



KantanMT.com

CASE STUDY.

Matrix Communications AG

PROGRESSIVE LSP BUILDS SUPERIOR ENGINES USING DOMAIN SPECIFIC DATA

MATRIX.

About Matrix Communications AG

Matrix Communications AG (www.matrix-ag.com) is a leading European language service provider (LSP) with bases in Germany, Italy and the Netherlands. Having served a global client base since 2006, Matrix Communications employs over 40 staff and offers a wide range of translation services from document creation to multimedia publishing. As one of Europe's most progressive LSP's, Matrix has embraced Machine Translation technology, recognising the benefits MT can deliver.

Situation

Matrix Communications began testing Machine Translation solutions in 2010, identifying MT as a tool which would help them to "move ahead as a company". Recognising that the translation industry is "suffering from eroding margins", Co-Founder and Senior

Account Manager at Matrix, Christian Taube wanted a solution that would enable them to take on more clients and improve their margins.

Over a period of three years, the company investigated a number of different Machine Translation solutions, focused on finding a product that would allow them the flexibility and control that Matrix Communications needed. The team even experimented with building their own Moses software installation, which Taube stresses as being "very complex", a reason preventing many companies from adopting Machine Translation technologies.

Solution

In October 2012, Matrix Communications signed up to KantanMT.com and in December

CASE STUDY.

Matrix Communications AG

2012, the company officially began to experiment with MT on the platform. Already educated on the technology, the team began to familiarise themselves with the KantanMT interface, describing it as being “very user friendly and easy to navigate”. Matrix Communications were also impressed with the “faultless” customer support and the speed of deployment.

“One of our favourite features is the easy to use interface, which allows us easily manage all of our Machine Translation activities”

Although a seasoned MT company, Matrix Communications had more to learn in terms of training data and engine building. Taking advantage of their freedom to build multiple engines, the Matrix team tested various different data sets and sizes in an attempt to build superior performing translation engines. Using KantanWatch™ and quality evaluation metrics including; BLEU, TER and F-Measure, Taube could carefully monitor his engines’ “evolution” and actively learn the dynamic of building high performing engines.

Taube now notes that some of his smaller engines “are outperforming the larger ones”, an example being a Dutch/Spanish engine Matrix is now in production with, which is performing more effectively with 4.7 million words than it was with 31 million words, showing BLEU scores of 71.4% and 44.7% respectively.

Having adopted Machine Translation early on, Matrix Communications is now armed with the knowledge and resources they need to maximise their business potential. They can now offer their new and existing clients a translation solution that is faster, more cost effective and more competitive than before, a winning formula for success.

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