

TRANSLATION PRODUCTIVITY TECHNOLOGIES – WHAT IT MEANS TO YOU



TECHNOLOGY OVERVIEW

First, and very importantly do not confuse the technologies explained here, with computer generated translations such as you often find as on-line 'freebies'.

The tools that we use have been professionally developed over a number of years to assist with the productivity and quality of human translation.

We are often asked to explain how these tools work and the benefits they provide.

Now, all the answers are to be found here.

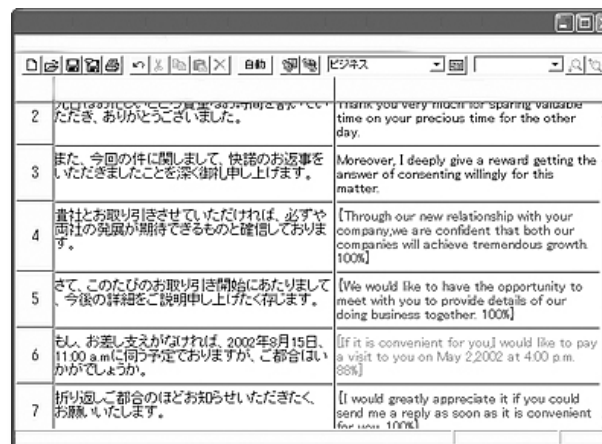
HOW WILL THE USE OF TRANSLATION TOOLS BENEFIT ME?

PUSH normally advise using a translation productivity tool if:

- The project is in excess of 10,000 words per language
- A quality and cost benefit can be anticipated
- Is part of a larger on-going translation requirement
- The project is delivered using a number of channels
- The project involves Artwork Adaptation or Desk Top Publishing
- The project involves translating website files or software files

The benefits are:

- Ad-hoc projects can benefit from a cost reduction through improved productivity
- On-going projects benefit from exponential cost reduction as the Translation Memory develops
- In both instances general quality and consistency of translation are improved. This is particularly relevant when final delivery is via a number of different channels, e.g. your website, printed literature or software and its related helps and documentation.
- If Artwork Adaptation or Desktop Publishing is involved, then automation of this aspect of the project can often be achieved. This saves time and cost, but also means that Artworkers are focused on quality management and not tedious copy & paste routines.



Line	Source Text (Japanese)	Target Text (English)
2	大層お忙しい中にもかかわらず、ご対応いただき、ありがとうございました。	I thank you very much for sparing valuable time on your precious time for the other day.
3	また、今回の件に關しまして、快諾のお返事をいただきましたことを深く御礼申し上げます。	Moreover, I deeply give a reward getting the answer of consenting willingly for this matter.
4	貴社とお取引引きさせていただければ、必ずや貴社の発展が期待できるものと確信しております。	[Through our new relationship with your company, we are confident that both our companies will achieve tremendous growth. 100%]
5	さて、このたびのお取り引き開始にあたりまして、今後の詳細をご説明申し上げます。	[We would like to have the opportunity to meet with you to provide details of our doing business together. 100%]
6	もし、お参りませがければ、2002年5月15日、11:00 a.m.に伺う予定ですが、ご都合はいかがでしょうか。	[If it is convenient for you] would like to pay a visit to you on May 2,2002 at 4:00 p.m. 88%
7	折り返しご都合のほどお知らせさせていただきます。お願いたします。	[I would greatly appreciate it if you could send me a reply as soon as it is convenient for you. 100%]

WHAT IS TRANSLATION MEMORY?

A Translation Memory is a database consisting of your original text and its equivalent translation.

As more is translated and approved, the database gets bigger and delivers increasing benefits.

PUSH will manage the Translation Memory for you – the cost of this being outweighed by the advantages.

SO, JUST HOW DOES IT BENEFIT ME?

We use your Translation Memory to pre-populate future projects, by re-using previously approved translations.

When we analyse a new project we can tell you precisely how much you are benefiting – and you'll be able to see very clearly how it reduces the cost of every translation.

But just as important – the Translation Memory ensures consistency across all of your material regardless of the time between projects.

It also means that the critical knowledge gained by a translator is not lost if for any reason that translator is not available, or if we need to extend this knowledge across a team of translators.

WHO OWNS THE TRANSLATION MEMORY?

If you've paid for it, it's yours. It's that simple. You can take it to any translation agency using similar tools and they will be able to utilise it.

ARTWORK ADAPTATION & WEBSITE TRANSLATION

Artwork adaptation and Destop publishing

If your organisation is producing printed materials for the EMEA and Asian markets then you will be aware of both the time and cost involved.

Our workflow from original artwork, through translation to the final localised version is seamless.

Automation of the translation/localization process not only means unbroken workflow, but it also reduces error and ultimately cost.

You simply send us your artwork or files (InDesign, Quark etc) and we will do the rest.

Website translation

The same tools allow us to edit most web files (html, asp, jsp etc). And again the workflow is seamless.

If you can present us with a copy of your existing website directory, we can translate the relevant files, test and return a ready-to-publish site in the languages you require.

If you can export as XML then we can automate workflow in addition to the benefits shown above.

Where your CMS has provision for on-line editing, please give us access in order to evaluate the environment from a translation perspective.

It's important to note that working on line may not allow us to use a productivity tool and may slow down the translation process.

HOW WE PRESENT OUR COSTS

If we are using a productivity tool, your cost quotation will show two description lines per language.

The cost for each language is the total of the two lines.

The first line shows the number of unique words, the second line shows the number of repetitions. Repetitions are charged at a significantly lower rate.

Item	Quantity	Description	Rate	Amount	Tax Rate	Tax Amt	Gross Amt
PUSH Content							
Ken Mealing							
French	10000	From English to	0.109	1,090.00	17.50%	190.75	1,280.75
French (leveraged)	2000	From English to	0.036	72.00	17.50%	12.60	84.60
German	10000	From English to	0.109	1,090.00	17.50%	190.75	1,280.75
German (leveraged)	2000	From English to	0.036	72.00	17.50%	12.60	84.60
Italian	10000	From English to	0.098	980.00	17.50%	171.50	1,151.50
Italian (leveraged)	2000	From English to	0.032	64.00	17.50%	11.20	75.20
Russian	10000	From English to	0.067	670.00	17.50%	117.25	787.25
Russian (leveraged)	2000	From English to	0.022	44.00	17.50%	7.70	51.70
Chinese (Simplified)	10000	From English to	0.071	710.00	17.50%	124.25	834.25
Chinese (Simplified) (leveraged)	2000	From English to	0.024	48.00	17.50%	8.40	56.40
Sub total				4,840.00			
Project Management as detailed in proposal			5.00%	242.00	17.50%	42.35	284.35
Tax Code Summary					17.5%	£5,082.00	£899.35

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