

From silo to superpower:

How will translating and the computer connect end customers with the enterprise to deliver business values and drive growth?



Thank you!



Translating and the Computer – TC44

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Introductions



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About STAR

STAR Group is a one-stop solution partner unifying multilingual information services with technologies to drive sustainable growth.

Our mission is to turn information into productivity and direct human creativity for greatest value.

Deliver reliability today, inspire and bring innovation ready for tomorrow.

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The STAR logo is displayed within a dark red rectangular frame. The word "STAR" is written in white, with a stylized triangle composed of horizontal lines between the 'A' and 'R'.

STAR



38+
years

40+
countries

58+
offices

1320+
specialists

1330+
contractors

=1
Global Partner

Technology Suite for Information Continuity

STAR CLM

Corporate Language
Management

CLM WebEdit

Web-based Translation & Review

Transit

Translation & Localization

STAR Translate

Machine Translation & Gateway

TermStar

Terminology Management

WebTerm

Web-based Terminology

GRIPS

Semantic Component Content Management

PRISMA

Smart Content Services

STAR CPM

Corporate Process Management

MindReader

Authoring Assistance

From silo to superpower...

- ▲ Can you bring language capabilities to the wider enterprise?
- ▲ Can you show senior management how language services support customers and grow the business?



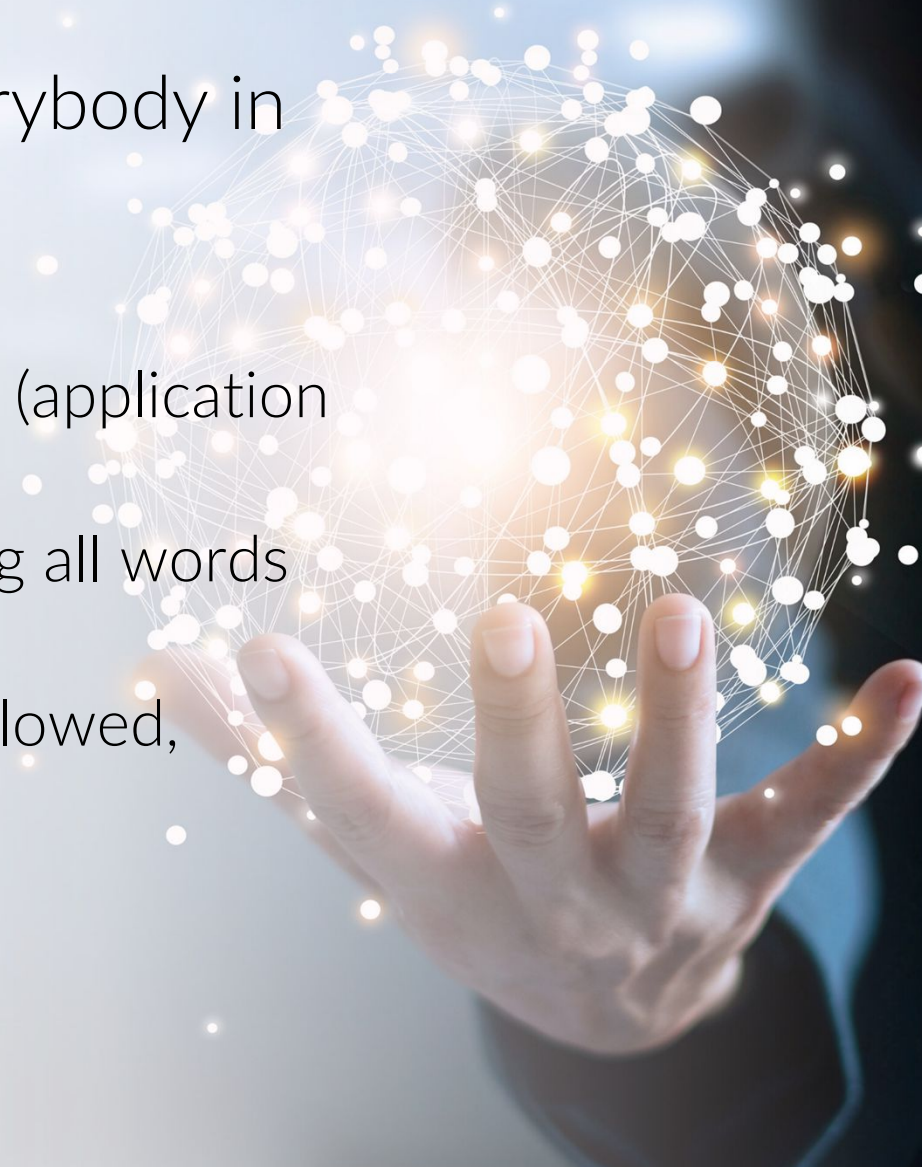
Laying the Foundations

1. Terminology as a superpower
2. Metrics to measure end-customer satisfaction to drive focus

1. Sharing Terminology across the Enterprise

WebTerm & WebTerm Gate BGS means everybody in the enterprise can access your terminology:

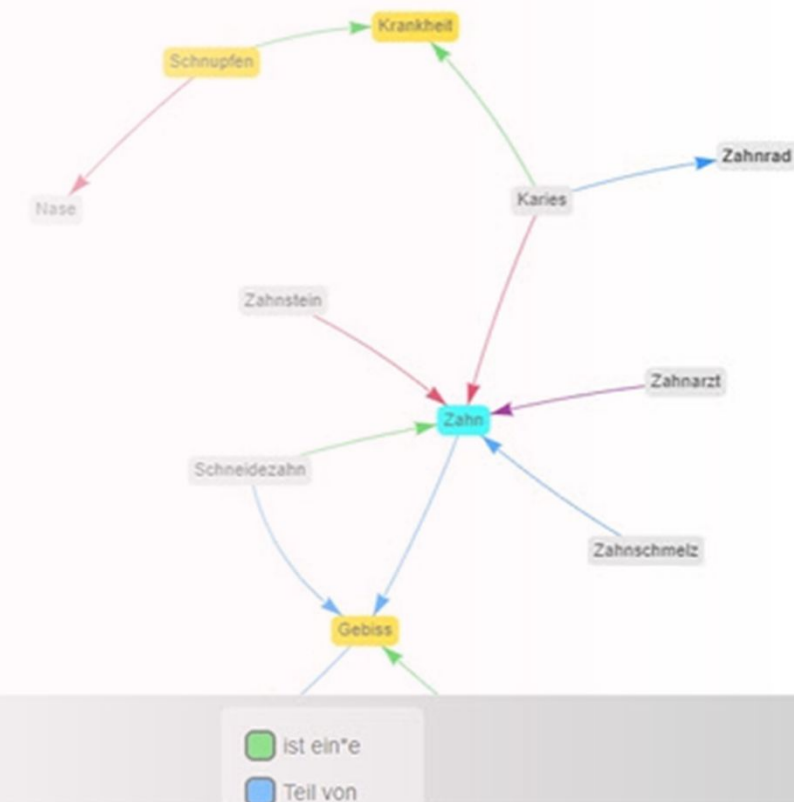
- ▲ Dynamic terminology support (Microsoft Word)
- ▲ Integration via connector for enterprise systems (application lifecycle management, CAD systems, etc.)
- ▲ WebTerm BGS prepares whole string, presenting all words for analysis
- ▲ Automated background search for allowed, disallowed, preferred terms with access to WebTerm
- ▲ Morphological search in 19 languages
- ▲ One-click change to accept preferred term



1. Supercharging Terminology with AI

AI-driven capabilities - Upcoming features:

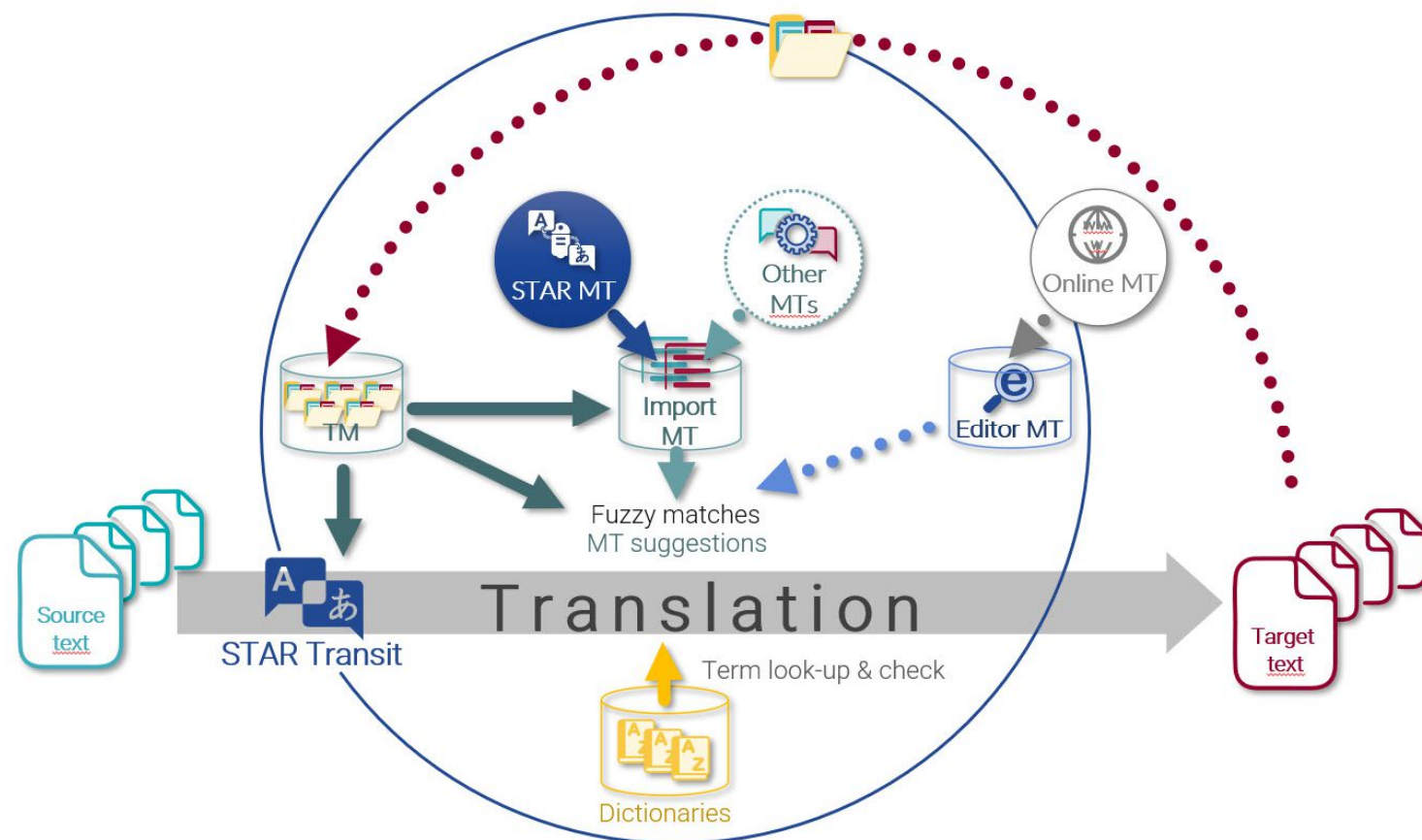
- ▲ Ontologies (RDF & Artificial Intelligence)
- ▲ Import/export terminology to AI systems
- ▲ Unify concepts across enterprise systems and digitalization projects
- ▲ Enable new capabilities including mass personalization, Semantic SEO (Search Engine Optimisation), etc.



1. Boosting MT performance with terminology (Workshop)

A. STAR Transit CATT tool:

- ▲ Exploiting glossary feature in DeepL Pro
- ▲ Automatic search of terminology for MT (e.g. Textshuttle)
- ▲ Check and correct terminology (automatic terminology search, dynamic linking, WebSearch)



1. Bringing MT to the enterprise (Workshop)

B. STAR Translate Web application for the enterprise

- ▲ Leveraging your TM, Dictionary
- ▲ Automatic terminology search in WebTerm

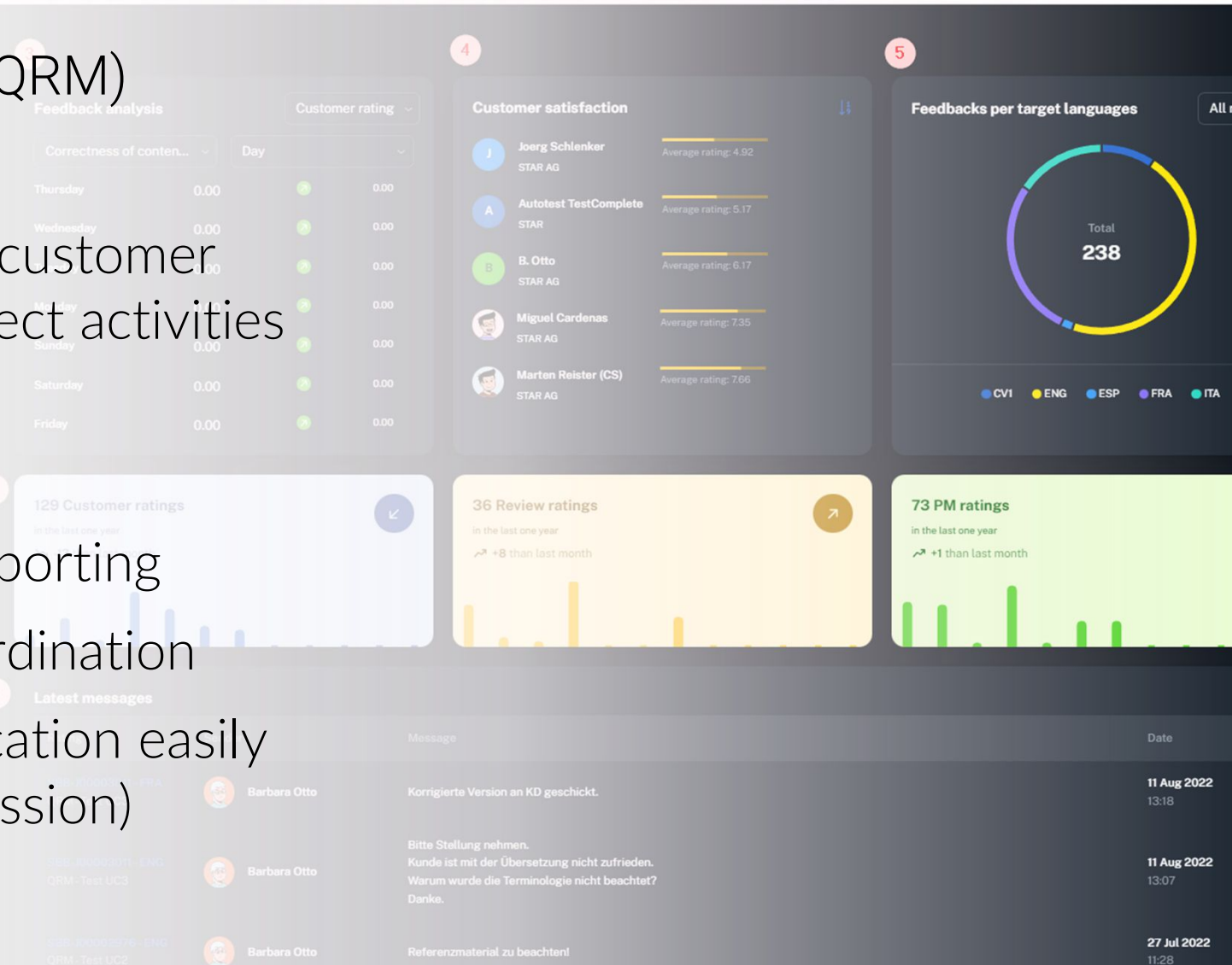
The screenshot displays the STAR Translate web application interface. At the top, there are tabs for 'STAR Translate', 'WebTerm 7', and 'Login WebTerm 7'. The main header shows 'STAR Translate Corporate Machine Translation' with navigation options for 'Text translation', 'Document translation', and 'Picture translation', and a 'Log out' button. The interface is set to translate from German to English (US) in a 'Demo' mode. The source text is 'Das Messgerät funktioniert nicht und muss auf der Stelle repariert werden.' The target text is 'The measuring instrument does not work and must be repaired at the location.' Below the translation, there is a 'Translate!' button, a 'Rate this translation' dropdown, and a 'Suggest change' button. The search results are organized into two columns: German and English (US). The German column shows 'Messgerät' from a Corporate dictionary with a definition: 'Gerät zum Messen von direkt nicht zugänglichen Erscheinungen und Eigenschaften.' The English (US) column shows 'meter' from a Corporate dictionary, 'measuring tool' (Disallowed Term), and 'measuring instrument' (Synonym). A second set of results shows 'Messgerät' from a General dictionary with a definition: 'ein Gerät zum Messen physikalischer Größen' and 'Messinstrument' (Synonym). The English (US) column shows 'measuring instrument' from a General dictionary.

2. Metrics to measure end-customer satisfaction

STAR's Quality Risk Management (QRM)

Module:

- ▲ Measure stakeholder and end-customer satisfaction to improve and direct activities and identify/mitigate risks
- ▲ Highly configurable metrics
- ▲ Dashboard with at-a-glance reporting
- ▲ Take away the burden of co-ordination
- ▲ Manage end-to-end communication easily (including chat rooms for discussion)



Language as a key driver for business growth

1. Terminology – Bringing everyone into the same conversation
2. Metrics – Speaking the language of everyone from customers to senior management to show value, ROI and direct your spending power and resources

Thank you very much!



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