



“We had all of our content localized exactly on time and within budget.”

Daniel Srebro, Netthandelen Holdings AS

Machine Translation & Post-Editing for eCommerce Product Descriptions with Milengo as Language Service Partner

Netthandelen is a Norwegian eCommerce company selling consumer products to the Danish and Norwegian markets. With the decision to launch their online beauty products shop into the Swedish market, they needed to localize their existing Danish website containing 780,000 words of product descriptions into Swedish within 19 days. By leveraging the high-quality, scalable Machine Translation engines of KantanMT.com, Milengo, a leading Language Service Provider used KantanMT.com to reduce project costs by 62% and deliver the project ahead of schedule.



Company Profiles

Netthandelen was founded in 1997, as a shop for a wide variety of consumer products. It registered its online domain in 1999, and held its first online auction in 2002. Netthandelen sells to the Danish, Norwegian and Swedish markets.

Milengo is a Language Service Provider with an established presence in EMEA, APAC and the Americas. Milengo joined the KantanMT Partner program in September 2013, and since then has been using KantanMT.com to consistently provide its clients with customised Machine Translation services.

Objectives

- Launch website into the Swedish market within 19 working days on a limited budget
- Translate 780K words from Danish to Swedish
- Implement an automated project workflow that is managed via the KantanAPI
- Instant transfer of content between the Content Management System and the translation provider's tool

Solution

By using KantanMT.com, Milengo provided Netthandelen with a Machine Translation workflow that delivered localized content within budget and before their launch deadline.

The project's tight deadline did not allow for testing workflows in a pilot scenario. So, Milengo used their prior experience of running successful large scale MT projects with KantanMT engines to provide a workflow solution and pricing model within Netthandelen's budget.

Challenge: Sparse Training Data

Netthandelen could only provide minimal Danish and Swedish content, which had to be aligned at sentence level in order to create suitable training data. Thanks to repetitive content and strong similarities between Danish and Swedish, only a small amount of bilingual training data generated very usable MT output for post-editors.

KantanMT Quick to Deploy

KantanMT's highly customisable engines enabled Milengo's linguists to retrain the KantanMT engines using 10,000 MT-PE sentences.

The inclusion of engine retraining within the product cycle dramatically improving the quality of MT output and increasing productivity.

Increased Productivity

The KantanMT engine was connected to Milengo's translation environment via its API key. Linguists received translations from the KantanMT engine in realtime and then post-edited them on the fly.

KantanMT engine retraining enabled Post-Editor productivity to increase from 5,500 to 8,000 words per day per linguist.

Results

- **780K Words Localized in 17 days**
- **Reduced Project Costs: 62% savings**
- **Increased Translator Productivity: 8K words per day**
- **Highly Scalable: +2 languages in 3 weeks**
- **High Project Workflow Automation**
- **Lower Post-Edit Rates after KantanMT Engine Retrainings**



Why KantanMT.com?

KantanMT is the Number 1 real time Customised Machine Translation provider in the world, by translation volume.

The cloud based platform is scalable, secure, and simple to operate, ensuring our clients build high quality, custom MT engines at speed that speak their unique language. We guarantee first-to-market advantage and customer satisfaction.

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

“We had all of our content localized exactly on time and within budget. Obviously we were very happy with the process and the results, and we’ve kept working with Milengo since, constantly adding products to the catalogue in several different countries and languages.”

Daniel Srebro, Chief Analyst – Business Development, Netthandelen Holdings AS