



Many Languages. **One Voice.** One Solution.

The localization industry is one of the fastest growing global industries. The Common Sense Advisory Board estimates that the global language services market is growing at an annual rate of 7.4 percent and that by 2014 it will be worth €29 billion (\$40bn). The natural language processing sector is larger still, with 21.1 percent CAGR (Compound Annual Growth Rate), growing from €2.8 billion in 2013 to €7.4 billion in 2018. The market for machine translation is estimated to grow from €1.2 billion in 2012 to €5.7 billion in 2019, according to research carried out by Markets and Markets. TechNavio explains that innovation in the localization industry is being driven by a variety of factors including content, technology and relationships.

Leading LSP, Sajan Seamlessly Integrates KantanMT into Sajan Transplicity Workflow System

As a leader in global language translation and localization solutions, Sajan (www.sajan.com) helps clients around the world expand effortlessly into global markets. Leveraging the use of their language translation management system, Transplicity, the team at Sajan can offer their large client base intelligent, high quality and cost effective solutions to meet the growing demand for multilingual content.

Sajan began evaluating KantanMT as a machine translation provider in mid-2013, and signed a three-year contract in December, 2013. Manager of Professional Services at Sajan, Jeff Kent, said “We wanted to find a second machine translation vendor. KantanMT performed well on tests and fit in with our existing technical solution.” Since this time, the team at Sajan has developed two KantanMT engines (English>French and English>Chinese Simplified) and have a target of creating 10 production ready engines before the end of March 2014.





Challenge

Sajan needed to increase its machine translation (MT) capacity in line with growing demands for high volume, real-time translation services. To do this, Sajan needed to introduce a new MT vendor into its technology mix that would seamlessly integrate with all of Sajan's other tools and processes. Sajan was also looking for a solution which offered a reliable quality estimation feature enabling them to estimate project cost and post-editing requirements.

Solution

KantanMT's platform was an ideal solution for Sajan as they were able to reuse their translation memories to customize client specific MT engines without external assistance. Since the KantanMT platform is cloud-based, Sajan didn't need to invest in any additional hardware or software resources during their evaluation (pilot testing period) – this meant that the costs associated with MT vendor evaluation were greatly reduced. During their trial period, Sajan's team used a combination of art and science to evaluate the performance of their KantanMT engine – this included feedback from professional linguists and post-editors, and also a set of quality estimation metrics.



"We selected KantanMT as a partner because of their robust Machine Translation technology. The KantanAnalytics™ Quality Estimation feature was a major selling point for us. This tool helps our project management teams more accurately estimate the cost and time post-editing will take on Machine Translation projects – allowing us to provide better service to our clients."

Jeff Kent, Manager, Professional Services, Sajan

Sajan's real challenge was to find a solution which would fit into their current workflow, which meant that the API, released in June, 2013, was a strong selling factor for the team. Using KantanMT's RESTful API, Sajan could build a connector which would allow for the seamless integration of both technologies and would significantly reduce manual processes.

Sajan is one of the many LSPs who are experiencing the benefits of machine translation integration with KantanMT.com. To find out more about KantanMT, or to book a demo, please contact Niamh Lacy (niamhl@kantanmt.com) or go to the website: www.kantanmt.com

