

SDL Acquisition of Language Weaver

Frequently Asked Questions

FAQs

Who is Language Weaver?

Language Weaver is the leading provider of statistical-based machine translation for government and commercial organizations. Language Weaver delivers trusted automated translation solutions for high-value, dynamic digital information to improve human communications, increase operational effectiveness, improve brand experiences and drive customer engagement.

Why is SDL acquiring Language Weaver?

SDL considers machine translation to be an essential technology as part of their Global Information Management strategy. Language Weaver is best-of-breed in the machine translation space and is the only company delivering TrustScore trusted quality levels of confidential automated translation. For maximum return and customer satisfaction, global content must be in the local language. Integrating this technology into SDL's products and Global Information Management processes provides significant differentiation to our customers. SDL will enable customers to use any combination of machine or human translation technology to serve their communication needs. With the continued exponential growth in user generated and other such forms of web content, the acquisition of Language Weaver enables SDL to provide global customers with this content in their local language - quickly, consistently and cost effectively.

What is unique to Language Weaver's products?

Language Weaver's products are built from the ground up to provide a secure, multi-tenanted Software-as-a-Service (SaaS) solution. For government customers, the core product can be run behind a secure firewall. At the heart of Language Weaver products is a state-of-the-art statistical machine translation engine providing trusted-quality machine translations across over 75 language combinations. Language Weaver is also the only provider of automated translation with the capability to provide a TrustScore against each translation where the quality is predicted by the translation engine. This enables customers to build business rules around TrustScore and automate translation and publishing processes.

Will SDL continue integrating with other machine translation engines?

Yes, SDL is committed to customer choice and continues to operate on an open-technology policy and wishes to continue providing flexibility to its customers in terms of providing access to other machine translation engines. Integration with other machine translation engines has been incorporated into SDL products for some time.

How will Language Weaver fit into the SDL business structure?

Language Weaver will operate as an individual business unit, SDL Language Weaver, reporting into the Group CEO of SDL, Mark Lancaster. For revenue purposes, it will be rolled up into the Language Technologies division of SDL. The current management team of Language Weaver will remain unchanged and report into Mark Lancaster.

What does this mean for SDL's current translation services business?

SDL believes that the future of translation will incorporate an increasing element of human translators being involved in the post-editing of machine translation. Therefore SDL will continue to develop its expertise on the integration of machine translation within the translation environment for clients that wish to take advantage of human post-editing services .

What does this mean for SDL's current automated translation products?

The existing SDL Enterprise Translation Server™ (SDL ETS™) is based on rules-based machine translation technology which complements the statistical approach used by Language Weaver. SDL expects to continue to sell and service SDL ETS for the foreseeable future and complement it with Language Weaver's statistical based technology.

What does this mean for Language Weaver's current partners?

Language Weaver and their partners will benefit from the increased resources and broader capabilities of the whole SDL group, including a wider range of products and integration opportunities. It will be "business as usual" with the acquisition having no impact on the daily business of Language Weaver and their existing partnerships.

What does this mean for Language Weaver's customers?

Language Weaver's customers now have the added benefit of having all of SDL's products and translation services to complement the automated translation technology of Language Weaver. This exciting set of capabilities now means that all Language Weaver customers have access to a complete suite of translation and communication technology and services.

What does this mean for SDL's customers?

The acquisition enables SDL customers to easily gain advantage from Language Weaver's leading machine translation technology by including it as part of an integrated solution. SDL is now capable of delivering any combination of machine and human translation to meet the communication needs of our customers, while simultaneously opening a new market for translations previously viewed as unapproachable.