PROMT

machine technology systems for global communication

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Agenda

- About PROMT

- PROMT Technology in E-Commerce and User Services

- Status and Prospects of E-Commerce in Russia and Worldwide

- Development Prospects

- Cooperation within BRICS

About PROMT

- The world's leading machine translation provider since 1991

- Creates award-winning translation technology products for **66 language pairs**

- Has out-of-the-box connectors for SDL TMS, WorldServer, GlobalSight and many more

- Trusted by businesses and consumers around the world to translate texts for **5+ million endpoints**

Supported Languages

17
languages

66
pairs

+ New:

PROMT Solution Advantages

Efficient handling of information in foreign languages	**Safety of confidential information** during the translation process	**High speed of implementation**
High-quality translation base on proprietary technology	**Fast return on investment** due to a marked increase in the speed and quality of information processing	**66 language pairs** already available and many more expected

Case Study: PayPal

Client Challenges:

- Translation of website content (~15K words are translated on a bi-weekly basis)
- Decrease time-to-market
- Cost savings

PROMT Solution and Timeline:

- **6 language pairs:** English > Chinese, French, German, Italian, Russian and Spanish
- **8 weeks** to train the engine
- **Over 5,000 dictionary entries** in the baseline dictionary
- Integration into **Idiom WorldServer**

Key Outcomes for the Client:

- PayPal **translates faster** and **saves on translation costs**
- Machine Translation **reduced mechanical work** (typing, terminology lookup, tag placement) and allowed the post-editors to focus more on style and overall fluency

Case study: TripAdvisor

Client Challenges:

- Translation of users' reviews from English to Russian

- High translation quality sufficient for understanding without human post-editing

- Integration into TripAdvisor's website

PROMT Solution and Timeline:

- **PROMT Translation Server DE** – a reliable and scalable server solution for translation of large amounts of text
- **4 weeks** to train the engine
- Dedicated **web service for TripAdvisor** on a server hosted by PROMT

Key Outcomes for the Client:

- **Quick translation** of large amounts of text
- The translation **quality is sufficient** for a full understanding
- The **translation costs** of the entire content **are considerably lower** than the human translation costs of even a small fraction of reviews

Case Study: PhotoTimes

Official partner of *Dreamstime* image bank in Russia. Daily updated database contains more than 20,000,000 images.

Client Challenges:

• Translation of keywords for searching images in the catalogue

PROMT Solution:

- **Translate.Ru API** – an out-of-the-box solution for integration into websites, which uses PROMT translation system and operates on the principle of a cloud service.

Key Outcomes for the Client:

- **Quick translation** of large amount of words daily
- **Reducing the cost** of translation
- **Liberation from monotonous work** of substituting the words and phrases available in the dictionaries

International E-Commerce

$250–$350 billion
revenue

By 2025, annual global cross-border e-commerce revenues could swell to $250–$350 billion – up from about $80 billion today.

1st – Asia

Asia will account for about 40 percent of cross-border e-commerce revenues by 2025, making it the center of the e-commerce world.
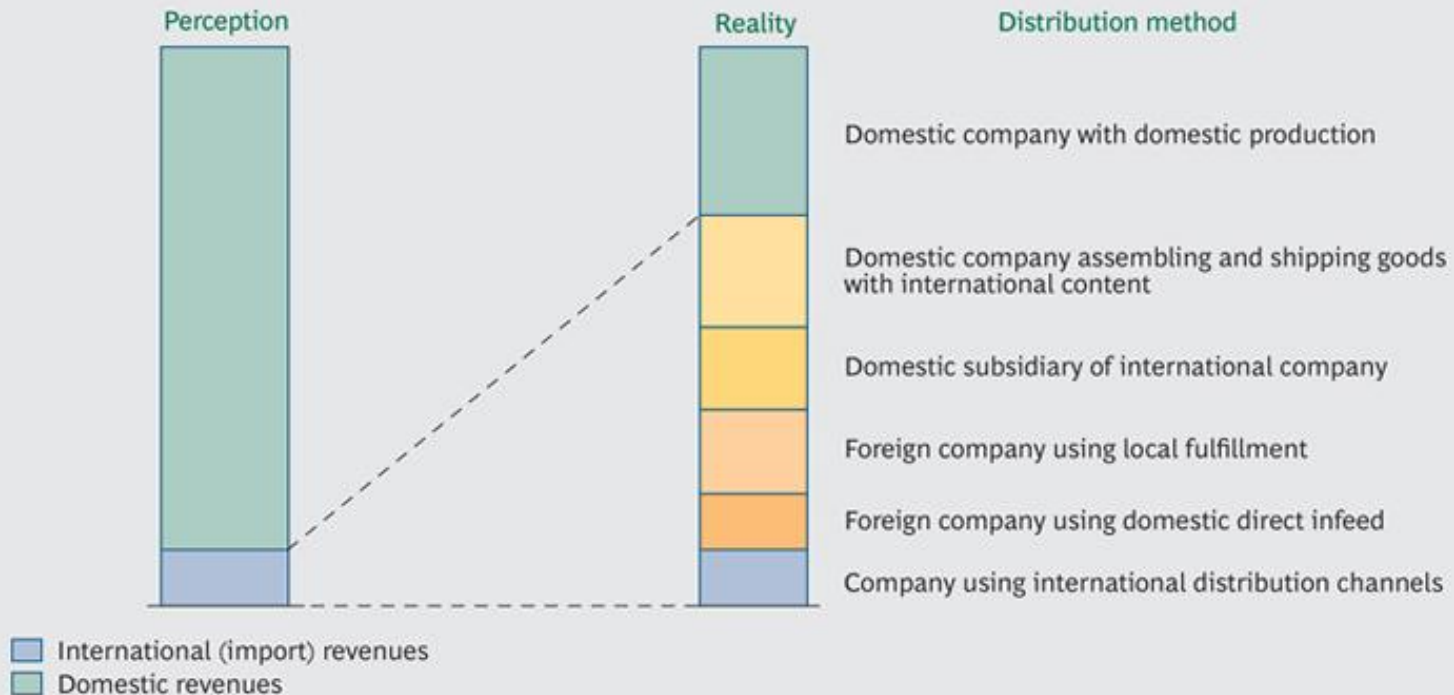
30%
truly domestic

Domestic e-commerce isn't so domestic after all: roughly 70 percent of the revenues of domestically anchored carriers in middle-sized European countries have some kind of cross-border component.

The majority of domestic e-commerce services has an international component

Only a small percentage of e-commerce appears to be international...

...but there is hidden international content in most domestic e-commerce

Perception

Reality

Distribution method

Domestic company with domestic production

Domestic company assembling and shipping goods with international content

Domestic subsidiary of international company

Foreign company using local fulfillment

Foreign company using domestic direct infeed

Company using international distribution channels

International (import) revenues
Domestic revenues

Source: BCG analysis.
Note: Based on BCG experience in midsize European countries.

Linguistic technologies are crucial for cross-border e-commerce

Cheap and quick translation
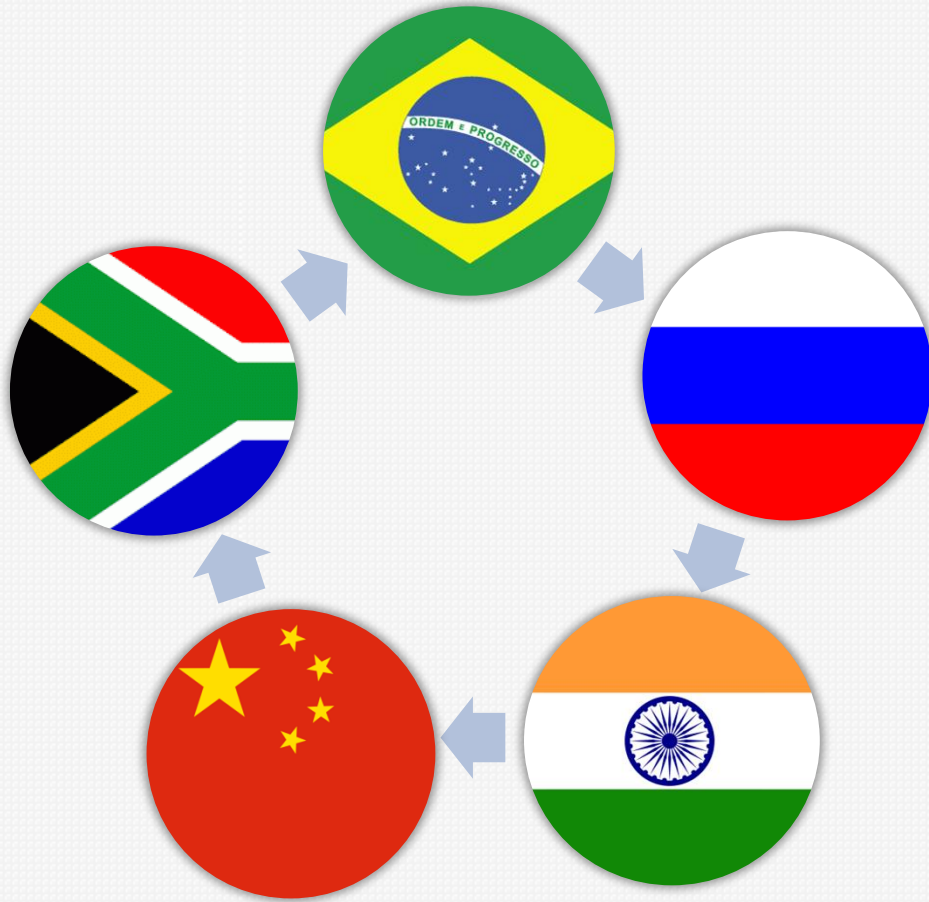
Requirements to linguistic technologies:

Guaranteed confidentiality

Individual customization

Development Prospects

- **Individual translation quality** thanks to PROMT Hybrid Technology

- Not just automated translation, but **intelligent search**, linguistic analysis and analytics of any unstructured textual data (news, social networks, etc.)

Cooperation within BRICS

1. Data exchange

2. Customized solutions

3. International joint projects

Thank you
for your time and attention!

Ready to answer questions.