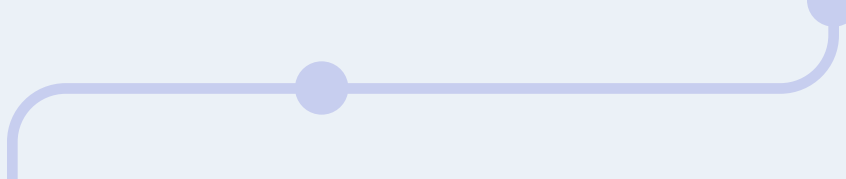# Unbabel

Unlocking the New Era of **Machine Translation**

The hype around AI has made business leaders eager to cut costs and improve productivity in a way that supports their teams. While the rise of chatGPT has allowed marketers to create content at an unprecedented pace, it has also presented the challenge of how to present this content to new markets. This is where translation technology comes into play.

When it comes to translations specifically, many businesses look to employ AI on Machine Translation (MT) and Large Language Models (LLM) to quickly and efficiently translate their content to help reach a global audience.

However, many have found that taking the leap into the world of AI is much more daunting than they originally thought, and are now haunted by the question: "Where do I start?"

AI in the translation industry is certainly valuable, enabling users to almost instantly determine translation quality while providing data to efficiently cut costs and make strategic decisions for a global audience. But for executives to get the most out of MT, they need to secure the right platforms, partners, and direction.

We've created this eBook to help you step into the new era of MT and LLMs by leveraging AI for quality, cost-effective translation at scale.

DID YOU KNOW?

Machine Translation is a process using AI and machine learning software to translate text from one language to another. Today's MT capabilities go beyond word-for-word translations and instead, translate based on overall meaning, often including the localized use of the second language.

Language Models are designed to analyze language to provide data-driven word predictions, while Large Language Models utilize more data and computational power to then train the language models to consistently result in better performance.

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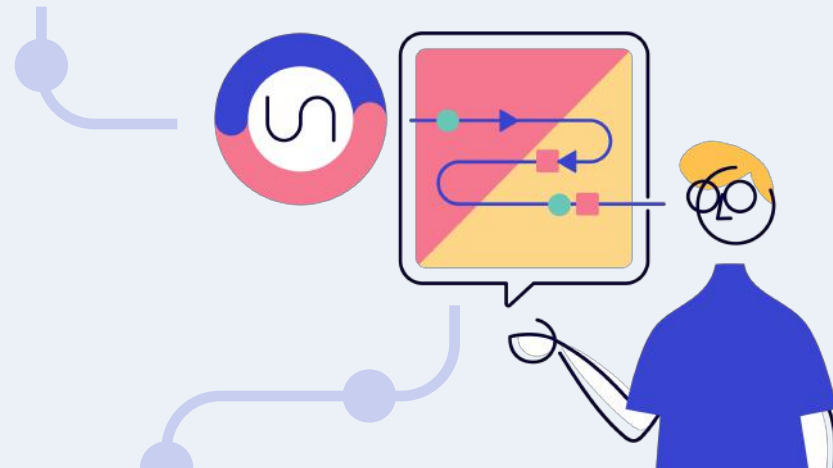# Find a Platform that Prioritizes Your Business Challenges

Without the right platform, translations can cost more time and money than a business would get in return. This is where MT and LLMs come into play. One of the most critical parts of using MT and LLMs with confidence is finding a reliable partner that understands and aligns with your translation goals. Your business will have unique needs for speed, quality, and cost for each type of content, communication type, audience, market and so on – therefore, a partner that can deliver to those parameters is critical. Coupled with detailed insights and reporting, the right translation provider can enable businesses to utilize their time, effort, and resources in the right place.

AI has the potential to ease the burden on employees and allow them to dedicate more time to complicated tasks by automating repetitive tasks and streamlining the translation process. When adopting these technologies, companies need to look for

solutions that balance AI and humans -- knowing when to use which, which levers to pull, and how they can work together.

The best way to do so is by adopting a platform that can determine if the machine translation is of high enough quality for that specific use case, audience, or market. If it is, then the translation can be finalized without needing a human-in-the-loop, inevitably leading to cost savings for the business. If not, then a professional translator can enhance the translation to ensure it's accurate, localized, and maintains consistency in the brand's voice.

Find a Platform that Prioritizes Your Business Challenges

Previously, businesses would have been forced to make trade-offs between cost, quality, and speed, but with these tools at their disposal, they can set parameters for their content for a much more cost-effective translation, and automate translations at scale, across their organization. With LLMs specifically, businesses are able to customize and automate how named entities — like dates, weights, temperatures — get localized, making it easy for translations to meet the specific needs of a market or audience without time-consuming conversions.

The right translation partner will have the know-how and expertise to advise on appropriate translation approaches, as well as the technology to assess translation quality, to help you navigate any challenges.

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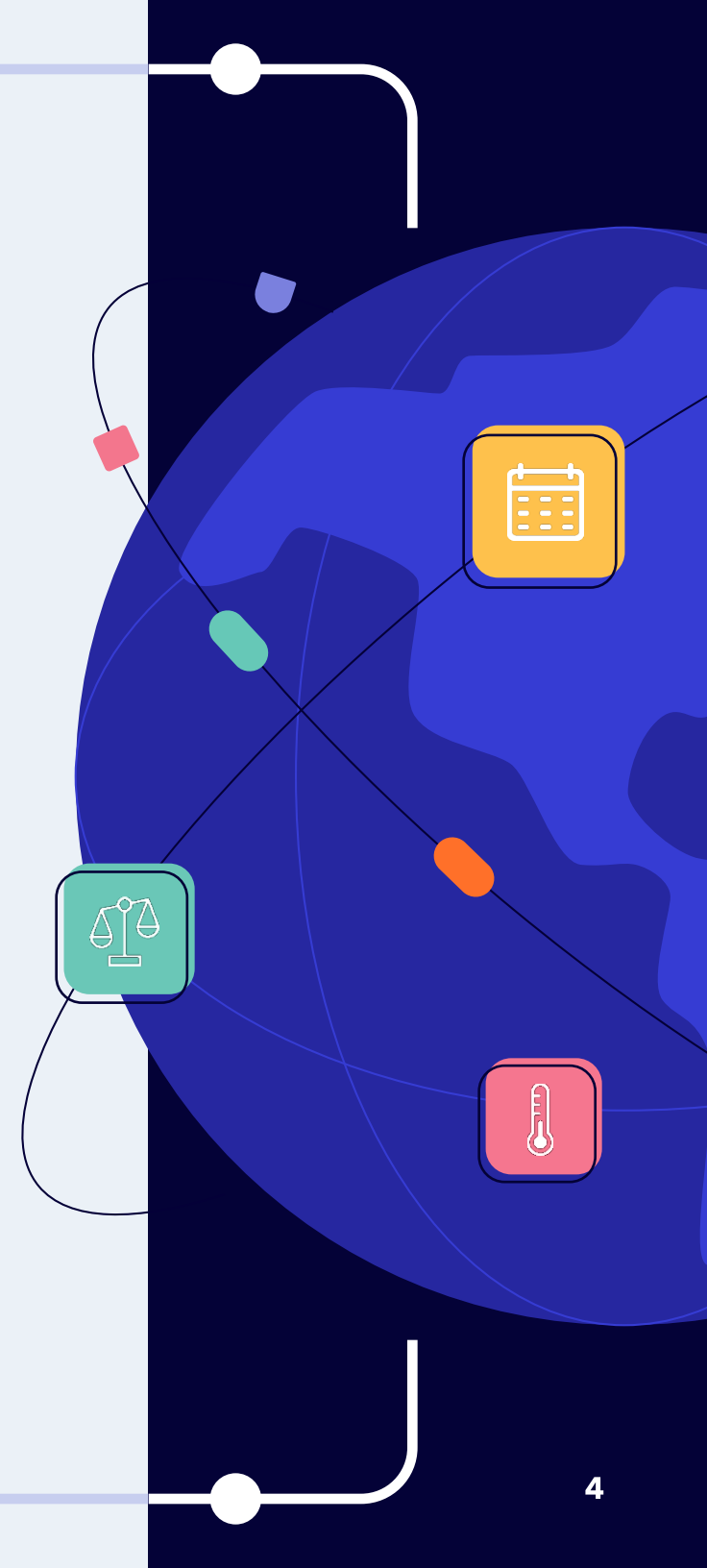
Make Quality Tangible Through Transparency in Data & Reporting

When it comes to translation, there are an array of factors to consider when thinking about quality. Companies need to consider the tone, the context or local culture, where the content is being used and more. Luckily, data and reporting can help to simplify this process and prevent possible translation errors.

According to a study by McKinsey, organizations that use data-driven insights for decision-making are 5% more productive and 6% more profitable than their competitors. Data and reporting provide invaluable information that enables business leaders to make informed decisions, identify growth opportunities, and improve efficiencies.

USING DATA-DRIVEN INSIGHTS PROVIDES:

+5% increase in productivity

+6% increase in profitability

Make Quality Tangible Through Transparency in Data & Reporting

While this is a new phenomenon in the industry, data related to translation activity is no exception to the rule. With proper, comprehensive reporting and data, businesses can calibrate translation and localization approaches over time and more easily adapt to changing markets, audiences, budgets and more. Unbabel's customer Ooni, for example, achieved upwards of 88% revenue growth in a new core market by taking advantage of data-driven, actionable insights -- like monitoring engagements to know when and how to strategically enter a new market. By leveraging Unbabel's data and insights, Ooni was able to strategically expand to global audiences while maintaining brand voice and adapting its language to resonate with new markets.

When a translation partner offers high-fidelity reporting, and makes performance visible in real-time, they make business executives nimble to the shifting commercial landscape, empowering them to make critical adjustments when needed, adapting communication, expanding to new touchpoints, or responding to crunches all of which ultimately eliminates inefficiencies.

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88%

revenue growth

TIP

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Look to a Translation Partner as an Extension of Your Team

While all of the factors above are key to taking full advantage of machine translation, having knowledgeable, dedicated translation partners to navigate the world of localization also has its benefits.

Navigating this world is more important than ever, with 64% of global consumers considering localization as a significant factor in their purchasing decisions, according to a report by Forrester.

A dedicated team has the ability to holistically manage a company's translation program – this is critical because most organizations won't have the combination of machine learning knowledge, linguistics experience, and localization abilities in-house to run, maintain, and enhance translation performance. Instead, translation teams can support expansion, proactively identify issues while driving

improvements, streamline processes and make cost-saving adjustments. In addition, having a partner you can trust when it comes to security and data is paramount especially with dealing with content of a sensitive nature.

With the proper translation platform and partner, business executives don't need to be localization experts to achieve ROI. Having a knowledgeable translation partner is paramount to being able to ensure quality translation while also improving efficiencies.

64%

OF CONSUMERS
consider localization important

Staying ahead of the technology curve in an era of Machine Translation, LLMs, and AI is key.

While this can seem daunting, working with a translation partner who can tailor its offerings to your needs is imperative to creating business translation workflows that ensure quality while maximizing ROI.

Want to test your translation quality or see which MT models are best for your business priorities? Check out our free **Machine Translation** and **Quality Intelligence tools**.

If interested in learning more about Unbabel and the new LangOps Platform, visit **www.unbabel.com/langops_platform.**

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Bonjour

Здраво

Hola

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