

Integrating Documentation and Translation Automation Systems in a License-Free Environment



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The language industry has been changing

Early 2000s

- 2–3 target languages,
- Several documents per project,
- Deadlines measured in weeks

Late 2010s

- 20–30 target languages,
- Multiple documents per project,
- Deadlines measured in days

Approach to computer-aided translation in 2000s

- :(Desktop apps
- :(Per-seat licensing
- :(CAT only – no integrations/
marketplace/API

Why
doesn't it
work
today?

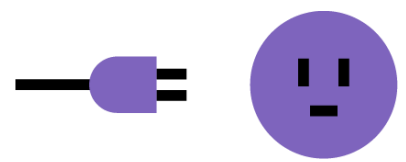
Why doesn't it work today?



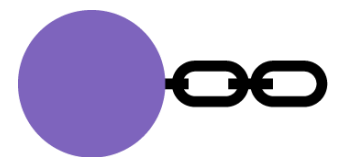
Desktop apps



No collaboration



Platform-dependent — it's not just Windows anymore



Can't take with you anywhere —
gig-economy encourages remote work

Why doesn't it work today?



Per-seat licensing



Too expensive



Number of freelancers is highly flexible



Jeopardizes your growth

Why doesn't it work today?



CAT only



Hard
to find new
translators



Can't enable
continuous
localization



Need to use additional
tools & platforms



No project cost
calculation

Other bottlenecks

- Technical
- Project management
- QA/Quality
- Timeliness, progress tracking
- Cost
- Payouts

Solution: Smartcat

CAT



Marketplace



**Vendor
management**



**Payment
automation**



New Payment Automation model!

Pay all suppliers
in one click.

\$1 or less
per transaction.



Smartcat

About Braahmam

Domain Expert Linguist Base

Inhouse team of translators & network of 2000+ active native linguists experienced in specific domains

Localization in 70+ languages

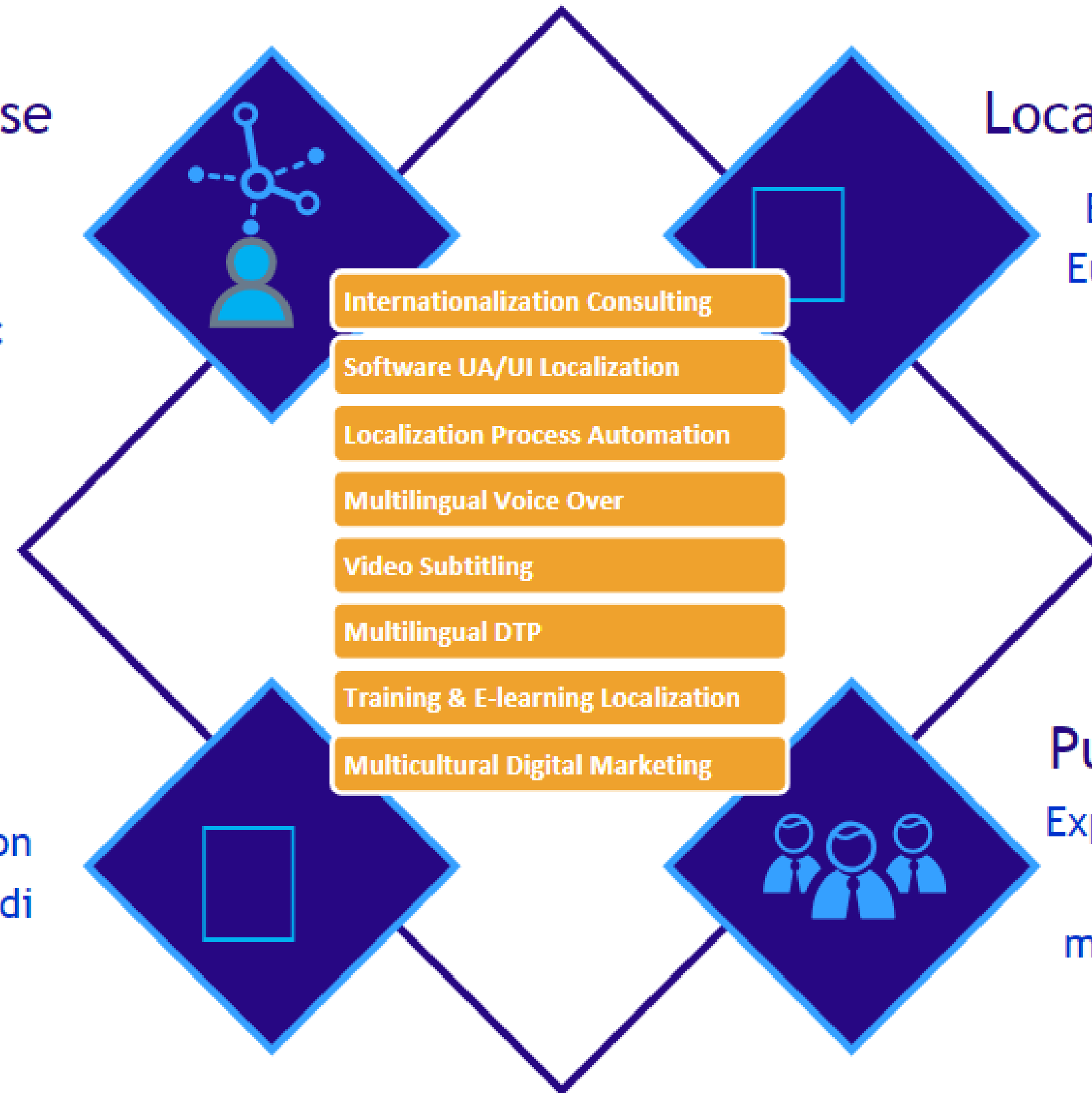
End to end localization in Asian, European, Indian, Middle-East and African languages

SAP Award Winners

Winners of SAP Service Recognition Award for ERP Localization in Hindi

Purpose-built Expertise

Experienced team with varied wealth of knowledge to develop & test multilingual solutions in any format



Braahmam use cases with Smartcat

- Volume: 470,000 Words
- Language: EN to Indonesian and Vietnamese
- File Type & Size: Trados Package (Input and Output) – 700MB +
- Glossary Size: 1500 words+
- Number of Translators: 7 Translators, 3 reviewers
- Timeline to Complete: 4 Weeks
- Process: TEP



Braahmam use cases with Smartcat

Challenges:

- Technical: Trados file size – would not open on regular PCs
- Project management: Multiplicity of translators, Quality/Consistency, Timeline/Deadline

Features used in Smartcat to solve challenges:

- Trados support
- Shared glossary feature
- Chat/communication feature
- Real-time progress tracking with files
- Segment splitting instead of file splitting

Braahmam use cases with Smartcat

- File Type: Image Files (Only OCR)
- Volume: 90+ Pages
- Number of Translators:
3 Translators + 2 Reviewers
- Timeline: 8 Days (Including the weekend)
- Process: OCR + Correction + TEP +DTP

Braahmam use cases with Smartcat

Challenges:

- Technical: OCR accuracy, Layout, DTP
- PM: Glossary, Multiple translators, Timelines

Features used in Smartcat to solve challenges:

- Technical - OCR Support, Pre and Post Layout
- Shared glossary feature
- Chat/communication feature
- Real-time progress tracking with files
- Segment splitting instead of file splitting

Braahmam use cases with Smartcat

- File Type: XML from Atlassian (User Manual)
- Volume: 7 Languages, 50K source words
- Process: TEP, Glossary update
- Timeline: 2 weeks

Braahmam use cases with Smartcat

Challenges:

- Technical: Proprietary XML format with non-standard tags
- PM: Legacy TM had poor translations
- File analysis was incorrect in any tool

Features used in Smartcat to solve challenges:

- Technical: Requested Smartcat team to develop specific parser to read the XML files correctly
- Shared glossaries
- Chat/communication
- Real-time progress tracking with files
- Segment splitting instead of file splitting

Thank you!

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