its advanced, integrated solution. Unlike any other solution on the market, Safaba's modular software can be configured to inter-operate with and enhance the performance of existing rule-based and statistical MT solutions. This allows enterprises to get more out of investments in existing MT engines, postponing replacement costs while immediately seeing higher returns.

Ultimately, Safaba's leading innovations and capabilities come from Safaba's co-founders, Drs. Alon Lavie and Robert Olszewski, along with Safaba's team of MT experts. As a research professor at Carnegie Mellon University's (CMU) Language Technologies Institute, Dr. Lavie is recognized as an industry leader, acting as President of AMTA (2008-2012) and President of IAMT (2013-2015). As CTO of Safaba, Dr. Lavie is able to lead the development of an industry-leading product, converting years of knowledge and experience, along with ongoing technology advances, into a solution that delivers results.

# ... PROVIDES THE **HIGHEST QUALITY** AUTOMATED TRANSLATIONS, EASILY.

## SYSTEM **ARCHITECTURE**

Safaba converts their technology expertise into industry-leading Enterprise MT software that optimizes automated translation quality, especially for domain-specific content such as highly nuanced marketing collateral or highly technical product and support documentation. Such superior translations come from capabilities throughout **Safaba's unique, 4-stage, modular architecture:**



- > **STAGE 1: Transformation.** Safaba's Language Transformation Technology automates many pre-processing tasks, preparing the source material for the optimal translation.
- > **STAGE 2: Translation.** Safaba's core translation engine is based on the Moses open source SMT runtime toolkit. Safaba leverages a proprietary training process to achieve desired performance – providing first-to-market, advanced capabilities that increase translation accuracy for any given training data.
- > **STAGE 3: Optimization.** Safaba's Language Optimization Technology is a secondary statistical engine that avoids the "data dilution effect" and significantly reduces the amount of material Safaba's translation systems need to properly translate "in-domain" content accurately -- 0.2 to 0.5M words vs. >2M words – closing the gap between human and machine translation faster.
- > **STAGE 4: Styling.** Safaba's Language Styling Technology automates certain aspects of translation post-editing with specific controls over language conventions, content styling and document formatting - reducing the amount of "low value" human post editing efforts and unnecessary costs.

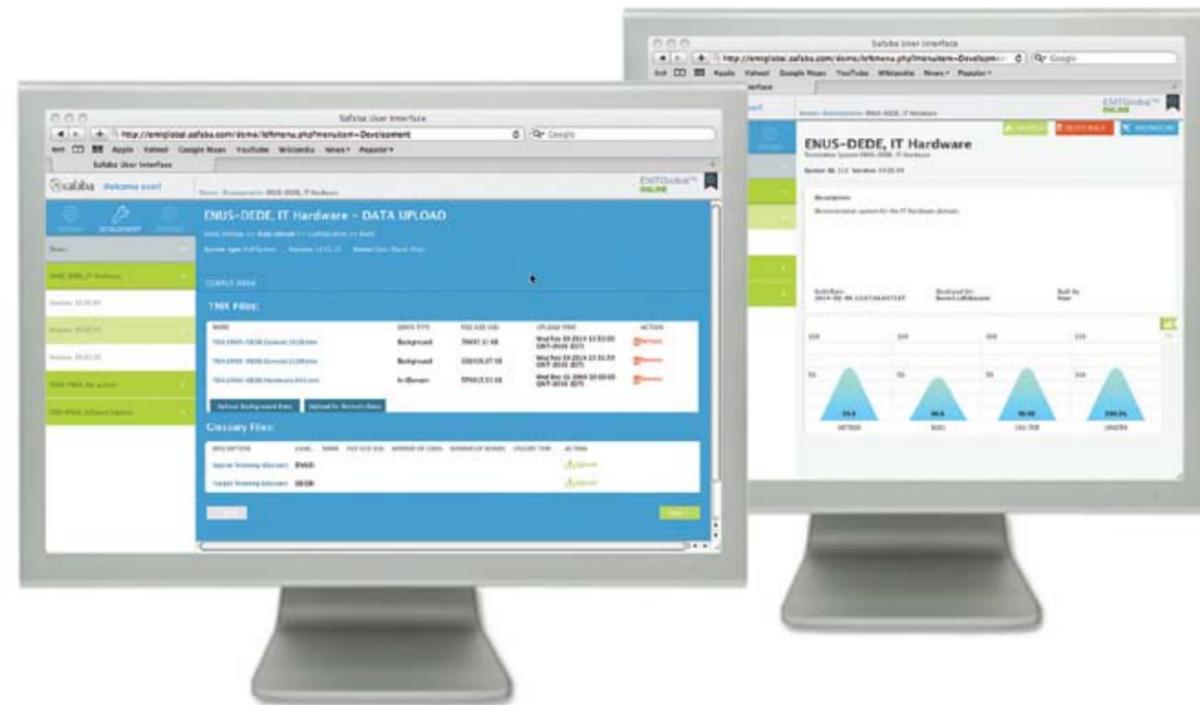
In addition, the system supports any language pair combination, with over 30 language pairs implemented in global organizations to date. A user interface is provided to control the development of the system and configure system variables. Quality metrics and analysis tools can be accessed to determine levels of output quality. Easy-to-use APIs enable interoperability with TMS, CAT, CMS, CRM, Chat and email systems, with pre-configured support for SDL TMS and GlobalSight applications.

## A WIDE RANGE OF IMPLEMENTATIONS

Safaba offers a range of software solutions that can be implemented either as on-premise or hosted/cloud based software. Corporate security is maintained in all cases since engine training data and translation data is not shared between companies and is not easily intercepted in a cloud-based service. Service and support of implementations run the spectrum from “do-it-yourself” (DIY) to full service system customization using our proprietary automated guided-development process.

Software Products include:

- > **Safaba EMTGlobal™** – a custom hosted software service, or a custom on-premise software solution that provides users with the most technically advanced SMT system for sale in the world.
- > **Safaba EMTGlobal Online™** – a hosted DIY service that provides users with the tools to develop their individually customized translation systems remotely and securely using EMTGlobal’s web-based UI.



## A BREADTH OF SERVICES

Safaba offers a range of services to make your automated translation activities much easier.

- > **Development & Consulting – Full Service.** With Full Service Consulting, Safaba leads the customization efforts for the translation systems. Safaba’s MT experts help assess individual data characteristics and leverage checkpoints in the automated development process to adjust system variables that increase the percent of perfect and usable translations from initial deployment.
- > **Consulting – Guided Service -** With Guided Service Consulting, Safaba helps you build and customize your EMTGlobal system, either on-site or online when you want, according to your needs.
- > **Technical Support –** Once your system is up and running, questions or issues may arise as you want to add new brand language, new product terminology and the like. Safaba offers technical support on-line, on the phone, or in person to address your concerns the in the best way possible.

## EFFECTIVE PROCESSES

Safaba leverages a 4-step process to automate translations, regardless of use case, language pair or implementation approach:



What makes Safaba’s process unique is the duration of the “development” phase. With Safaba’s technology and services, fewer system development iterations are required, all the while gaining higher quality output. By Leveraging more advanced MT and machine learning technologies and with MT expert checkpoints built into an automated development workflow, Safaba’s translation systems “get it right” the first time. With Safaba, you can “go” versus “spin your wheels”.

## LET'S GO!

CONTACT SAFABA TO SEE HOW YOU CAN

- > REDUCE YOUR GLOBALIZATION COSTS
- > TRANSLATE MORE
- > TRANSLATE FASTER

**EASILY.**



5804 Forbes Avenue, Suite 200  
Pittsburgh, PA 1527  
Tel: 412.478.2408

[info@safaba.com](mailto:info@safaba.com)  
[www.safaba.com](http://www.safaba.com)