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Mohamed Hammoud, Manager, Learning and Development and Translation Services, Autodata Group



Custom Machine Translation Workflow for Automotive Data and content with Chrome Data

Chrome Data provides automotive data and content to 6,000 car sales websites in North America. They deployed KantanMT's Custom Machine Translation (CMT) solution for translation of automotive data and vehicle content, while retaining the company's language style and terminology standards. The client wanted to start translating quickly by integrating MT into its existing translation workflow. With KantanMT, Chrome Data translated content in four different languages and saw a 70% increase in translation productivity.



Company Profile: Chrome Data™

Chrome Data is a part of Autodata Group and excels at collecting, enhancing and syndicating raw automotive data and delivering it in innovative ways to streamline integration into diverse applications.

Chrome Data deals with extremely high volumes of data and content, which are purchased by third party providers globally. Chrome Data's presence in the industry is unparalleled with most US Vehicle manufacturers using its data or solutions.

More than 90% of the largest fleet companies in North America use Chrome Data's content, while 6,000 websites are powered with its solutions. 17,000 dealerships rely on Chrome Data to help them sell new and used vehicles.

Objectives

- Increase translation productivity
- Speed up translation time to market
- Reduce translation costs
- Easily integrate MT with existing workflow
- Retain company language style and terminology
- Translate quickly with shorter engine training period



Solution

By using KantanMT's CMT solution, Chrome Data experienced an average 70% improvement in translator productivity. With support from the KantanMT Professional Services team, Chrome Data built separate engines for four language pairs. A glossary of Chrome Data terminology was used to customise the engine output, and the Language Quality Review (LQR) feedback from the translators was used to retrain and improve MT engine quality.

To integrate KantanMT into their internal localization platform, Chrome Data built a connector using the KantanAPI™. The REST-ful architecture of the KantanAPI™ makes building APIs fast and simple.

Challenge: Quick MT integration & High Productivity

The KantanAPI™ helped to seamlessly integrate CMT within the translation workflow. The manual post-editing requirement was also significantly reduced by using the Gentry file parser and PEX (Post Editing Automation) Editor to create automatic post-editing rules.

This helped reduce the number of corrections that linguists had to make during post-editing. Chrome Data was able to incorporate the post-edited content into the KantanMT engine retraining, enabling them to further improve the engines and lower post-editing rates in proportion to output quality.

Increased Productivity

KantanMT provided Chrome Data with an immediate increase in translator productivity. Chrome Data linguists translated (with post-editing) 550 words per hour, which was a considerable increase from the previous output of 325 words.

Chrome Data saw an overall average of 70% increase in translation productivity.

Results

- Content translated to **4 different** languages
- Lower post-editing costs and lower project costs
- **70%** increase in translator productivity
- High project workflow automation
- Higher translation volume: **4,400** words per day



Integrate seamlessly



Automate workflow



Increase productivity



Control translation

Why KantanMT.com?

Chrome Data selected KantanMT Custom Machine Translation because of its scalability and ability to deliver highly accurate translation. Clients can seamlessly integrate KantanMT into their existing translation workflows resulting in higher productivity.

KantanMT is world's number 1 CMT provider.

Contact us now for a FREE personalised platform demo, email: demo@kantanmt.com.

“The learning curve was relatively short, KantanMT was easily implemented and after several weeks, the translators were using KantanMT with ease and confidence.”

Mohamed Hammoud, Manager, Learning and Development and Translation Services, Autodata Group