

The Quest for Global Market Share

How the Next Generation of
Language Solutions Can Get You There



What can you achieve with the next generation of language solutions?

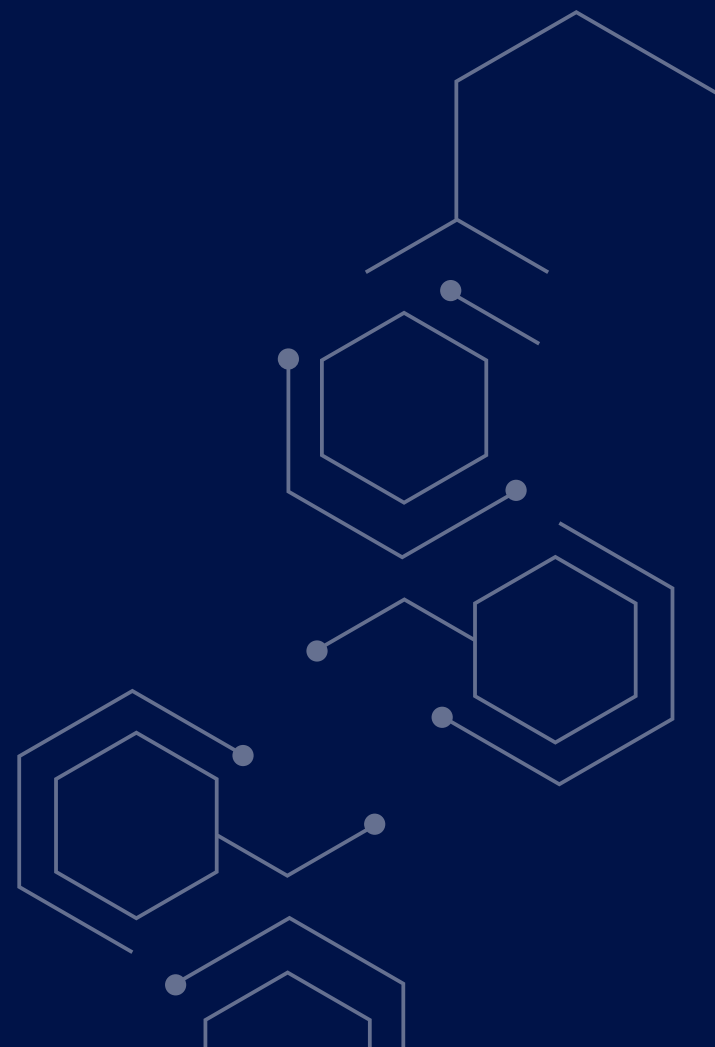
In an industry long overdue for change, we've reinvented how multilingual communications are created. By leveraging data, automation and human expertise, we build language solutions that help you do more for less – realizing cost savings and greater efficiency with fewer human touch points.

Q

Why should you pay attention to what trailblazing players are doing to the language industry?

A

They've evolved their services beyond straight translation and localization to the point where they can offer you faster speed to market, enhanced mind and market share and greater efficiency in your everyday operations. In short, your language investment could be the secret sauce in your global success recipe.



1

Get to Market Faster

Advanced AI can get you there

Advanced language solution providers have doubled down on neural machine translation by acquiring or developing instantaneous translation software that has near parity with translation done by a human linguist – at a fraction of the time and cost. The old way of doing machine translation took words or phrases at the syntax level to produce a translation – often a stilted or awkward translation. In contrast, neural machine translation can look at the entire sentence to instantly produce more contextual and accurate translation.

Without compromising accuracy

This speed, coupled with better accuracy, is especially relevant to industries like ecommerce. Now, neural machine translation can integrate with an ecommerce platform to instantaneously translate all product descriptions and automatically send questionable cases to human translators for review.

**Higher volumes
of content can
be translated
more quickly
and at a lower
price than ever
before.**

Perfect vs. Near-Perfect Translation

Machine translation isn't always perfect, but your translation doesn't need to be perfect. The goal of translation is to provide value to your customers, independent of their language.

For example: subtitles for a how-to video. As long as the viewer can accomplish what they're trying to do, they won't be bothered by less-than-perfect translation. They'd much rather have subtitles available now rather than having to wait days or weeks for a perfect translation.

Of course, there are cases when translation does have to be completely perfect, such as legal documents, medical device instructions, and financial disclosures. In these instances, your language service provider must augment machine translation with skilled human linguists who are experts in their field.

Near-Perfect



How-to
Videos



Product
Descriptions

Perfect



Legal
Documents



Medical
Documents



Technical
Documents

2 Resonate with Your Target Market

Summa Linguae Technologies is pioneering game-changing technology that gives you the ability to mass-test your translated content in any language before it hits the market. Through crowd-sourcing technology, we test your translated content with your target demographic by asking them to rate your content on our mobile app. The benefits from this testing go way beyond avoiding translation fails. By discovering what content resonates most with your audience before going to market, you can drive higher conversions and boost sales.

By achieving market-certified quality

This market-certified quality verification is a game changer for the language industry, where previously translation quality was thought to be subjective. Now, global businesses can get the upfront assurance that they're delivering the desired brand impression that increases global mindshare, and ultimately drives business growth.

Market-certified quality aligns the assessment of quality with your audience. That's a paradigm shift that we've pioneered and it provides tremendous value to our clients.

3

Focus on What You Know

Your business has multiple core competencies, but language isn't one of them. You should be solely focused on what you do best in order to turn higher profits. So why do so many multinational corporations keep translation in-house? The answer usually comes down to speed. It can be time consuming to outsource, and as we know, speed to market matters – a lot. Conversely, those who do outsource their translation and localization often have no way to assess the success of those vendors.

Leave language to the experts

That's where managed services can prove to be invaluable to your globalization goals. Managed services is the unicorn in the room. It's a mythical creature that streamlines your language activities, increases your efficiency, and frees up you and your teams to focus on business-critical tasks. As a language managed services provider, we go into your company and do a deep dive of your translation teams, vendors, activities, and processes to uncover opportunities for improvements to your localization speed and scalability. We'll then make recommendations to improve your localization program, or in some cases, we can completely take over the management of your internal localization and translation teams, including management of external vendors.

**Managed services is
the unicorn in the room.**

A Real-Life Example

A global sports apparel company needed a more efficient way to scale their digital localization activities, which included apps, websites and other digital platforms. Their old process kept localization and translation teams siloed and often team members' skillsets didn't match up with the tasks they were assigned. Bottlenecks formed frequently, slowing down the speed at which new digital offerings could go to market. Partnering with Summa Linguae Technologies, this sports apparel company formed a more cohesive team atmosphere where translators could collaborate and learn from each other and skillsets were better matched to translation activities. We also implemented new tracking systems that gave them more visibility when it came to resource allocation. As a result, localization turnaround times decreased significantly and new projects became much more scalable.

➤ **More effective,
faster work production**

➤ **Higher-quality
output**

➤ **More opportunity
to innovate**

➤ **Localization ROI at
a project level**

➤ **Generate higher
returns**

What can you achieve with the next generation of language solutions?

For too long, business leaders have seen translation and localization as necessary evils or inconvenient afterthoughts. And frankly, the language services industry did little to shake this impression. Now, all that's changing. Those who have grown up in this space are turning the industry on its head through evolved technologies and better business integrations. The next generation of language services providers see multilingual investments as just that – investments. Like any investment you want to see a positive return. With language, that return may not translate (excuse the pun) into straight dollars, but it should show a return in terms that matter to you, whether that's mind share or market share.

About Summa Linguae Technologies

Summa Linguae Technologies helps global, content-rich companies with every multilingual data challenge.

By leveraging data, automation, and human expertise, Summa Linguae Technologies builds language solutions that help you do more for less.

Welcome to the Next Generation of Translation

It's time to demand more from your multilingual investment. We can help you uncover savings and efficiencies in your language solution. Get your free translation and localization audit:



1-508-616-6660

**office_us@summalinguae.com
summalinguae.com**