

INTRODUCTION TO CAT TOOLS

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A glimpse of Indian Translation Industry

- **Translation activities are directly linked to BPO, KPO and IT outsourcing activities**
- **The Nasscom-Deloitte study on Indian IT Industry: Impacting the Economy and Society says the IT/ITES industry's contribution to the country's GDP has increased to a share of 5.2 percent in 2007, as against 1.2 percent in 1998.**
- **And with a growth of 27 per cent in 2007, in 2008, the Indian ITES market is set to cross US\$ 25.43 billion.**

A glimpse of Indian Translation Industry

Language Services Revenues, in Millions of U.S. Dollars

Source: Common Sense Advisory, Inc.

Region	% of Total Market	2005	2006	2007	2008	2009	2010
U.S.	42%	3,696	3,973	4,271	4,592	4,936	5,306
Europe	41%	3,608	3,879	4,169	4,482	4,818	5,180
Asia	12%	1,056	1,135	1,220	1,312	1,410	1,516
ROW	5%	440	473	508	547	588	632
Totals	N/A	8,800	9,460	10,168	10,933	11,752	12,634

A glimpse of Indian Translation Industry

- Based on the reports of NASSCOM that India is sharing 5.2% of the ITES market, and according to the growth pattern depicted by Common Sense Advisory if we take India's share as 5% of the world market, currently Indian language market size may be taken at approx. value of \$500 millions which may be summed, in terms of activities, as follows:

Break up of opportunities in various sectors of IL			
S. No.	Sector	%age	Revenue in \$ Millions
1	Publication	20	100
2	DTP	10	50
3	Content Creation	20	100
4	Design	05	25
5	Translation	20	100
6	Repurposing	10	50
7	IT Localization	15	75
	Total	100	500

Source: Independent estimate from various sources⁶



A glimpse of Indian Translation Industry



- **Domestic demands**
- **Publication industry**
- **Press and media**
- **Internet and multi-media**
- **International demands**
- **The growing economy of India**
- **National Translation Mission**

Traditional Methodologies



- **Very few translators are fully equipped with the expertise in the usage of technology in the course of their work.**
- **Most translators still follow the age-old method of first writing on paper, then typing them out followed by the proof-reading of the document they have created, which is an elaborately laborious process.**

Why Translation Technology



To make life of a translator and his process more simple !

Things that translation technology does

Computer Aided Translation Tools

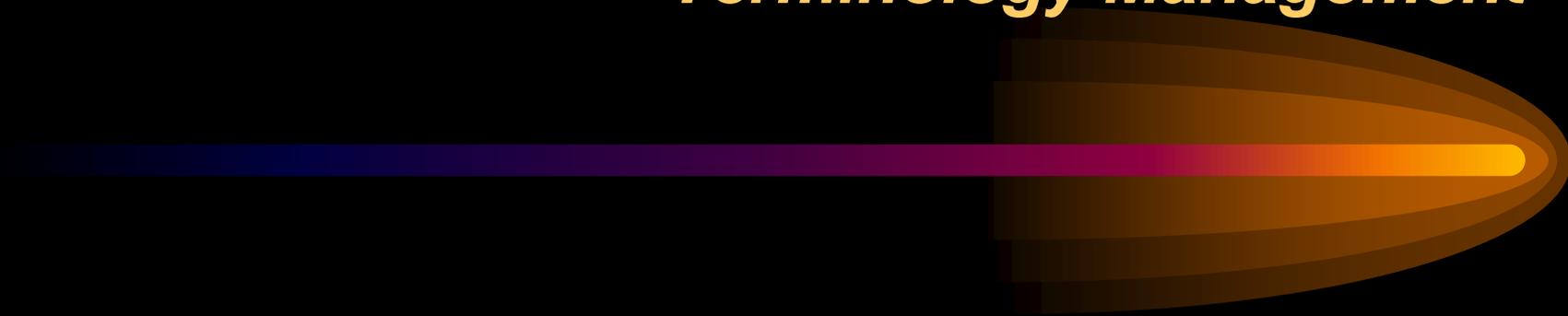
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- **Automated Translation**
 - **Terminology Management, and**
 - **Machine Assisted Human Translation (MAHT) or Translator Workbench Tools**

Automated Translation



- **Automated Translation (AT) tools are based on advanced computational linguistic analysis. Translation "engines" linguistically process source documents to create a translation "from scratch."**
- **AT systems are typically available for a more limited set of language directions. This is because linguistic rules vary by language. Additionally there is a need for a sufficiently large core dictionary for the target language to obtain a minimum level of accuracy/quality.**

Terminology Management



- It provides the translator a means of automatically searching a terminology database for terms in a document, either by automatically displaying terms in the translation memory software interface window or through the use of hot keys to view the entry in the terminology database. Some programs allow the translator to add new terminology pairs to the terminology database during the translation.

Machine Assisted Human Translation (MAHT)



- **MAHT tools are based on the concept of Translation Memory (TM) and the automated re-use of previously translated terms and sentences. Almost all of the commercially available tools today were first developed as in-house tools used by translation bureaus to support client work. Over the last 2-3 years their popularity with professional translators has grown steadily.**

Focus areas of MAHT

Translation Memory

Translator's Workbench

Alignment software

Translation Memory

- **Translation memory is the fundamental technology behind MAHT. A translation memory stores previously translated sentences and allows them to be reused on a sentence-by-sentence, or portion of a sentence, basis.**
- **Some translation memory programs function as standalone environments, while others function as an add-on or macro to commercially available word-processing or other business software programs. Add-on programs allow source documents from other formats, such as desktop publishing files, spreadsheets, or HTML code, to be handled using the TM program.**

Translator's Workbench



In some circles, MAHT systems are referred to as translator workbenches as most of them contain a variety of features that assist the translator in processing and managing the project. These can include word count and other statistics for project sizing and costing, format converters and filters, alignment tools to create memories from previous translations, and others.

Alignment software



- **Alignment programs take completed translations, divide both source and target texts into segments, and attempt to determine which segments belong together in order to build a translation memory database with the content. The resulting TM can then be used for future translations.**

How does a CAT tool works?



- **There are three main functions:**
- A CAT tool breaks texts into **segments** (sentences or sentence fragments) to be translated.
- The translation of each segment is saved together with the source text. Source text and translation will always be treated and presented as a **translation units (TU)**. You can return to a segment at any time to check the translation. There are special functions which help to navigate through the text and to find segments which need to be translated or revised (**quality control**).
- The main function of a CAT tool is to save the translation units in a database, called **translation memory (TM)**, so that they can be re-used for any other text, or even in the same text. Through special "fuzzy search" features the search functions of CAT tools can also find segments which do not match 100%. This saves time and effort and helps the translator to use consistent terminology.

CAT TOOL vs. Translator?

- **The act of performing spoken language translation is part art, part science. Most non-translators underestimate the difficulty of the process and often wonder why it costs so much to get documents translated. Part of the reason is that good translators must have talent and experience along three dimensions. The "perfect" translator is a highly knowledgeable and experienced linguist, is familiar in the culture and idioms of the target country and has a considerable amount of subject matter expertise in the industry or area covered in the document. A tall order indeed.**
- **Therefore no mechanized computer program will ever replace the need for professional translators. However, with adequate preparation, reasonable expectations, and by targeting a specific collection of translation requirements, a high-quality computer program can provide dramatic benefits to the process.**

Why to use CAT TOOLS?

- The using of CAT tools can be significant and impact both quality and quantity of translation. With TM-based tools, the level of benefit is directly proportional to the amount of repetition in the document. Therefore long, technical manuals tend to be good projects for TM.
- TM tools are especially helpful in translating new versions of previously translated documents. Other benefits include:
 - - Better translation consistency across an entire document, especially valuable when multiple translators are involved,
 - - Reduction in total time to translate of up to 50% and more,
 - - Reduction in total translation costs of 15-30%,
 - - Reduced time-to-market for products being localized,
 - - Ability to begin translation projects before source documents have been frozen,
 - - Can act as a focal point for quality assurance process and ISO9000 certification.

Known available products

Name of product	Average Price
SDL Trados	INR 30,000
Deja Vu	INR 30,000
Wordfast	INR 18,000
Heartsome Suite	INR 9,900



Suggestions

- **Always get integrated with the new technology**
- **Use CAT tools**
- **Choose them after having gone for a trial use**

Thank you !



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