How Marketers are Adopting Cloud-Based Language Solutions to Optimize Performance and Customer Engagement



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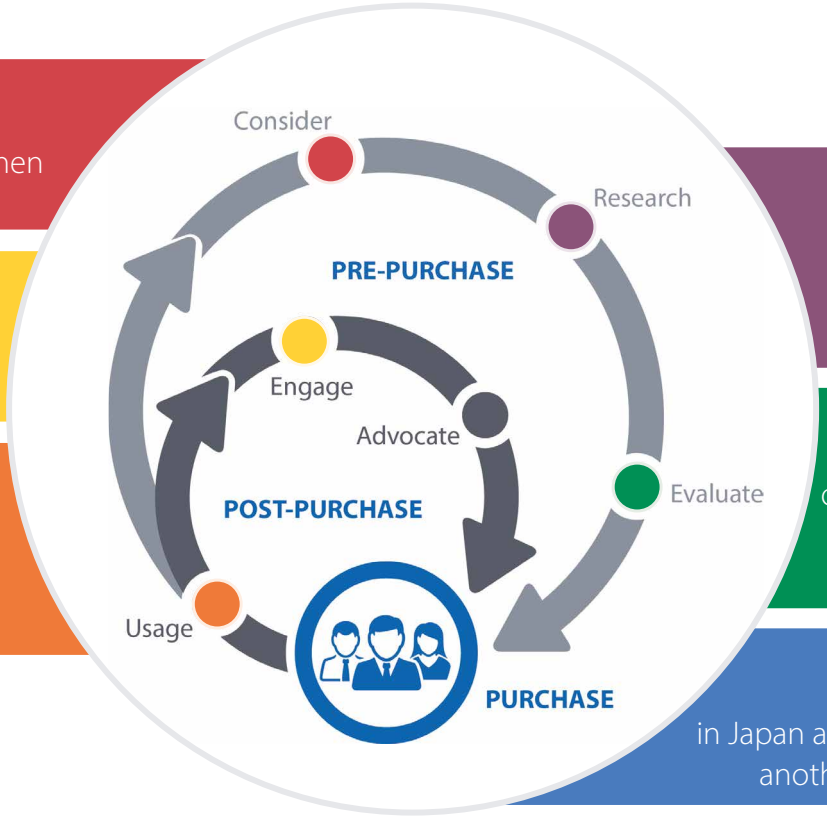
Why language matters

Regardless of your business, success on a global level requires you to engage prospects and customers in the right language at the right time.

90%
choose a native language when available

70+
languages are supported by Twitter and Facebook

78%
more likely to buy if user instructions are in their language



82%
more likely to buy if promotional material is in their language

81%
of people more likely to buy if technical documentation is in their language

60%
in Japan and France will not buy from another site in another language

Why language matters

Research from Common Sense Advisory shows that language is important at every stage of the customer journey.[2] From pre purchase to purchase and post purchase it should come as no surprise that when given the choice, consumers today will choose products and services from companies who speak in their language, personalizing the brand experience based on their cultural and language preferences. Conversely, they will abandon a company that doesn't speak their language.

75%

75% of online retailers ranked international expansion as either "very important" or "somewhat important" to their overall business strategies.[1]

8 seconds

The attention span of the average consumer online has dropped from 12 to 8 seconds.[3]

1 second

If the information they are looking for is not in their language, this drops to one second.

[1] Forrester Research, The State Of Retailing Online 2011: Merchandising, Headcount, And Global Strategies, January 29, 2013. [2] Common Sense Advisory, Can't Read, Won't Buy, February 21, 2014, https://www.commonsenseadvisory.com/AbstractView.aspx?ArticleID=8057. [3] National Center for Biotechnology Information in 2014. http://www.ncbi.nlm.nih.gov

Companies are struggling to engage consumers around the world



While companies of all sizes may desire to expand into new markets, they face challenges delivering the right experience to global customers from start to end of the customer journey. Why? They struggle to deliver content and information in the languages preferred by their customers.

Most companies generate and store a significant amount of content that needs translating – such as technical documentation, service manuals, marketing materials and contracts. Consumers expect this information to be available to them across channels and touch points around the globe. Unless brands ensure a consistent experience across these channels and touch points, the experience is broken.

Unfortunately, for most companies, language is an afterthought. This negatively affects the customer experience and in turn the company's ability to succeed on a global scale. According to the Economist Intelligence Unit 64% of executives say language barriers make it difficult to gain a competitive foothold in international markets. Furthermore, 49% say that a language barrier has stood in the way of a major international business deal.[5]



69%

of marketers are creating more content now than they did one year ago. (Content Marketing Institute, 2015)

76%

plan to increase their investment in content marketing in 2015.[4]

90%

You need 14 languages to reach 90% of the online population.[6]

[4] Curata, 2015 Content Marketing Tactics & Technology Planner, http://www.curata.com/resources/ebooks/content-marketing-tactics-technology-planner/
[5] Chief Marketer, MACHINE TRANSLATION TECHNOLOGIES FOR GLOBAL BRANDS, http://www.chiefmarketer.com/machine-translation-technologies-for-global-brands/
[6] Common Sense Advisory, Benchmarking the Top 100 Online Languages for 2015, April 30, 2015, http://www.commonsenseadvisory.com/AbstractView.aspx?ArticleID=24119

The challenges of translation

For companies that are active internationally in countries with several local languages, it can be incredibly challenging to manage the translations required to achieve high quality, engaging communications while launching products, solutions or services globally on schedule.

Managing global translations can be expensive, difficult and time-consuming, especially when relying on a combination of ad hoc in-house resources, translation software and outsourced service providers. Staff and other costs associated with managing translation projects, quality assurance and translation services increase exponentially as the volume of source information and the number of target languages increase.

Language complexity will continue to grow…



…how will you prepare for the future?

The problems are multiplied when people throughout the company are contracting for translations. Without a centralized view of all translation projects and the ability to take advantage and reuse existing translations, companies miss time and cost savings. Because the process is so difficult, often times a large amount of critical content is not translated across key languages.

Many organizations consider only one translation option - high quality human translation. While meeting the needs of some content types, human translation can be too costly and slow to meet the requirements of new content such as social, reviews and internal communications. A high volume, low cost, near real time solution is needed – machine translation. Machine translation is extremely cost effective and provides an instant solution to global communication however, a machine-translation-only options is insufficient for certain documentation and information requiring the highest levels of quality.

Today's businesses require access to multiple levels of human translation and real-time machine translation to satisfy a range of quality needs – at affordable prices. In order to meet the content needs of today's global, mobile and digital world, translation technology and services models are changing. Fortunately, organizations can now take advantage of an easy and cost-effective language translation solution. Translation and cloud computing have converged to redefine and radically simplify translation – and make it available to anyone, anywhere at any time. Just as they increasingly consume all types of services in the cloud, organizations of any size and any need can take advantage of a cloud-based language solution.

Deliver content in their language using the right cultural nuances, while also maintaining consistent, high-quality communications at the lowest possible cost.





Language in the cloud is the future of translation

The concept of language in the cloud is simple: Provide companies with easy access to translation options for a variety of content needs. This includes everything from real-time content like chat and email to dynamic content like user reviews and knowledge base articles, to more static documents like product descriptions, legal agreements and product manuals. With access to multiple translation options, companies can quickly and predictably achieve the required quality for any type of multilingual communication at the right cost.

Right translation method, right price, right time

This solution allows simple, fast, powerful and secure online translation, tracking and analytics without the need to implement technology. In fact, with a single click, organizations can effectively translate content into all languages. This in turn empowers marketers to increase speed to market and positively impact campaign KPIs and revenues.



How language in the cloud works

Through the cloud platform, organizations can submit real-time translation requests for machine translation or different levels of human translation, based on what is the best fit as determined by cost, turnaround and quality requirements. It is that simple. This makes it possible for companies to connect to a service that provides both human, machine translation or even a mix of both so they can choose the right translation option to meet their needs.



Break down language barriers with SDL

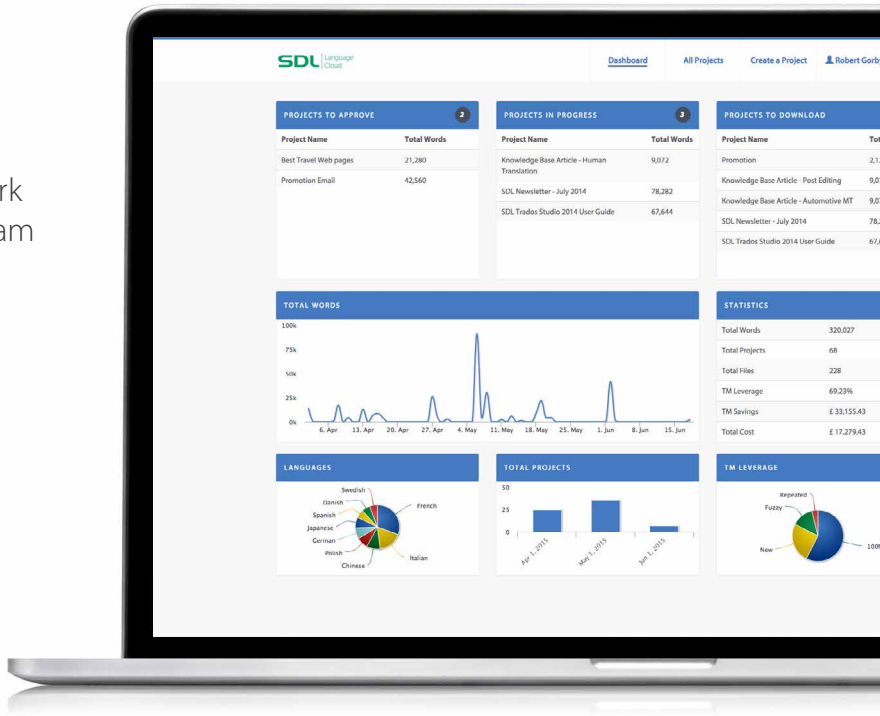
While the concept of language in the cloud is simple, it's not so easy to deliver on this vision. But SDL has done just that – and made it all accessible via the click of a button.

The SDL Language Cloud – Managed Translation solution is the first cloud-based language platform to offer the full spectrum of translation options: human, machine and specialist machine translation. The result is a solution for translating all content, from campaigns and collateral to websites, support content, user reviews and instant chat.

Streamline processes with centralized translation

Once they have registered, companies use a simple web application to create their translation projects, then obtain a quote and send their content for translation in just a few clicks. Through SDL, they get professional translations completed by native speakers with project-specific specialist knowledge. SDL's global network of 1000+ native translators and skilled team leaders provide the expert knowledge and understanding of your business and terminology to create high quality, specialized content.

In addition, SDL's browser-based dashboard provides companies with a full overview of the status, deadlines and costs of all of their translation projects throughout the process.



The SDL Language Cloud – a solution for translating all content, from campaigns and collateral to websites, support content, user reviews and instant chat.



Affordably tap into translation technologies

No upfront investment is required and the solution offers a transparent, fixed price per word per language for each translation model (machine translation, post-edited translation or professional translation). Using optional APIs, translations can be fed automatically and directly into existing applications (such as a content management system), further reducing organizational costs.

This intuitive solution provides companies of any size – regardless of the scale of their translation needs – with a central, company-specific translation memory, a terminology management solution and a range of productivity tools. In other words, it gives companies of every size access to first-class translation technology – and the latest innovations in translation – without a capital investment.



A centralized translation process enables content reuse. The translation memory stores previously translated content along with all company-specific terms and names. The stored translations and terms can then be applied to new content requiring translation. Because of this, companies can reduce translation costs by up to 40% while also significantly reduced the amount of work required. The Translation Management workflow also features innovative language technology that ensures that no phrase is translated twice – or translated differently. This improves velocity, consistency and quality while also reducing costs.

The financial impact of translation memory

Imagine

You need to translate a **20,000-word** instruction manual into **12 languages**.

In theory, the costs would be as follows:

Price per translated word ***(1) x 20,000 x 12 = £240,000***

(100%)

The SDL method

By calling upon a central database of all previously translated content and a translation memory that applies previously translated content to the document, you only need to pay for the new content and to review the fuzzy matches*.

*Fuzzy match means 75% or more of the analyzed segment was translated in a previous project. The existing translation is modified to reflect the changes in the source text.

The costs

Calculated as follows...

Price per translated word ***(1) x 8000***
+
Price for reviewing fuzzy matches
(0.7) x 6000
+
(100% matches (0) x 6000) x 12 = £146,400

(61%)

Saving 39%



What to look for in a language cloud solution

Now that you understand the benefits of a cloud-based language solution, here's a checklist of features you should seek:

- **Full transparency** about project status, cost and **savings at your fingertips**
- **Comprehensive reporting** and management tools to **simplify project management**
- An **intuitive, easy-to-use** online platform, that **enables shared access** with further stakeholders if needed
- **Access to both machine and human translation**, along with a hybrid of the two
- Machine translation engines, **tailored to industry needs**
- **No need for integration** or up-front investment while using **first-class technology**
- Translations available at a **fixed price per word**, accessible in just a few clicks and **delivered in the agreed timeframe**
- **Direct access to an international network** of translators who can deliver ISO-certified translations
- Translation memory that **ensures** the same text is **never translated twice**
- **Central, multilingual database** that collects and stores terminology **relevant to your company**
- **Unlimited, immediate scalability** of translation volumes and target languages
- **Intelligent APIs** for integration with internal systems
- **Protection for your information** and content through a robust, **secure cloud-based platform**

To learn more about SDL Language Cloud – Managed Translation, visit:
www.sdl.com/languagecloud/managed-translation/



Learn more at **SDL.com**.
Follow SDL on **Facebook** and **Twitter**.

SDL (LSE: SDL) is the leader in global customer experience. With a completely integrated cloud solution for content management, analytics, language and documentation, SDL solves the complexity of managing your brand's digital footprint as it grows across multiple languages, cultures, websites, devices and channels. Seventy-nine of the top 100 global companies trust SDL to help them create authentic, in-context customer experiences that drive demand and loyalty. SDL brings your brand to the world, and the world to your brand.

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