mondragon Lingua

The 4 TOP challenges in the TRANSLATION PROCESS

...And how to meet them!

The process for translating and localizing products and content for global markets is ever-changing. **Machine Translation (MT) and Translation Management System (TMS) tools mean that organizations are translating faster and more cost-effectively than ever before**. But this accelerated pace can make a localization managers' head spin! We've asked our clients about the top challenges they face within the localization process, and we'll share them here.

1 Knowing WHAT, and WHEN, to translate

> I'm sent large sets of source content within which some content needs careful, accurate, and in-context translation, and other content which is less-critical. Knowing where to draw the line is key.

Not all content is created equal. A good example of this is from a client of ours: a well-known technology giant. They're making extensive use of MT. **The challenge for them is that technical documents need very close attention to accuracy, style and voice, whereas a service-ticket is more time-critical and there isn't the same need for a careful post-edit.**

The solution we've found is to use an integrated machine translation system that quickly generates an intelligible translation, at very low cost, allowing them to identify critical content in need of a full-post-edit, apart from content which can be released immediately.

Where is MY CONTENT? 2

A lot of our clients make use of our client portal, which is a collaborative digital platform, great for streamlining submissions and deliveries, and enables users to peek into the actual process and know, at any time, where they are at in the translation process: analysis, QA, review, post-edit, etc. And they can track their spend in multitude of ways.

So now, when the braying horde descends, you have the information at your fingertips!

Clients are also using a Connector or API that enables their websites and press releases translations to connect directly from their Content Management System (CMS) into our translation workflow. No more manual comings and goings!

> I have a horde of internal customers braying at me for updates on their projects. We move quickly here..
>
> **They need to know now...**

Mistrust
OF THE TERMINOLOGY 3

COMPUTER-AIDED TRANSLATION (CAT) tools are key to maintaining consistency and use of the correct terminology for each company and sector. **Terminology Banks** are a good example: we create a memory and glossary specific to each customer, each product, each department. Along with **Translation Memory (TM)**, we're able to ensure the right word is used in the right place.

And keep our clients off the "Hilarious Translation Bloopers" list.

> The many brands in our product line each have their own 'personality', depending on the market they're aimed at. Preserving that 'voice' and style through the translation process is critical.
>
> **We have to get it right!**

4 Translating
WITHOUT TRANSCREATION

> Speaking of bloopers, this is probably the place where good intentions come slamming up against reality: where the success of a product in a particular country or region hinges upon crafting a message that will resonate with the locale.
> And not cause offense.

Even very large and succesful organizations make this mistake. Witness PepsiCo when their tagline ""Come alive with Pepsi" translated as "bringing your dead ancestors back to life".

This is where the value-add of a good language-service-provider really kicks in. For example, **we ensure our translators and project managers not only have domain expertise, so that they understand your product, but they're also native-speakers of the target language**. This gives a local perspective on the content and ensures you won't be embarrassed by bloopers.

We hope this has been helpful!
At **MondragonLingua**, we're mindful of the challenges and needs of each customer, and tailor solutions relating to each one of them

Can we help you?

Click here and find out