

# TAUS ROUNDTABLE 2014

*22 May/ Moscow (Russia)*



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THURSDAY, 22 May / 9.00 – 9.10

## MT in Everyday Life or the Most Popular Gisting Use Cases

*Julia Epiphantseva, PROMT*



# EF English Proficiency Index

Rank	Country	EF EPI Score	Level	Rank	Country	EF EPI Score	Level
1	■ Norway	69.09	Very High Proficiency	23	■ Italy	49.05	Low Proficiency
2	■ Netherlands	67.93	Very High Proficiency	24	■ Spain	49.01	Low Proficiency
3	■ Denmark	66.58	Very High Proficiency	25	■ Taiwan	48.93	Low Proficiency
4	■ Sweden	66.26	Very High Proficiency	26	■ Saudi Arabia	48.05	Low Proficiency
5	■ Finland	61.25	Very High Proficiency	27	■ Guatemala	47.80	Low Proficiency
6	■ Austria	58.58	High Proficiency	28	■ El Salvador	47.65	Low Proficiency
7	■ Belgium	57.23	High Proficiency	29	■ China	47.62	Low Proficiency
8	■ Germany	56.64	High Proficiency	30	■ India	47.35	Low Proficiency
9	■ Malaysia	55.54	High Proficiency	31	■ Brazil	47.27	Low Proficiency
10	■ Poland	54.62	Moderate Proficiency	32	■ Russia	45.79	Low Proficiency
11	■ Switzerland	54.60	Moderate Proficiency	33	■ Dominican Republic	44.91	Very Low Proficiency
12	■ Hong Kong	54.44	Moderate Proficiency	34	■ Indonesia	44.78	Very Low Proficiency
13	■ South Korea	54.19	Moderate Proficiency	35	■ Peru	44.71	Very Low Proficiency
14	■ Japan	54.17	Moderate Proficiency	36	■ Chile	44.63	Very Low Proficiency
15	■ Portugal	53.62	Moderate Proficiency	37	■ Ecuador	44.54	Very Low Proficiency
16	■ Argentina	53.49	Moderate Proficiency	38	■ Venezuela	44.43	Very Low Proficiency
17	■ France	53.16	Moderate Proficiency	39	■ Vietnam	44.32	Very Low Proficiency
18	■ Mexico	51.48	Moderate Proficiency	40	■ Panama	43.62	Very Low Proficiency
19	■ Czech Republic	51.31	Moderate Proficiency	41	■ Colombia	42.77	Very Low Proficiency
20	■ Hungary	50.80	Moderate Proficiency	42	■ Thailand	39.41	Very Low Proficiency
21	■ Slovakia	50.64	Moderate Proficiency	43	■ Turkey	37.66	Very Low Proficiency
22	■ Costa Rica	49.15	Low Proficiency	44	■ Kazakhstan	31.74	Very Low Proficiency

# PROs and CONs

- ✓ Quality of MT is *never* flawless
- ✓ Using MT *can* be risky
- ✓ Using MT lowers the quality of written human languages

- ✓ Imperfect quality is *better* than no translation at all
- ✓ MT is *improving* constantly
- ✓ MT is *cheap, quickly and helps* to understand the gist of texts

# When to chose MT for gisting?

- ✓ Understand the core message in a foreign language
- ✓ Communicate with people via emails, blogs, forums, social networks
- ✓ Find information in foregn languages in the Internet
- ✓ Shop online
- ✓ While traveling
- ✓ Learn foreign languages
- ✓ Add MT to a web-service (machine-translated content or as a service)



# Gisting use cases

## ✓ **Corporate Translation Server (Norilsk Nickel, Lukoil)**

- ✓ *Installation type: in-house server*
- ✓ *Typical content: documents, email (including confidential ones)*
- ✓ *Primary interface: Web UI, PROMT Agent*
- ✓ *Today's case study: Norilsk Nickel*



## ✓ **Internet-related projects (Cisco, TripAdvisor, Rubdol)**

- ✓ *Installation type: in-house server or SAAS*
- ✓ *Typical content: Knowledge bases, User-generated content*
- ✓ *Primary interface: API*
- ✓ *Today's case study: TripAdvisor*



## ✓ **Online-services and mobile apps (Translate.ru, SpanishDict.com)**

- ✓ *Installation type: SAAS and thin-client or standalone offline application*
- ✓ *Typical content: short phrases, standalone words, User-generated Content*
- ✓ *Primary interface: Web UI, mobile application*
- ✓ *Today's case study: Translate.RU/Online-Translator.Com*



# What do companies translate?



**Websites**



**Technical  
Documentation**



**Legal  
Documentation**



**Professional  
Literature**



**Business  
Correspondence**





# Where do companies translate?

New trend: mobile applications

Immediate access to company's translation server

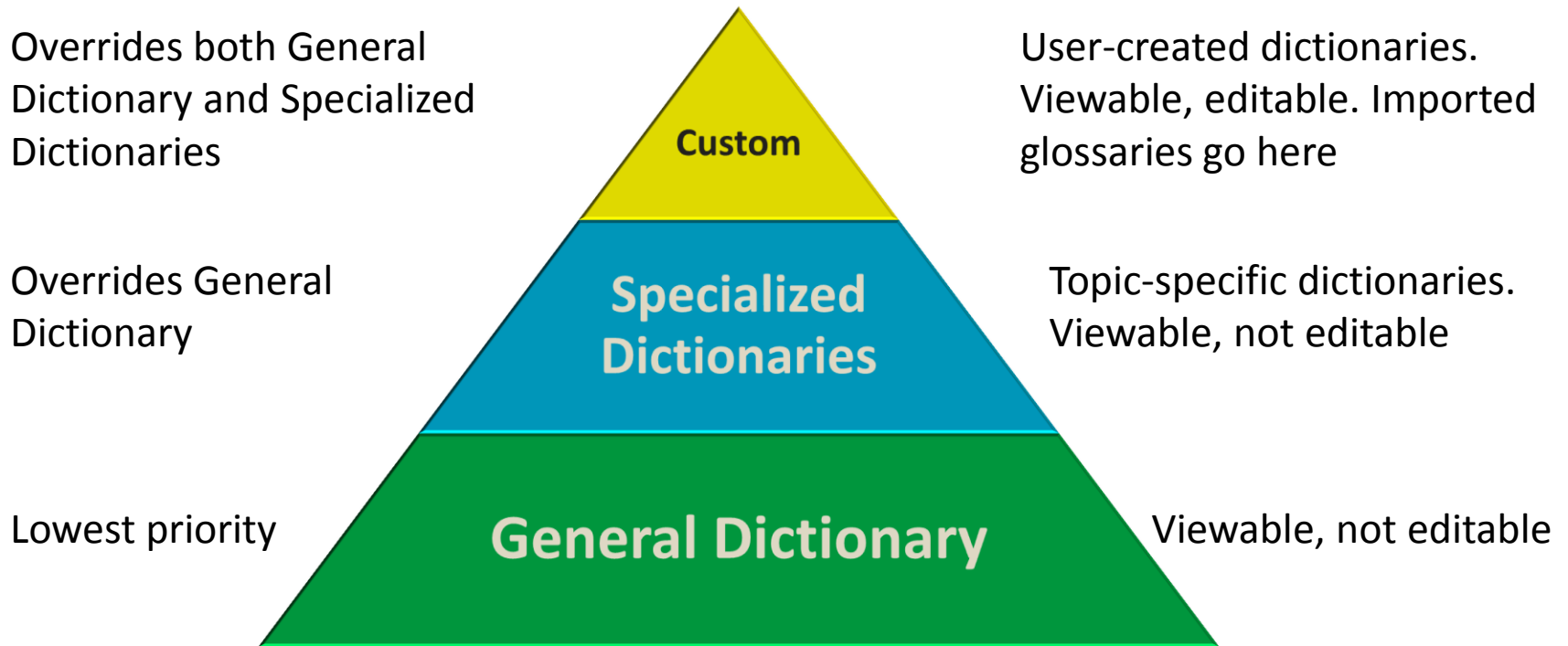
Free mobile applications for iOS and Android

Comfortable user interface



# Say things *your way*

**PROMT** always makes sure to maintain and use *client's* terminology



# Case Study: Norilsk Nickel



## Client Challenges:

- Different content in English, German, Spanish within the company
- Hundreds of users in different locations

## PROMT Solution:

- Language Pair: English, German, Spanish ... <>Russian
- PROMT Industry Solution - Metallurgy and Mining
- Training and webinars

## Content

- Business correspondence, legal and financial documents

## Key Outcomes for the Client:

- The translation quality is sufficient for full comprehension
- Machine Translation allows for time saving and costs optimization when translating content that does not require professional human translation
- Confidentiality: no Internet connection, personal data and all translated information is not disclosed to a third party

# Our Customers



# TripAdvisor

- ✓ TripAdvisor® is the world's largest travel site, enabling travelers to plan and have perfect trips (21 languages, 30 countries worldwide)
- ✓ Main content consists of millions of user reviews from all over the world (over 75 million)
- ✓ The Russian version of the TA portal requires reviews to be translated into Russian



# Task and Solution

## Client Challenges:

- ✓ Translation of the user's reviews from English to Russian
- ✓ High translation quality sufficient for understanding without human post-editing
- ✓ Integration into the workflow of TripAdvisor's website


## Linguistic challenge:

- ✓ User-generated content: input of different quality


## PROMT Solution and Timeline:


- ✓ PROMT Translation Server 9.5 DE – a reliable, robust, and scalable server-based solution that allows the translation of large text volumes
- ✓ Trained engine for 4 weeks and regular retraining
- ✓ Dedicated web-service for TripAdvisor on a server hosted by PROMT


# TripAdvisor website



**Самая низкая цена для этого отеля** (от наших партнеров)

Дата заезда  

Дата выезда  

Взрослых  

**Показать цены**

☒ Booking.com

☒ Agoda.com

☒ Expedia.com




☒ Venere.com

☒ Ostrovok.ru


☒ HotelClub.com

☒ Hotels.com

☒ HRS.com


Оценить этот перевод: Плохой   Хороший 

Возникли проблемы с этим отзывом?




**Tourist764**  
Ankara

1 отзыв

 2 благодарности

**“Прекрасное место и превосходное обслуживание”**




 Отзыв от 20 ноября 2012


Для 2 пользователей этот отзыв оказался полезным


Это автоматический перевод отзыва с английского [Что это?](#) Перевод: PROMT


Показать автоматические переводы Да ☒ Нет ☐


Мы останавливались в течение трех ночей в отеле Egerton House, и мы ощутили гостеприимство, как только мы приехали в отель. На всем протяжении нашего путешествия каждый персонал, с которым мы столкнулись, был очень предупредительный, доброжелательным и вежливым. И вестибюль и номера обставлены в таком сделанном со вкусом стиле. Расположение отеля - другой большой плюс.


Оценить этот перевод: Плохой   Хороший 


**The Windermere Hotel**  
4.0 из 5, 326 отзывов  
Последние отзывы: 25 мар 2013


**54 Boutique Hotel**  
4.0 из 5, 252 отзыва  
Последние отзывы: 25 мар 2013


**Marriott London Park Lane**  
4.5 из 5, 410 отзывов  
Последние отзывы: 25 мар 2013

**The Besufort Hotel**  
4.5 из 5, 363 отзыва  
Последние отзывы: 25 мар 2013

**The Kensington Hotel**  
4.5 из 5, 583 отзыва  
Последние отзывы: 25 мар 2013

**BEST WESTERN Plus Seraphine Hotel**  
4.0 из 5, 105 отзывов  
Последние отзывы: 24 мар 2013

**Rhodes Hotel**  
4.0 из 5, 592 отзыва  
Последние отзывы: 22 мар 2013

**Mandarin Oriental Hyde Park, London**

# Results

- ✓ Large text volumes are translated quickly
- ✓ Translation quality is sufficient for full comprehension
- ✓ The automatic scoring of translation quality has been implemented
- ✓ The translation costs for the whole content are considerably less than costs for human translation of even a small fraction of reviews

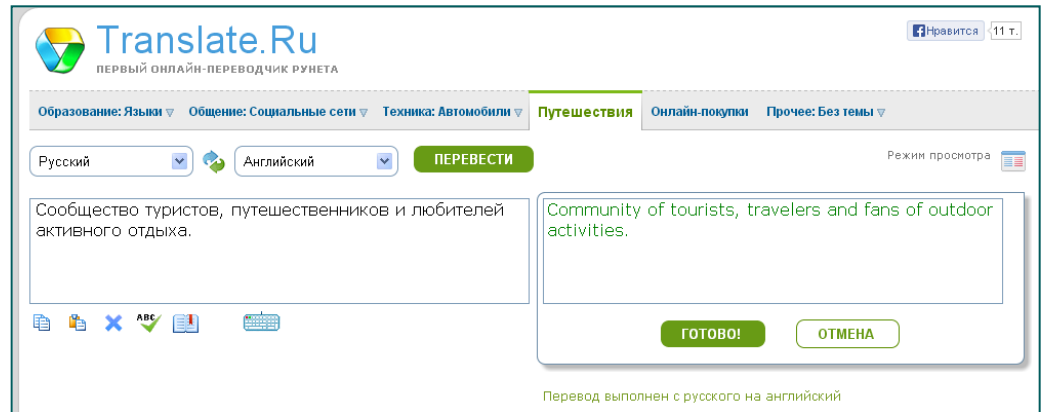




# Online-services for individual users

## Translate.Ru/Online-Translator.Com

- ✓ Translation for 7 main European languages and Japanese
- ✓ Over 100 Million translation hits per month
- ✓ About 7 Million unique users per month
- ✓ Service's feature: translation profiles
- ✓ Translate.Ru/Online-Translator.Com API



# User's All Season Interests

- ✓ **Correspondence:** *mobile phone number, Please contact me*
- ✓ **Online-shopping:** *Seller ships, USPS Priority Mail, Please complete payment, eBay Customer Support,*
- ✓ **Travelling:** *departure time shown, holidays,*
- ✓ **Forums and service messages:** *exceeds fixed maximum, passwords must contain, Frequently Asked Questions, successful delivery notifications, automatically generated Delivery Status Notification*
- ✓ **History:** *Civil War, World War II,*
- ✓ **Software:** *operating system, Windows 8, Mac OS*



# User's Season Preferences

## WINTER

- ✓ **New Year:** Happy new year, Merry Christmas, Chinese New Year
- ✓ **Letters:** Let me, look forward, take part... Best Regards
- ✓ **Online-shopping:** credit card, mail delivery, Western Union Customer Support PayPal account original packaging

## SPRING

- ✓ **Studding:** main theme, cultural theory, includes art
- ✓ **Auto brands:** Nissan, Suzuki, Mercedes, Volvo

# User's Season Preferences

## SUMMER

- ✓ **Computer games:** *Mortal Kombat Armageddon, Minecraft, Skyrim, Rockstar Games, Blizzard Entertainment*
- ✓ **Travelling:** *Czech Airlines, Ryanair Holdings, Lufthansa, Turkish Airlines, Holiday Inn, Air China, Air Canada, Air France*

## FALL

- ✓ **Gatgets:** *Microsoft, Apple, Samsung, Nokia, Mobile World, Virtual Labor Market, Computerworld*

# **theRunet** Snowden in English

**Сноуден по-английски: о чем россияне  
читают на иностранных сайтах**



# OnlineTranslator.Com API

*"Use of online translation considerably increases competitiveness of the service. The increased functionality of effective online translation, like PROMT's, makes it easier for our users to learn Spanish and English than it would be to simply use traditional electronic dictionaries ."*

Chris Cummings, CEO of SpanishDict

## The World Leader in Spanish Translation and Learning

Explore more than 1,000,000 [Spanish translations](#), 10,000 [verb conjugations](#), and 60 videos to [learn Spanish](#). All for free!

Search 3 Dictionaries and 3 Translators

WANT TO LEARN SPANISH? 

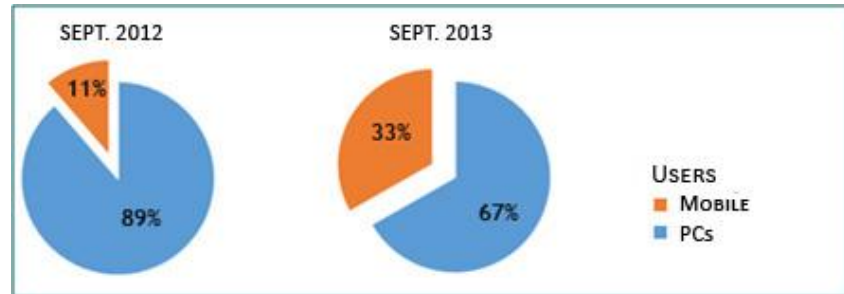
From the creators of SpanishDict comes Fluencia, an amazing way to **learn Spanish**. [Join now!](#)

Translate

**SpanishD!ct**

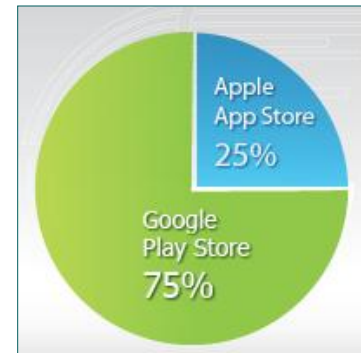
# Mobilisation

✓ The audience switches from PCs to smart phones and tablets



✓ Mobile apps Translate.Ru/Online-translator.Com - about 5 000 000 downloads within 2 years

✓ Google Play audience makes  $\frac{3}{4}$  of apps users



# User Opinions

24.07.2012

Good. Good. Super good.

I've been looking for a translator that could not only translate a word but also show the transcription for it. And finally I've found it. Also the translator translates phrases and sentences very well. Seems it can translate SMS' but I haven't tried it yet.

Johann

23.07.2012

Good app, really useful) really cool

Anton

22.07.2012

Super helpful for reading english books!!!

Totally beats google translate. Two minor suggestions. Please put a voice search button directly on a page for fast access. Please automatically show translation for a voice-matched word without a need to push a big green button after a word was inserted.

Kverlin

iPhone 5 ★★★★★

от Годдерс

Отличная программа, для быстрого перевода!

Классно ★★★★★

от Cardinal500

Хороший переводчик, переводит все не дословно и поэтому текст получается правильным! Спасибо :)

Хорошо. ★★★★★

от #Классно^^

5! Хороший переводчик, всё очень удобно, советую

BratstvoWolka ★★★★★

от Bratstvowolka

Благодарю разработчиков приложения, 5 звезд однозначно !!!

5 ★★★★★

от Black Sail

Англо-русский переводчик, разговорник оффлайн на 5.

В первой строке описания по-русски написано на заборе -> англ  
Слепым ослам остаётся только надеяться на благосклонность по  
кредитная история позволит.

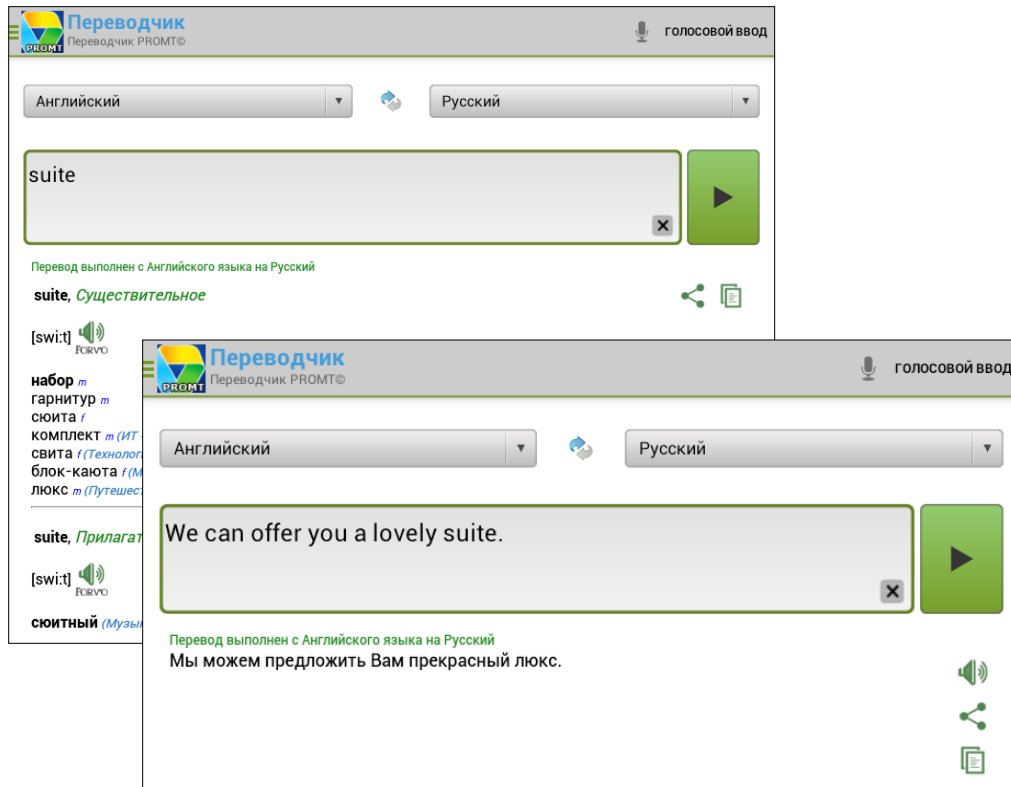
Супер 5 звезд ★★★★★

от Gagikys

Искал программу наподобие не нашел ни одной. Жаль очень д



# 100% Offline translation!



- ✓ No Internet connection is required!
- ✓ No roaming charges while traveling!
- ✓ More features: one-tap translation, voice translator (Android/Windows Phone)!

# Conclusions

- ✓ The need for MT is growing
  - ✓ Internet accessibility
  - ✓ Globalization
  - ✓ Travel opportunities
- ✓ People are ready to use MT
- ✓ People are getting more tolerable to the MT translation quality
- ✓ MT is more close to people owing to modern means of communication

