

SDL*

SDL Secure Machine Translation

Break the language barrier at
enterprise-scale with enterprise-grade security.

sdl.com



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The background is a collage of various technical drawings and blueprints, including mechanical parts, circuit diagrams, and architectural plans, all rendered in a light blue, semi-transparent style. A prominent blue diagonal band runs from the top left towards the bottom right, serving as a backdrop for the text.

Machine translation has become an essential resource to help global businesses deliver an effective global customer experience, reach a global audience faster, and collaborate without language barriers.

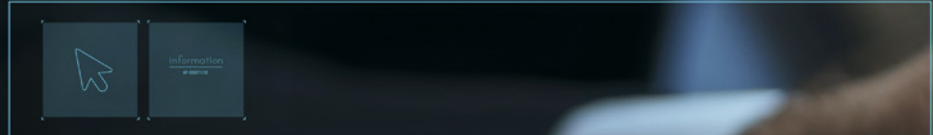
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Technology Security



Today's Content Challenges

- Content-driven customer engagement
- Rising response expectations
- Business without borders
- Regulations for content protection and privacy



The Rising Importance of Content Globalization

As customer engagement becomes more digital, the role of content becomes increasingly important. Today's content explosion is driven by customer demand for information through multiple channels – some traditional, such as print and web, and some emerging, such as chatbots and virtual assistants – that deliver personalized content in real-time. With the increase in content volume and variety, globalization is more challenging than ever.

As machine translation (MT) fluency has increased with the evolution of Neural machine translation, MT has emerged as a valuable tool for those seeking to expand their global reach quicker, either directly or as an enabling technology. For real-time content applications, machine translation is often the only way to achieve global reach.

Machine translation can be used to automate globalization and augment human efforts, taking the friction out of the global content supply chain and delivering measurable value to the business.

Content marketing is a significant spend for organizations and is expected to double in the next four years.

Business 2 Community

Data Exposure with Online MT is Real and Damaging

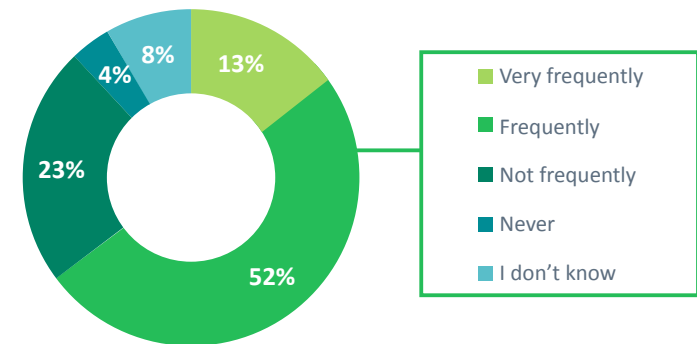
Many users experience translation as a free online service delivered through convenient open portals: you simply put in your words and immediately receive the output. However, relying on those services for enterprise needs – such as sensitive customer communication, future releases and internal communication – may open an organization up to significant risk in an era where privacy and data use is the subject of regulation and litigation.

A Common Sense Advisory survey asked enterprises to estimate their corporate colleagues' use of online MT, and 65% believe that their fellow employees use it frequently or very frequently.

These usage levels mean that employees do send significant amounts of corporate information to risky online MT providers. For example, they might translate e-mails, text messages, project proposals, legal contracts, merger and acquisition documents, and other sensitive content (Figure 1).

Common Sense Advisory also asked respondents how concerned they were with the potential risk to intellectual property or proprietary data with the use of these free sites, and 62% percent told Common Sense Advisory that they were concerned or very concerned (Figure 2).

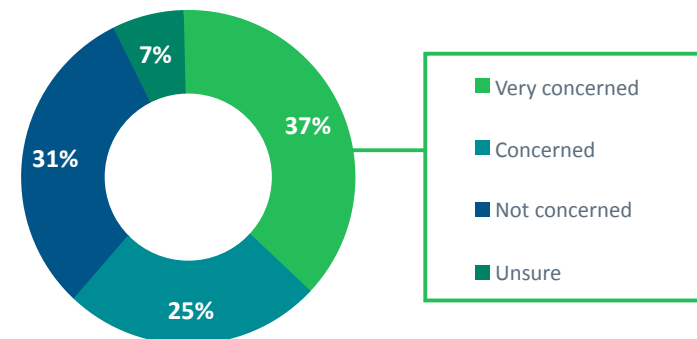
How often do you think your colleagues use free machine translation?



Source: Common Sense Advisory 2016

Figure 1: Many employees may use free MT frequently

How concerned are you with the potential loss of intellectual property of proprietary data through the use of free MT?

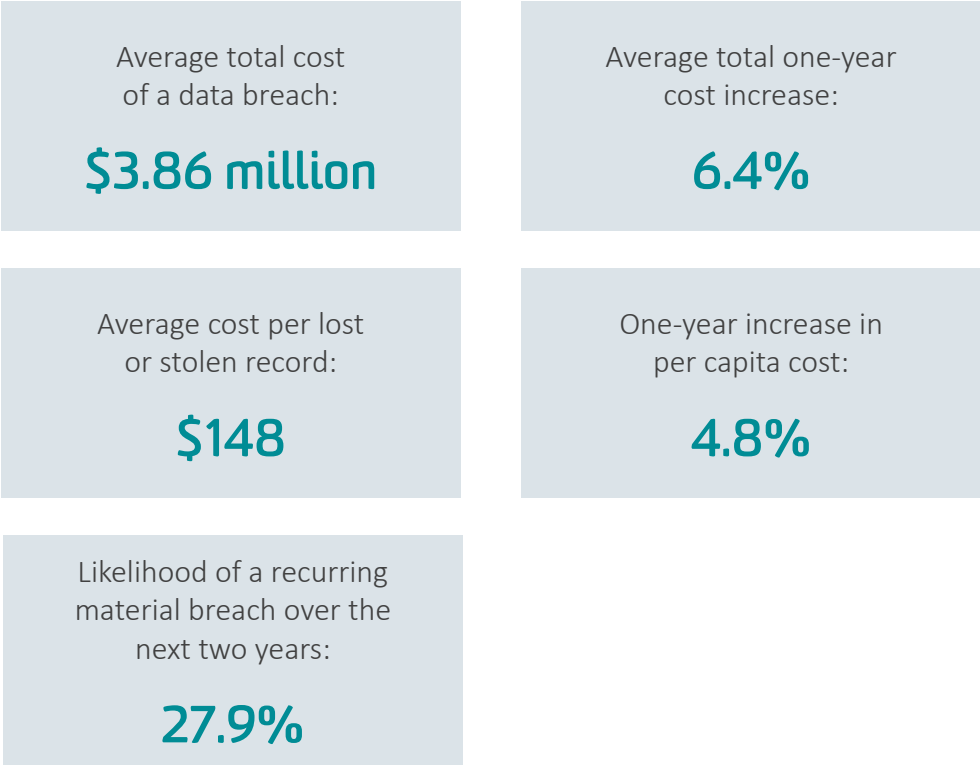


Source: Common Sense Advisory 2016

Figure 2: Concern with potential risk to intellectual property from free MT

When assessing the effect of a data breach, many companies underestimate the impact on share price and profitability. IBM Security and Ponemon Institute's 2018 Cost of a Data Breach Study found that the cost of data breaches continues to rise:

2018 Cost of a Data Breach Study at a glance



IBM says there were 16 mega breaches in 2018, as compared to just nine in 2013.

NBC News

A Global Enterprise Needs an Enterprise-Scale Machine Translation Solution

The solution is not simply shutting down access to online MT tools without offering a secure alternative. The inability to readily obtain instant translations hurts business decision-making and results in missed opportunities.

Fortunately, there are MT solutions built specifically for corporate enterprises. They are secure, offer broad language support, leverage the latest Neural Network techniques, and have flexible deployment models that can scale to support enterprise-level content needs. Aside from the technology itself, supporting services such as implementation and integration, customization and linguistic steering are key capabilities that can accelerate time-to-value and elevate the ROI of the technology.

Once an enterprise MT solution is deployed, several best practices help keep translated content secure:

- Having an enterprise MT with a corporate portal or collaborative workspace enables IT to redirect online MT URLs to a secure MT service inside the company network.
- Integrating enterprise MT with a translation management system (TMS), you limit the network exposure of your content since all participants – requestor, translator, reviewer, project manager – work within a secure environment that blocks access to free online MT.
- A secure workflow extended back to the content management system and out to the deployment system will provide even tighter security.

Cutting-edge enterprise MT vendors offer behind-the-firewall or cloud-based solutions that will meet your requirements for data security and integrity. When choosing an MT solution, look for:

- Encrypted connections
- Authentication
- Multi-tenant servers

Powerful MT technology can also introduce new challenges, so it is critical to select an enterprise MT solution that meets five essential criteria: security, scalability, quality, integration and flexibility.

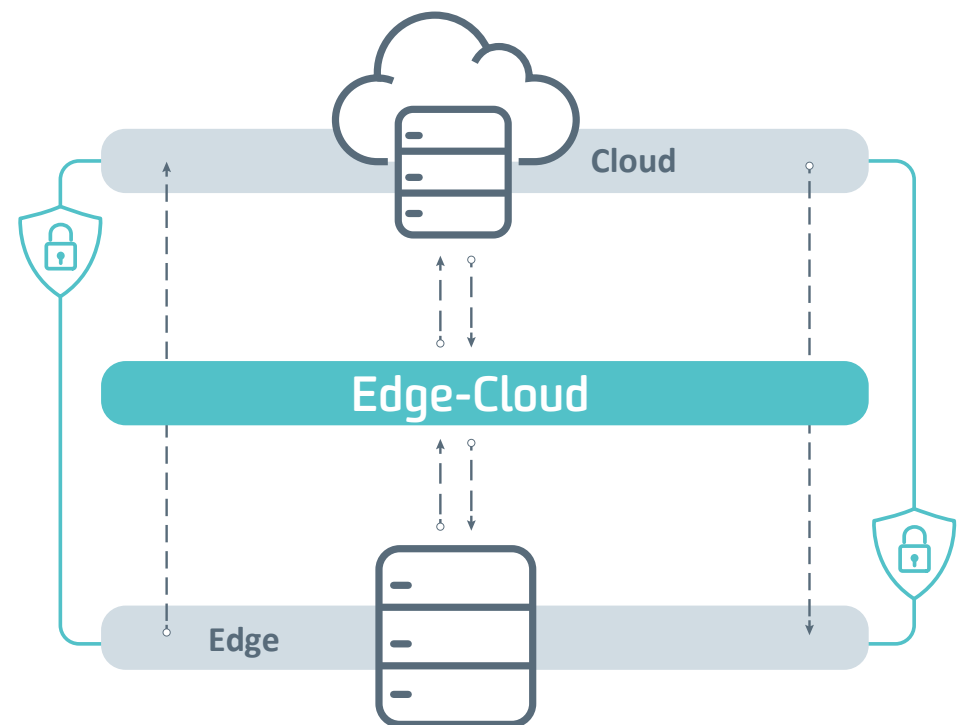


SDL Enterprise MT

SDL Machine Translation products are powered by machine learning and artificial intelligence innovations developed by SDL's R&D group over the past 15+ years. SDL is the only company in the world to have deep experience in all three currently used MT methodologies – Statistical, Adaptive and Neural.

SDL MT products provide real-time, scalable translation of any type of content (documents, emails, reports, presentations, articles, websites) on the desktop or through a browser. Using SDL MT REST API, users can access, process and translate content in audio, video or images for a broad range of business and government applications.

SDL Machine Translation products include SDL Machine Translation Edge* for on-premises and private cloud deployment and SDL Machine Translation Cloud** for those that prefer a cloud-based (SaaS) environment. These two products are linked by a unique Edge-Cloud architecture that allows organizations to have the flexibility in deploying machine translation on-premises, on cloud or as a hybrid model.



Enterprise Challenges

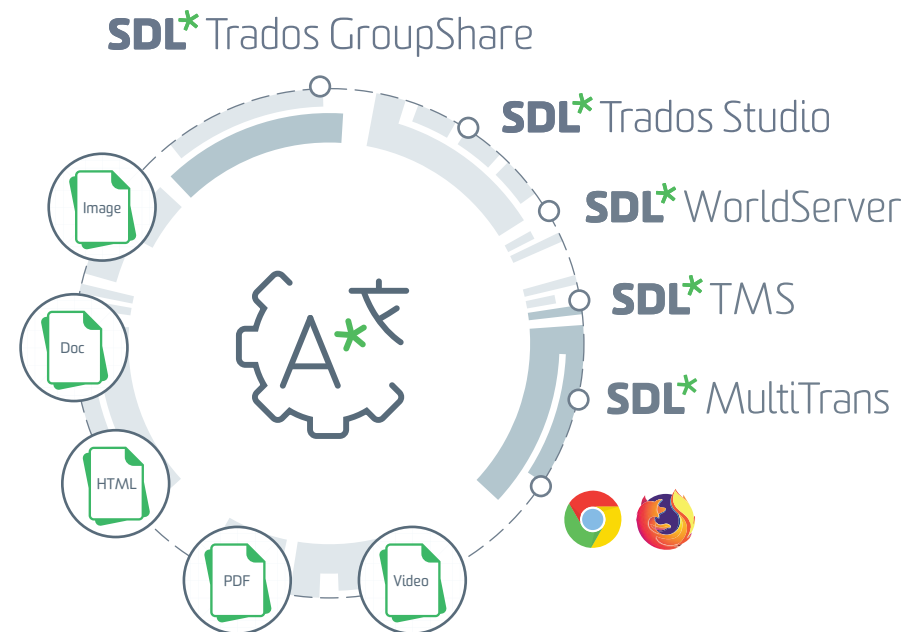
- Keeping data secure
- Ensuring high productivity
- Scaling without adding costs
- Having flexible deployment options
- Achieving appropriate quality

* SDL Enterprise Translation Server is now SDL Machine Translation Edge
** SDL BeGlobal is now SDL Machine Translation Cloud

SDL Machine Translation provides

- **Data security:** To avoid the risk of data exposure, MT can be implemented inside the company network. SDL Machine Translation Edge can be deployed either on-premises or in a private cloud, with out-of-the box integration to your active directory via LDAP and other business applications to ensure corporate information stays secure. Developed for and used in the government space for over 15 years, this is a trusted enterprise-grade product.
- **Cost-effective scalability:** Organizations are now required to translate larger volumes of data in a shorter amount of time. SDL offers an optimized footprint that scales from a single server/desktop to large cluster environments on commodity hardware for fast and efficient translation of large volumes of content. SDL's MT solution is mature and reliable and requires very little administrative overhead to maintain high service levels.
- **Quality/Customization:** SDL includes state-of-the-art neural MT (NMT) technology, offering high quality machine translation for the most demanding of languages. SDL's MT has evolved from close collaboration between MT developers and expert linguists and translators across multiple industries and domains to ensure the highest quality translations.
- **Productivity/Integration:** MT fits within your business applications and your content workflows seamlessly to increase business productivity and efficiency. SDL provides seamless integration with Microsoft Office (Word, Outlook, PowerPoint), with web browsers, and with SDL Translation Management and Translation Productivity tools to streamline enterprise translation management and deliver consistent, high quality translations across the enterprise.

- **Flexible Deployment:** Along with technology, SDL provides expert services to help organizations get the most out of their MT investments. Installation, integration, implementation and ongoing support delivered by expert resources pave a proven path to success. SDL also provides custom and expert training for NMT models to ensure they provide the best quality translation for your specific business needs.



Top Five Ways Secure MT Increases ROI

By integrating highly scalable, instant translation into your technology stack, you achieve a tremendous increase in productivity and value without the risk of exposure of corporate content inherent to ubiquitous online MT. With SDL MT, you get increased customer satisfaction and engagement, faster time to market, newer insights and lower costs, eliminating the risk of regulatory non-compliance and data breaches.

Although MT does not replace human translation and may not be suitable for content that is highly creative or literary, it offers appropriate quality translations for business content that will enable faster decisions and more effective communication. It is not uncommon for an organization to supplement human translators with MT to achieve best-of-both-worlds outcomes.

Here are five common MT use cases where translation is automated and requires little to zero human review.

1

Efficient information triage:

MT can help identify, organize and prioritize the highest value information in foreign language texts. MT is especially useful when analyzing multilingual data for e-discovery or researching customer sentiment in different markets to rapidly identify areas that need immediate attention.

2

Rapid business collaboration:

Effective communication is a critical requirement in a global enterprise where products are developed across the globe. MT can help efficiently translate the significant volume of exchanges among distributed teams, eliminating language barriers and bottlenecks.

3

Increased customer engagement:

Buyers like to get information in their native languages. The experience of eBay and other e-commerce portals suggests that there is great commercial value in using MT to make millions of product listings available in multiple languages.

4

Better customer service:

Today's global consumers expect real-time customer service and support to guide them through their buyer's journey or to help with post-purchase product issues that may come up. Optimized and customized MT solutions make cross-language communication possible even with a monolingual support staff and enables you to translate high volumes of knowledge base content for self-service.

5

Increased translation capacity:

Machine translation improves the capacity and productivity of internal translation departments or language service providers, greatly reducing the cost of translation. MT engines will learn your terminology and improve the quality of the machine translation over time, further decreasing the time and cost associated with post-editing to add the human touch to your translated content.

Why do you require enterprise MT?

- Security and protection of data
- International business collaboration
- Escalating online activity
- Engagement in multi-languages
- Globalized customer service
- Globalized customer relationship management
- Turnaround time

SDL Language and Content Management Solutions

Language services – Access quality language services at scale, including translation, testing, localized media production and consulting.

Translation management technology – Streamline your localization processes with automated workflow, machine translation, terminology databases, translation memory and integrations with external business systems.

Machine translation and translation productivity tools – Bring together automation and the human touch, improving translator efficiency while simplifying the translation process.

Web content and experience management solution – Deliver content across channels with the combination of web content management, digital media management, targeting, testing, personalization and localization.

Product information and technical content management solution – Create, manage and deliver high-quality structured content for technical documentation and self-service support.







Learn more at
sdl.com/machine-translation

SDL*

SDL (LSE:SDL) is the global leader in content creation, translation and delivery. For over 25 years we've helped companies communicate with confidence and deliver transformative business results by enabling powerful experiences that engage customers across multiple touchpoints worldwide.

Are you in the know? Find out why the top global companies work with and trust sdl.com. Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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