RWS

Transforming translation

**Agile translation solutions
that take you further faster**

Finding a new way forward

Businesses today face tremendous pressure to do more with less: to optimize resources, get to market faster and stretch shrinking budgets to cover rising costs. As a result, they're continuously looking for new ways to be more efficient and continue to get the job done.

Technology can offer a solution, especially when it comes to the translation of content for international markets. Those who implement the right blend of technology and services realize tangible benefits: more productivity, reduced timescales and, ultimately, continued growth.

How can today's businesses go further faster?

Transforming translation

If you want to go further faster, a transformation may be required. A transformation that offers you more time to focus on tasks where human intelligence and creativity are most valuable.

Add an agile mindset to this mix, and new perspectives and opportunities can open up, allowing you to better position yourself to take advantage of global growth opportunities.

Taking advantage of developments in translation technologies is more than a means to an end. It's the beginning of a new way forward and a means to support international growth.

The value of translation

We know that translating content is critical to the willingness of people to trust, interact with, and engage with brands.

Given the importance of a digital content strategy, translation can't be an afterthought. Your translation process needs to support and enhance your content strategy if you want to make the most of opportunities for global growth and market expansion.

Those who transform their translation operations will take their business further faster in a digital world.

But what does this mean in practice?

93% of global respondents say that it's important for global brands to speak to all customers in their own language at all times[1]

[1] RWS Unlocked 2023 Report

How is translation technology evolving?

Computer-assisted translation (CAT) software is long-established, and translation technologies have developed continually in recent years. So it's fair to ask: isn't translation already fundamentally digital and tech-enabled?

It's true that any organization using translation technology – either through a language service provider (LSP) or directly in-house – is leveraging a tech-enabled language service. But all too often this means that most are using what are now perhaps best described as 'legacy' technologies, especially when viewed from the perspective of digital transformation.

Just as a spreadsheet doesn't really perform anymore as a data analytics platform, some traditional CAT tools, translation management systems (TMS), and machine translation (MT) engines are showing their age. They're still adequate for a variety of applications and some remain powerful productivity enhancers. They're just not designed for today's – or tomorrow's – realities.

While traditional translation technologies are still adequate for some tasks, they're not designed for today's – or tomorrow's – realities.

Technology is enhancing processes

When product development is agile, translation also needs to be agile. With development teams focusing on iterative sprints, automated build processes and continual improvement, translation needs to be able to handle a continual flow of translation tasks and content updates.

When you're translating a greater volume and variety of content for your global market growth, you need more efficient ways to manage the process. You need the same budget or number of people to translate more content across a wider range of formats and digital touchpoints in a shorter period of time to meet your organization's localization goals.

Traditional linear process becomes iterative and agile

Project timeline

Job 1

Handoff

Job 2

Handoff

Job 3

Handoff

Job 4

1

2

3

4

5

6

Incremental hand-offs
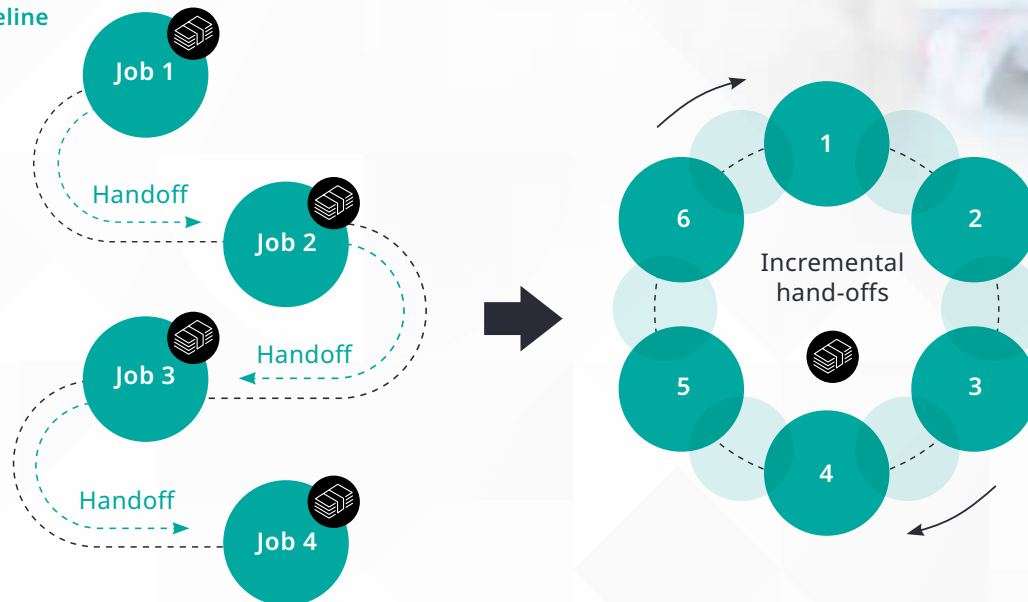
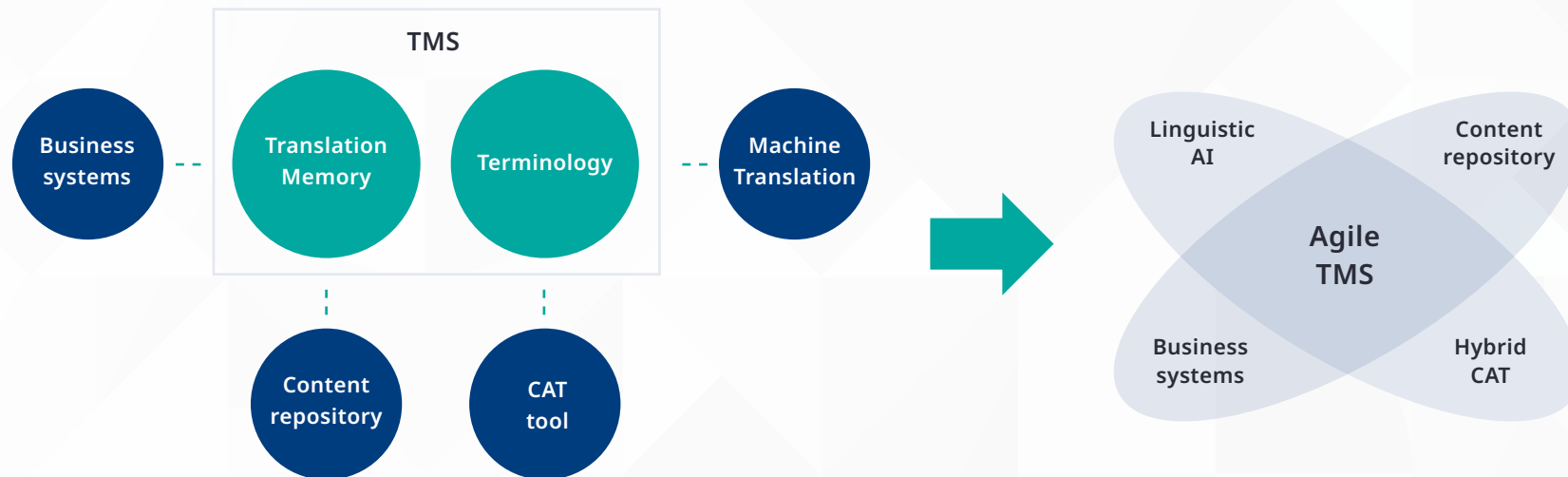# Technology is transforming translation

The next generation of translation technology is here

Yesterday's TMS and translation portals go some way toward creating end-to-end translation workflows. But today's new translation technologies are so much more agile, intelligent, automated and intuitive that the experience – and the benefits – are transformative.

And because most of these new technologies are built on platforms designed for ongoing evolution, and are being developed rapidly, now is the perfect time to join the augmented translation revolution that can bring transformative results for your business.

Fragmented technology is now integrated and agile

# Understanding today's translation technology solutions

Agile translation management

At its heart, an augmented tech-enabled translation process has an agile translation management platform built specifically to support continuous localization. This means that, by design, it can easily manage large volumes of content and is able to adapt to the growth in 'bite-sized' content and fast-paced iterative translation requirements typical of digital-first businesses.

Content connectors and APIs

An agile TMS should also be designed to help you embed translation within your business workflows – a level of integration that delivers greater business agility and efficiency. At a minimum there should be standard APIs to support custom integrations. Ideally, you want a platform with a large range of out-of-the-box content connectors to simplify integration with the most common business systems.
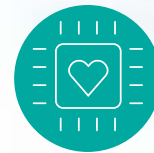
Linguistic AI

MT has quickly become one of the world's most common uses of artificial intelligence (AI), and many augmented translation processes incorporate it. Along with other forms of linguistic AI, MT is a big driver of translation agility and efficiency. Because all forms of linguistic AI are core language technologies, an agile TMS is highly likely to feature a deep level of integration with MT and other linguistic AI functions. Ideally, you want linguistic AI built in to the agile TMS, even if it's also available as a standalone function or service.
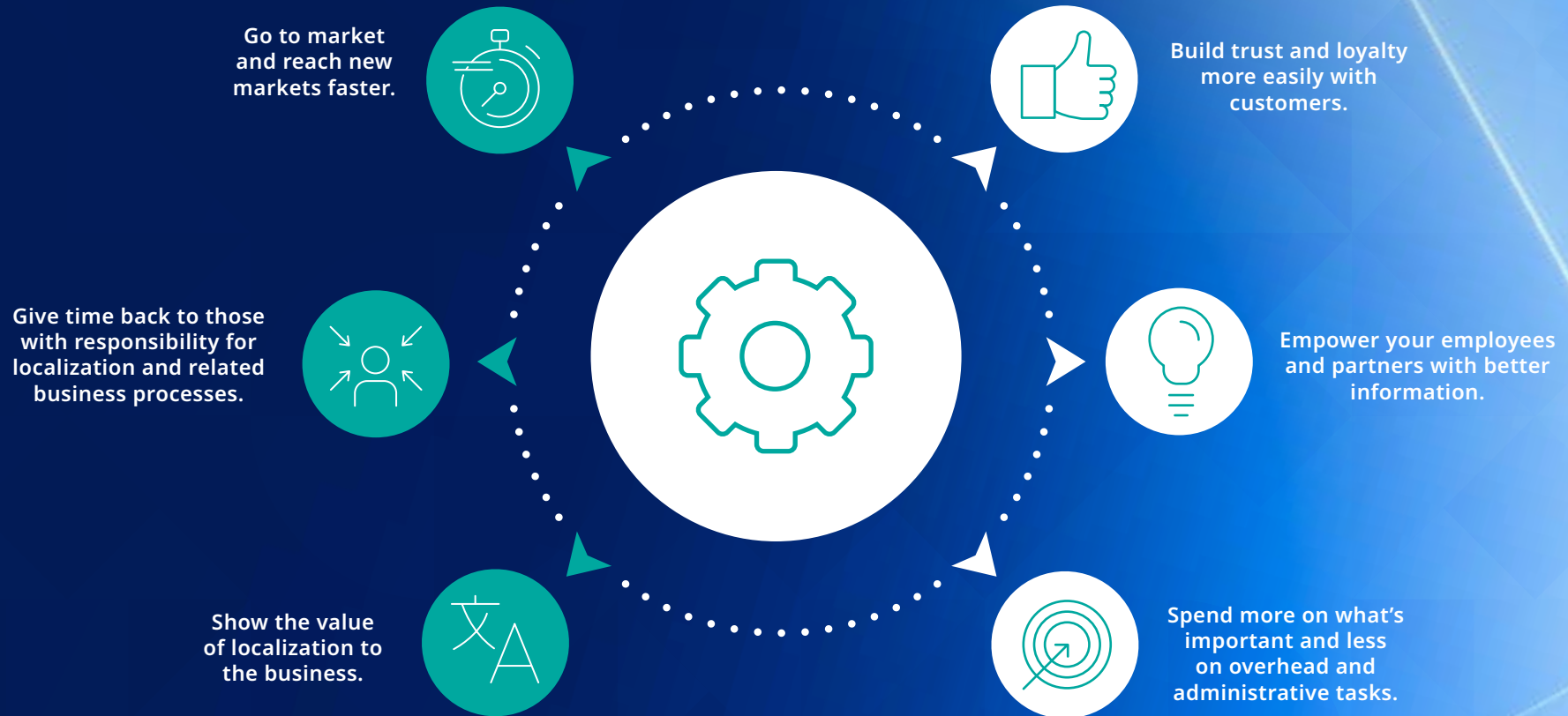
Hybrid CAT

CAT tools have come a long way through the decades. But only very recently have they given translators the flexibility to switch seamlessly between online and offline working or use different devices for anytime-anywhere access to their work. For maximum agility and efficiency, you'd expect a deep level of integration between hybrid CAT, agile TMS and linguistic AI.

Discover real business benefits

When you take advantage of an augmented tech-enabled translation process, you'll be able to:

Go to market and reach new markets faster.

Build trust and loyalty more easily with customers.

Give time back to those with responsibility for localization and related business processes.

Empower your employees and partners with better information.

Show the value of localization to the business.

Spend more on what's important and less on overhead and administrative tasks.

Go further faster

The greater integration, automation, flexibility and intelligence delivered by augmented translation means that everybody who is a part of the process is freed to add more value.

They can do more with less.

They can focus on the parts of their job where human intelligence and imagination really matter.

They can be more agile, which also encourages a nimble mentality and continuous improvement – freeing your business to maximize global growth opportunities.

Stay at the forefront of translation technology solutions

It's possible to realize these benefits by deploying agile translation management in-house or through an augmented tech-enabled language solution. When an LSP uses the latest in translation technology, you can see the impact in the wide array of solutions they offer. They work with a wider range of content formats – think multimedia and apps, not just traditional documentation.

They offer a greater variety of localization, from traditional translation to transcreation to international SEO. And as you expand your use of translation technologies and adapt to new solutions, they grow with you and can offer content- and translation-specific consulting to help optimize your digital setup and process.

Do you want to learn more about solutions to take you further faster?

rws.com/transforming-translation

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**

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