



Language Weaver

Language Weaver

In recognition of software, products, and services which actively contribute to the European Multilingual Information Society.

On behalf of the META Technology Council

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Ecosystems of (MT) Value

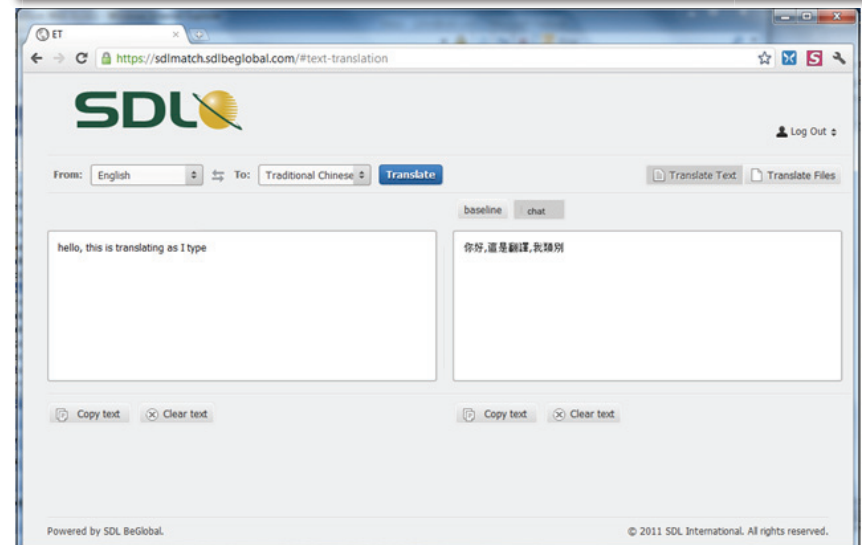
Radu Soricut, Senior Research Scientist, SDL

SDL BeGlobal: Easy to Start, Easy to Learn, Easy to Grow

- **Access** over 80+ direct language pairs
- **Secure** your intellectual property within the corporate enterprise using SDL BeGlobal
- **Integrate** with your internal systems and department-level projects with our API
- **Manage and control** corporate terms and brandings
- Leverage **reporting** to understand unknown translation “hotspots”
- **Perform ad-hoc translation** through SDL BeGlobal’s Desktop and our NEW SDL BeGlobal Translator
- Leverage SDL BeGlobal’s expanding library of **pre-integrated offerings**
- **Expand** your use for chat, knowledge base, “ad-hoc” translations, email and anything else you can think of

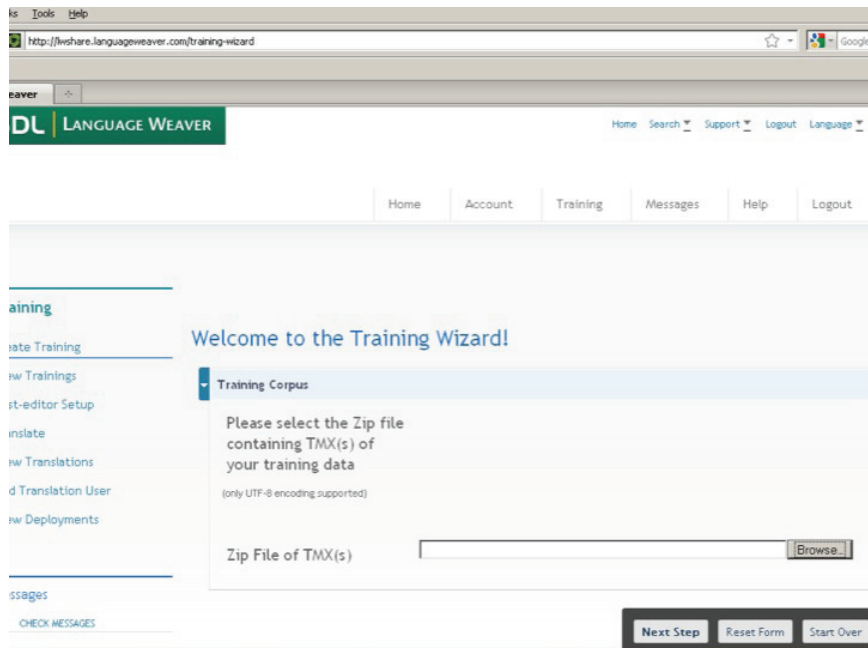
Includes:

- Access to 80+ Direct Language Pairs
- SDL GlobalConnect
- SDL BeGlobal Online
- SDL BeGlobal Translator
- SDL BeGlobal Desktop Widget
- SDL Brand and Terminology Management
- SDL BeGlobal REST API
- TrustScore™
- Touchpoints
- Reporting
- Account Management



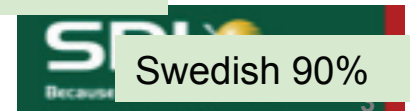
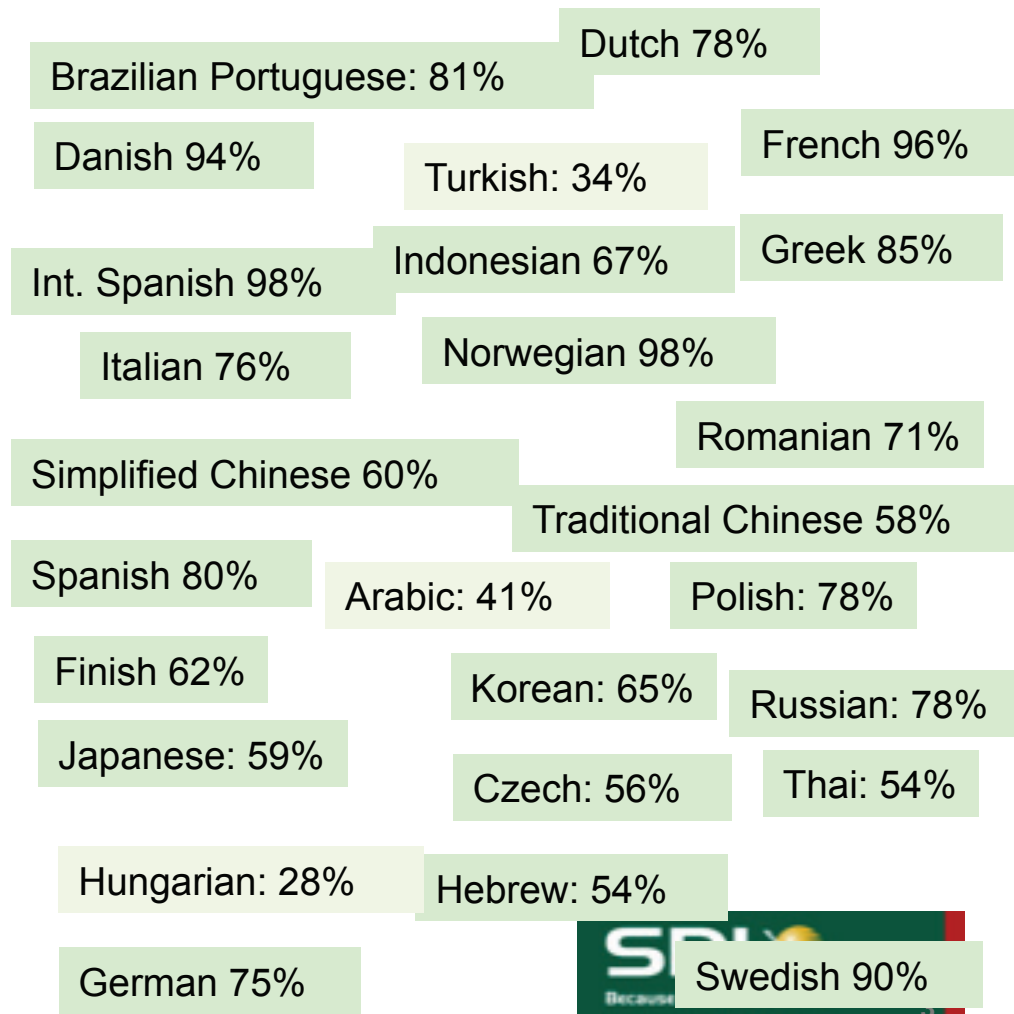
SDL BeGlobal: Continuous Improvements

Training+



13,747 MT engines built in 2011 by the SDL customer delivery team

Example: Use MT to support delivery of HT quality across 30 languages via Post-Editing



It's time to change the conversation



What technology ~~is~~ the MT engine use?

What do ~~product~~ translators think about the output of the MT engine?

How can we ~~improve~~ quality MT with less data?

- Is the MT system usable as is? How easy is it to plug it into my enterprise ecosystem?
- Does the MT system deliver on my immediate business goals?
- How easy is to upgrade the MT system and have it take advantage of the full enterprise ecosystem in which it operates? Is the MT ecosystem enabled globally?
- How can we make MT relevant to the broadest group of end- and power-users in the enterprise?

Instead of talking about technology components, we need to talk about ecosystems of value. That is what benefits customers and end users the most.