



KantanMT.com

CASE STUDY.

RoundTable Studio

LEADING LSP SUCCESSFULLY INCREASES PRODUCTION CAPACITY USING MT

About RoundTable Studio

RoundTable Studio is a leading provider of translation and localization services for the Spanish and Brazilian Portuguese language markets. RTS production centres are located in Brazil and Argentina, with a small business and project management unit in Spain. RTS and its team of more than 50 linguists, project managers and technical experts serve a worldwide client base across many vertical markets including IT, business & finance and manufacturing. The company's quality ethos and high level of customer service are significant factors in their success and reputation within the industry, and their openness to new technology is proving to be an important factor in their increased competitiveness and company growth.

Situation

Global collaboration and increased competition are formidable factors, which affect both the translation industry and the industries it serves. Consequently, LSP's like RTS are beginning to search for scalable, cost effective solutions, which will help them bridge the gap created by expectations of faster turnaround times while maintaining high quality standards and continued price pressure.



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Laura Grossi, Localization Engineer at RTS confesses that: “sometimes there are just not enough linguists to carry out jobs” - a feeling echoed by many LSPs also in search for a capacity solution.

Solution

RTS has been active in Machine Translation since 2005, when the company started working with one of its key clients on a focused MT initiative. This relatively early exposure led to the company building substantial technical and practical expertise, as well as a firm belief that MT has an important role to play in the future of the industry. In addition to collaborating with client specific MT programs, RTS also realised the need to find a solution to help integrate Machine Translation selectively into its tools portfolio. However, finding an MT provider, which would give them the freedom to manage and control their MT activity in a strategic manner proved to be, a difficult task. RTS assessed and tested a number of MT solutions before being introduced to KantanMT in October 2012, and were immediately impressed by the simplicity, flexibility, control and evaluation metrics that the platform provided.

Using KantanMT quality evaluation metrics, including; BLEU, TER and F-Measure, RTS was able to expand its knowledge, improve engine quality and subsequently also output quality.



Grossi notes that a favourite feature of the platform is the KantanWatch™ reporting function, a measurement tool allowing her to track engine quality over time, helping the team to become more adept at choosing the right training data to reduce set up times and increase productivity.

Strategic and selective deployment of Machine Translation within its workflow is enabling RTS to improve capacity and flexibility of translation throughput. In combination with a focused investment in developing resources and capacity for post-editing in order to

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maintain the same quality standards as with human translation, the company considers it a critical tool for improving efficiency and growing business, as well as offering its customers optimal overall value and service. Grossi concludes that RTS “has increased its productivity on certain translation jobs significantly”, and by implementing KantanMT Machine Translation, “has increased capacity levels to take on translation jobs they otherwise would have had to turn down”. Adopting KantanMT technology has helped RTS successfully create a foundation for ensuring its future business competitiveness.

About KantanMT.com

KantanMT is a cloud-based implementation of Moses Statistical Machine Translation technology. Leveraging the power and flexibility of the cloud, KantanMT effortlessly scales to generate a high-quality, low-cost Machine Translation platform for small-to-medium sized Localization Service Providers.

Read more case studies at www.kantanmt.com

