

# MT Solutions for Today's Business Needs

Presented by

**Dimitris Sabatakakis**

**Chairman & CEO**

**SYSTRAN**



# Why Machine Translation?

## Demand for Multilingual Content Increasing

- English is no longer the dominant language on the Web
- Terrabytes of multilingual information available for Corporations and Consumers
- “Real-Time” access to multilingual content is a top priority
- Web Services are adopted by major industry players (Technical support, eCommerce, eLearning, ...)
- MT is the only effective and economic solution to face this new challenge

# Why Machine Translation?

## MT Use

### ➤ Gisting

- ✓ Quick and effective understanding of foreign content
- ✓ Translation of Web pages, email, documents

### ➤ Publishing

- ✓ A dynamic solution is required for publishing multilingual content through Web Services:
  - Technical Support
  - eCommerce
  - eLearning...

# Why Machine Translation?

## MT Benefits

- Better Access to Information
  - Fast understanding of foreign content
  - Gisting of Web pages, documents, work reports, proposals, etc.
- Enhanced Communication
  - Builds corporate brand equity in new markets
  - Increases and retains site traffic
- Increased Productivity
  - Immediate translation of multilingual content : 1000 words<under 10 seconds
  - Boosts productivity for human translators
- Return on Investment
  - Savings in translation costs (80% saving versus Human Translation)
  - Reuse of texts already translated
  - Build corporate knowledge bases (dictionaries)

# SYSTRAN MT Software Solutions For Corporations and Consumers

## ➤ Desktop Products

SYSTRAN Premium 4.0

SYSTRAN Standard 4.0

SYSTRAN Personal 4.0

## ➤ eServices (Hosted on SYSTRAN servers)

SYSTRANLinks - Website Translation

SYSTRANBox - Translation Service for Web visitors

SYSTRANet - Translation Service for Corporations

## ➤ Client-Server Products

SYSTRAN Enterprise 4.0 - Company Intranet

SYSTRANWebServer 4.2 – Scalable solution, interfaces with third party applications

# Desktop Products

## For Consumers to Businesses

### Price Range

- 59 € for SYSTRAN Personal 4.0 bilingual pack to 999 € for SYSTRAN Premium 4.0 CD-ROM package

### Features

- SYSTRAN Clipboard Taskbar
- Plugins MS Office (Word, Outlook, Excel, PowerPoint, and Internet Explorer)
- SYSTRAN Dictionary Manager
- SYSTRAN Translation Project Manager
- SYSTRAN MutliTranslate Utility

### Languages

English ⇔ French, German, Italian, Portuguese, Spanish, Dutch, Greek, Russian, Japanese, Korean, Simplified Chinese and Traditional Chinese

French ⇔ English, German, Italian, Portuguese, Spanish, Dutch, Greek



# eServices (1) SYSTRANLinks

## Website Translation

[www.systranlinks.com](http://www.systranlinks.com)

### Price Range

- 450 € to 27,000 € per year

### Features

- On-the-fly translation of websites
- 6 different packages
- API mode adds translation capabilities to any Web application (chat, forum, proprietary email application...)
- 24/7 access to a password-protected interface allows the user to:
  - Subscribe online
  - The online SYSTRAN Dictionary Manager
  - The 20 specialized dictionaries
- FREE trial - test all available features

### Languages

- All 12 English-centric language pairs
- 7 French-centric language pairs

Choose a language



### Customers

BrainStorm International:  
<http://www.koifaire.com>

• Trading Post:  
<http://www.tradingposteuropa.com/>

• Business Information Publications Ltd:  
<http://www.bipcontracts.com>

# eServices (2) SYSTRANBox

## Translation for Portals

[www.systranbox.com](http://www.systranbox.com)

### Price Range

- 450 € to 27,000 € per year

### Features

- Translation interface for Web visitors to translate text or web pages
- 6 different packages available
- Option to select 20 specialized dictionaries
- Add your own terminology
- Personalize your interface
- FREE trial available upon request

### Languages

- All 12 English-centric language pairs
- 7 French-centric language pairs



### Customers

- AltaVista (BabelFish): <http://babelfish.altavista.com>
- Free: <http://chaines.free.fr/systran/>
- Lycos: <http://translation.lycos.com>
- Wanadoo: <http://www.wanadoo.fr>
- Voilà: <http://tr.voila.fr/>



# eServices (3) Corporate SYSTRANet Corporate Translation Service

[www.systranet.com](http://www.systranet.com)

## Price Range

- 20,000 € to \$100,000 € per year

## Features

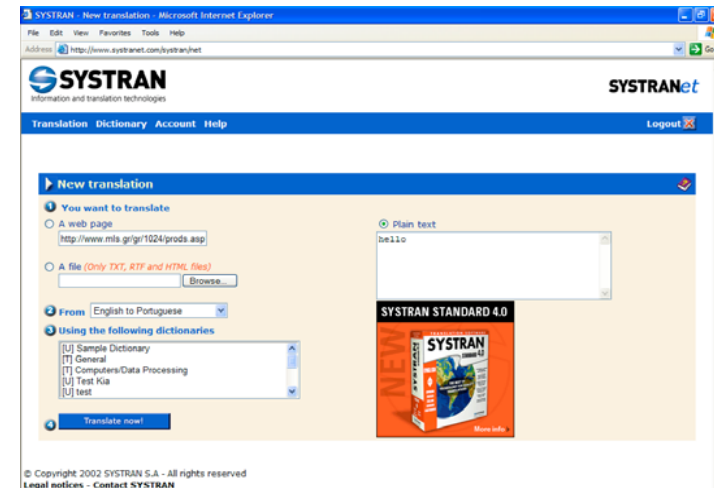
- Translate text sequences
- Translate Web pages
- Translate files: TXT, RTF and HTML uploads
- Size limit 64K and higher
- Free access to the 20 specialized dictionaries
- Free online account: [www.systranet.com](http://www.systranet.com)

## Languages

- 12 language pairs ↔ English
- 7 language pairs ↔ French

## Customers

- PriceWaterHouse Coopers  
<http://www.systranet.com/systran/pwc>
- Université Paris 7  
<http://www.systranet.com/systran/ilts>



# Client-Server Products (1) SYSTRAN Enterprise

## *For Corporate Intranet Environments*

### Price Range

- 2,500 € to 100,000 € +

### Features

- Web-based translation
- Client Applications: MS Office plugins + linguistic tools
- Server Configuration: Windows 2000/XP  
IIS 5.0 or higher - .NET Framework - MSI 2.0
- Client Configuration: Windows 98SE, Me, NT4 with SP6, 2000, XP

### Languages

- 12 language pairs ↔ English
- 7 language pairs ↔ French

### Customers

- L'Oréal
- UK Patent Office
- Kingfisher
- Philip Morris
- Michelin
- Total Fina UK

# Client-Server Products (2) SYSTRAN WebServer

## Scalable Solution

### Price Range

- 50,000 € to 500,000 € +

### Features

- Scalable and open architecture
- Web-based interface
- Application Packs: MS Office plugins and customization tools (Premium 4.0)
- API for integration
- Platforms: Linux, Solaris, Windows NT4, 2000 and XP, HP-UX

### Languages

- 12 language pairs ↔ English
- 7 language pairs ↔ French

### Customers

- Google
- Ford Motor Company
- Lexico (mydictionary.com)
- WorldLingo

# Professional Services For Corporations

- Linguistic Customization
  - Feasibility Study
  - Pilot Prototypes
  - Real World Production Project
- Systems Integration
- Training
- Maintenance

## Customers

- Cisco Systems
- Sun Microsystems
- Chemical Abstracts
- Ford Motor Company
- Saint-Gobain
- European Commission
- US Government

# Business Cases

## MT Solves Problems for Corporations

- Web Services
  - Online Technical Support > Cisco
  - eCommerce
  - eLearning
  
- Internal Communications > DaimlerChrysler Intranet
  
- ERP (Enterprise Resource Planning) > Ford
  
- Integration Workflow Environnement > European Commission

# Web Services

## Cisco Systems Online Technical Support

### ➤ TAC (Technical Assistance Center)

Cisco's self-service support website, available 24/7

- Solutions published in an English-driven Knowledge Base
- Thousands of documents, old and new, are product-specific and highly consistent

### ➤ Reason for Applying an MT Solution

- Complex content makes human translation challenging
- Support dynamic publishing needs
- Human translation is time and cost prohibitive

# Internal Communications

## DaimlerChrysler

- SYSTRAN technology installed on DaimlerChrysler's intranet
  - 2.5 million translations per year in English & German
  - 25,000 registered DaimlerChrysler users
  - 4,000 unique users per day
  
- Gisting
  - Web pages, email
  
- Publishing
  - Corporate reports, documentation, personal files

# Enterprise Resource Planning

## Ford Motor Company

- Customized MT is used to translate “vehicle-building” instructions in Ford manufacturing facilities outside the US
  - Each vehicle contains 50,000 records
  - Currently over 15 vehicles are translated
  - Text sentences are stored as a single record in an Oracle database
  - On average, 10,000 records translated each week
  - To date, more than 4 million records have been translated
  - Ford specific terminology contains over
    - ✓ 2,500 words
    - ✓ 13,00 noun phrases
    - ✓ 1,000 abbreviations and acronyms



# Integration in Workflow Environment

## European Commission

### ➤ European Commission Setup

- 24 language pairs integrated within the productivity tools and document workflow environment for users of the Commission's Translation Service ("SDT")
- Productivity tools include KWIC, comparators, dictionary lookup
- SDT translates more than 4,000 documents per day
- File formats: RTF, HTML, TXT, XLS
- Linux version of SYSTRAN MT runs on 15 CPUs

### ➤ Application

- Communication: Web pages, email, chat
- Publishing: Documents, proposals, official requests

# Competitive Edge

- 30 plus years of experience
- Largest breadth of language pairs  
(currently 36 commercially available, with more in development)
- Accumulation of million-entry dictionaries
- Ability to perform deep-level linguistic customization
- Highly reputable customers
- More than 8 million translations per day
- Proven track record

# Questions – Need More Info?

➤ Contact:

Dimitris Sabatakakis

Email: [sabatakakis@systran.fr](mailto:sabatakakis@systran.fr)

Or visit [www.systransoft.com](http://www.systransoft.com)