SYSTRAN*Links*

A new Cloud-based collaborative Platform for efficient website localization

June 27th, 2013

Speaker:

Arnaud DUFOURNET, Marketing Director

Agenda

- **SYSTRAN at a glance**

- **Introducing SYSTRANLinks**

- **Business Model**

- **Q&A**

SYSTRAN at a glance

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Pioneer and industry leader

○ **A pioneer in machine translation technologies**
- Founded in 1968 by Peter Toma in California
- Bought out by Gachot SA in 1986
- Publicly traded on Euronext (RAN) since 2000

○ **Locations**
- Headquarter located in Paris
- Subsidiary in San Diego, California, USA

○ **Key Figures**
- Consolidated turnover 2012: 10.2 M€
- **More than 20 % of the turnover invested in** R&D
- 78 employees (including 55 in R&D)
  - ✓ 15 linguists
  - ✓ 40 engineers

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We speak your industry's language

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Collaboration & Communication

Usage: translation tools for collaborative environments (intranet, ESN, sharepoint…)
Key benefits
- ✓ Efficency
- ✓ Knowledge sharing

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- ✓ Large scale Data Treatment

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Translation Productivity

Usage: Integration with translation workflows

Key benefits
- ✓ Productivity gains
- ✓ Competitiveness

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Customer Service & Support

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- ✓ Customer satisfaction
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Multilingual Web Content

Usage: Integration with CMS for multilingual web content publishing
Key benefits
- ✓ Global reach
- ✓ International SEO

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Web & Mobile Applications

Usage: Integration with Web & Mobile Applications

Key benefits
- ✓ Innovative applications development

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Meeting the full range of translation needs

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Server **SYSTRAN Enterprise** **Server 7**	**Online Services** **SYSTRANLinks** **SYSTRANet**	**Desktop** **Translator Editions**	**Mobile** **SYSTRAN Mobile**

For Enterprises,
Governments, LSPs

For Individuals,
Enterprises & Portals

For Individuals and SME

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Server SYSTRAN Enterprise Server 7	**Online Services** SYSTRANLinks SYSTRANet	**Desktop** Translator Editions	**Mobile** SYSTRAN Mobile

For Enterprises,
Governments, LSPs

For Individuals,
Enterprises & Portals

For Individuals and SME

+ <u>Professional Services</u>: Consulting, IT Support, Customization, Training

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The choice of global corporations

○ **Some of our customers**

Enterprises

- Cisco
- Ford
- Symantec
- HSBC
- Huawei
- Accenture
- EADS
- BNP Paribas

Defense & Security

- NATO
- Europol
- US Department of Defense
- French Minister of Defense
- French Minister of Justice

Translation Agencies

- Lionbridge
- Yamagata
- Crestec

Governments

- OCDE
- Handicap International
- Instituto dos Registos e Notariado

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Introducing

SYSTRAN*Links*

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- **In today's globalized landscape, multilingual Web content is critical.**

- **Reaching 80% of the world's online population requires translating content into 12 languages!** **Source: Common Sense Advisory, June 2012**

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English
Russian
Arabic
Korean
Dutch
Portuguese
Italian
Chinese simplified
French
Spanish
German
Japanese

- **In today's globalized landscape, multilingual Web content is critical.**

- **Reaching 80% of the world's online population requires translating content into 12 languages!** Source: Common Sense Advisory, June 2012

- **82% of European online shops are published in a single language, 11% offer two languages and only 2% publish in five or more.** Source: LT Innovate, March 2013

English
Russian
Arabic
Korean
Dutch
Portuguese
Italian
Chinese simplified
French
Spanish
German
Japanese

How to go global with my web site …

How to go global with my web site …

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How to go global with my web site …

- ✓ **e-commerce sites**
- ✓ **Small or medium-sized businesses**
- ✓ **Large enterprises**
- ✓ **Web agencies**
- ✓ **Language Service Provider**

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… while the traditional approach can be complex and costly
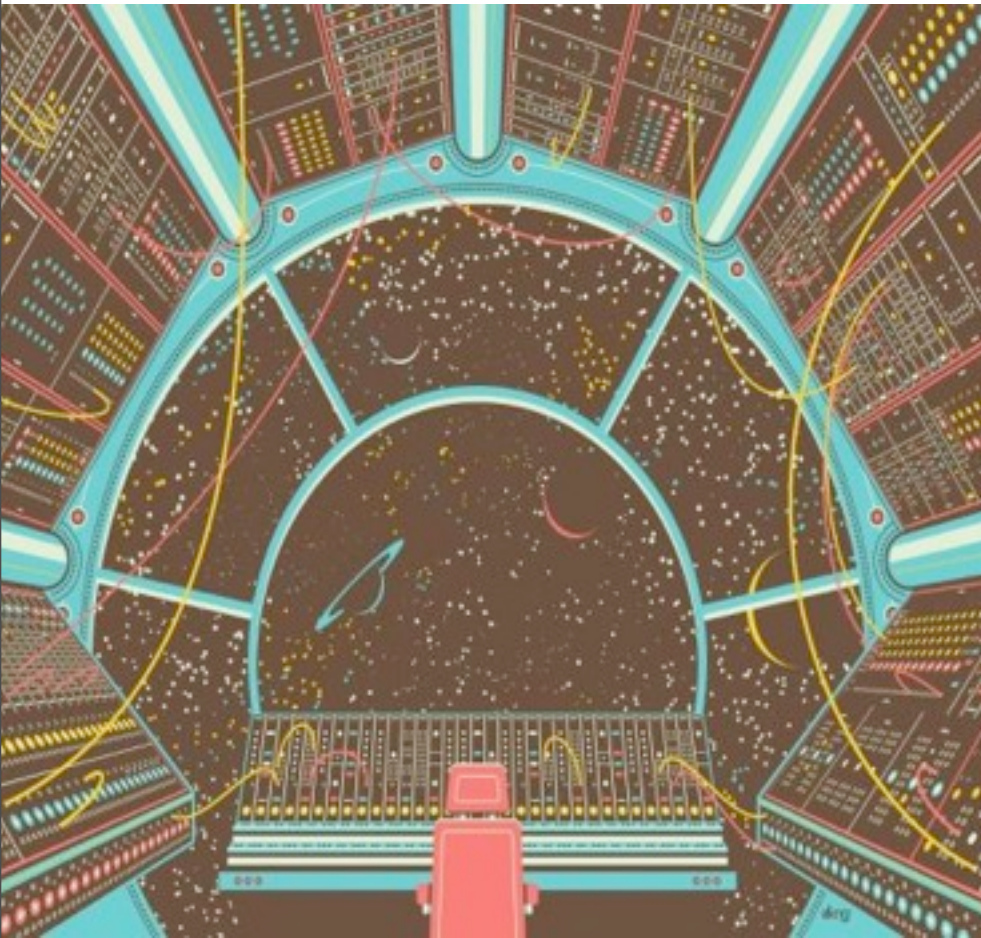
- Intricate workflow
- Diverse external suppliers
- Communication teams
- Internal IT people
- Diverse technologies
- Juggling contacts
- Hours spent on the phone
- Sending emails back and forth
- Confusing update process
- Lots of headaches
- Lots of confusion
- Heavy costs

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YES!
Now there's a simpler, more cost-effective solution that puts you in control…

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Introducing
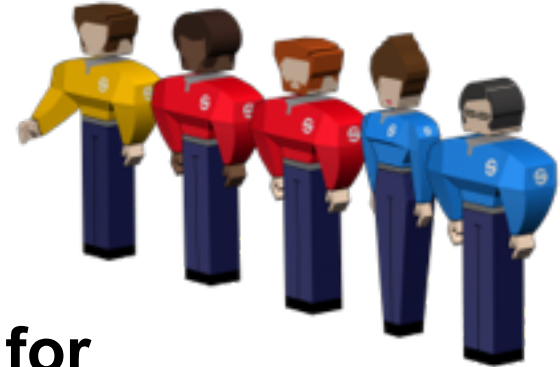
SYSTRANLinks

- ✓ **Cloud-based collaborative service for website localization**
- ✓ **Innovative and reliable online CMS platform that lets you manage your site-localization projects**

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In just a few clicks…

SYSTRAN_Links_

- ✓ reproduces,
- ✓ pre-translates,
- ✓ and hosts your localized websites

And also…
- ✓ provides on-line tools for post-edits & reviews
- ✓ sets up rules for images, resources and links
- ✓ invites contributors
- ✓ manages the whole localization process
- ✓ rewrites URLs for a friendly SEO
- ✓ publishes on localized domains

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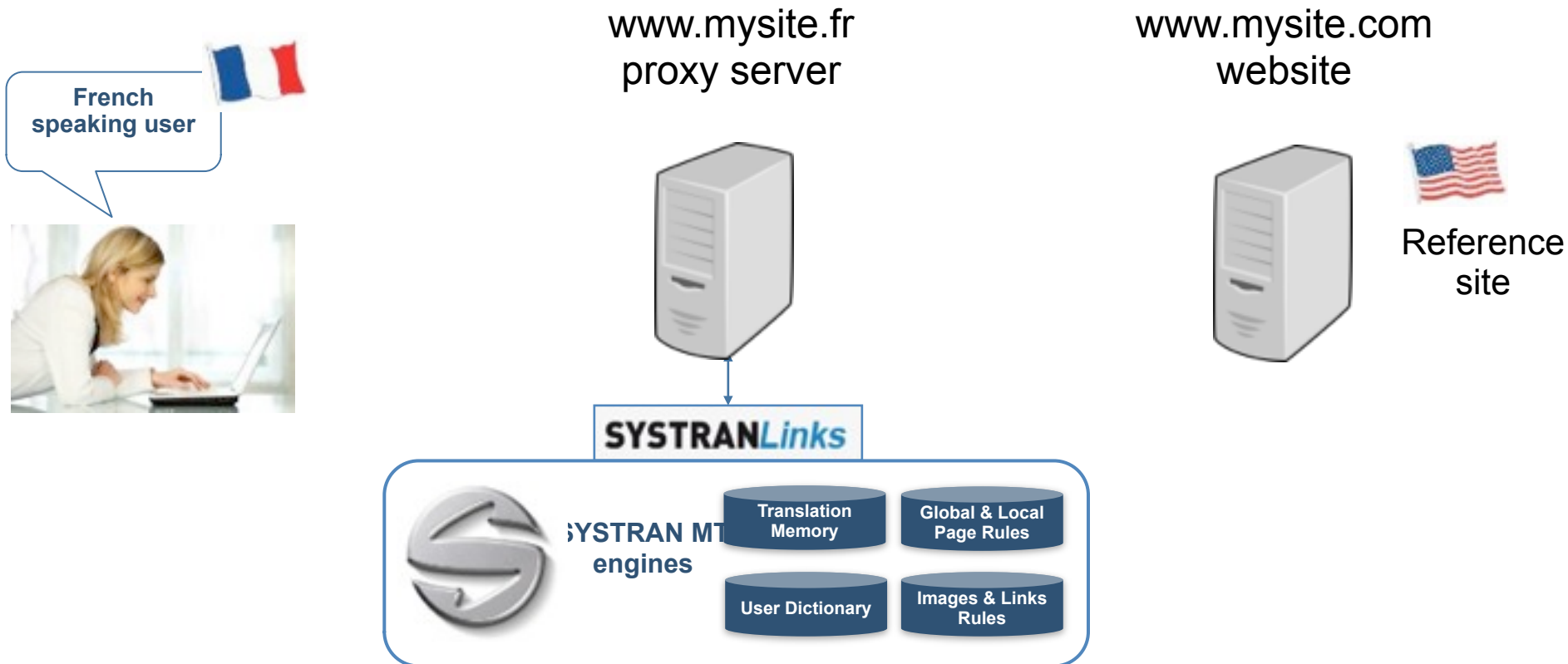
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Key benefits

With

SYSTRAN*Links***you can…**

- ✓ Build international presence
- ✓ Manage the entire workflow process more efficiently
- ✓ Significantly optimize your translation budget
- ✓ Save money on IT costs
- ✓ Reach new audiences and customers
- ✓ Accelerate your time to market
- ✓ Leverage country-specific SEO strategies

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How it works?

www.mysite.fr
proxy server

www.mysite.com
website

French speaking user

Reference site

SYSTRAN_Links_

SYSTRAN MT engines

Translation Memory

Global & Local Page Rules

User Dictionary

Images & Links Rules

✓ SYSTRAN_Links_ uses a TM to replace source text segments by their translations
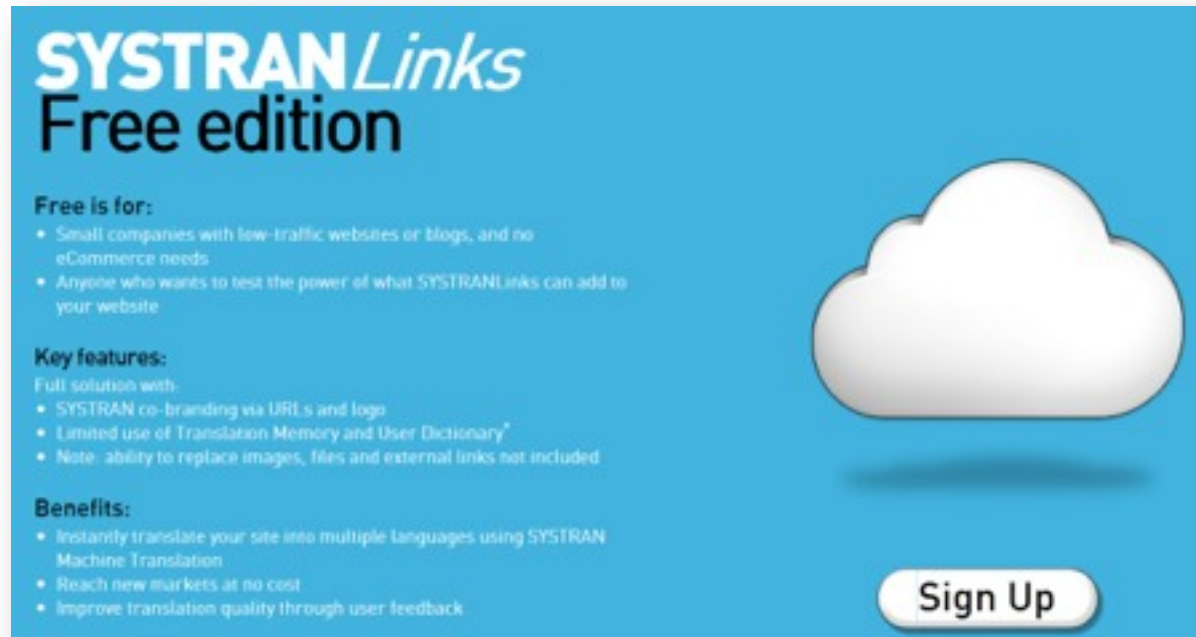✓ Localized content comes from MT, TM or switching rules
✓ No change on reference site!

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How it works?

- ✓ SYSTRAN*Links* uses a TM to replace source text segments by their translations
- ✓ Localized content comes from MT, TM or switching rules
- ✓ No change on reference site!

18

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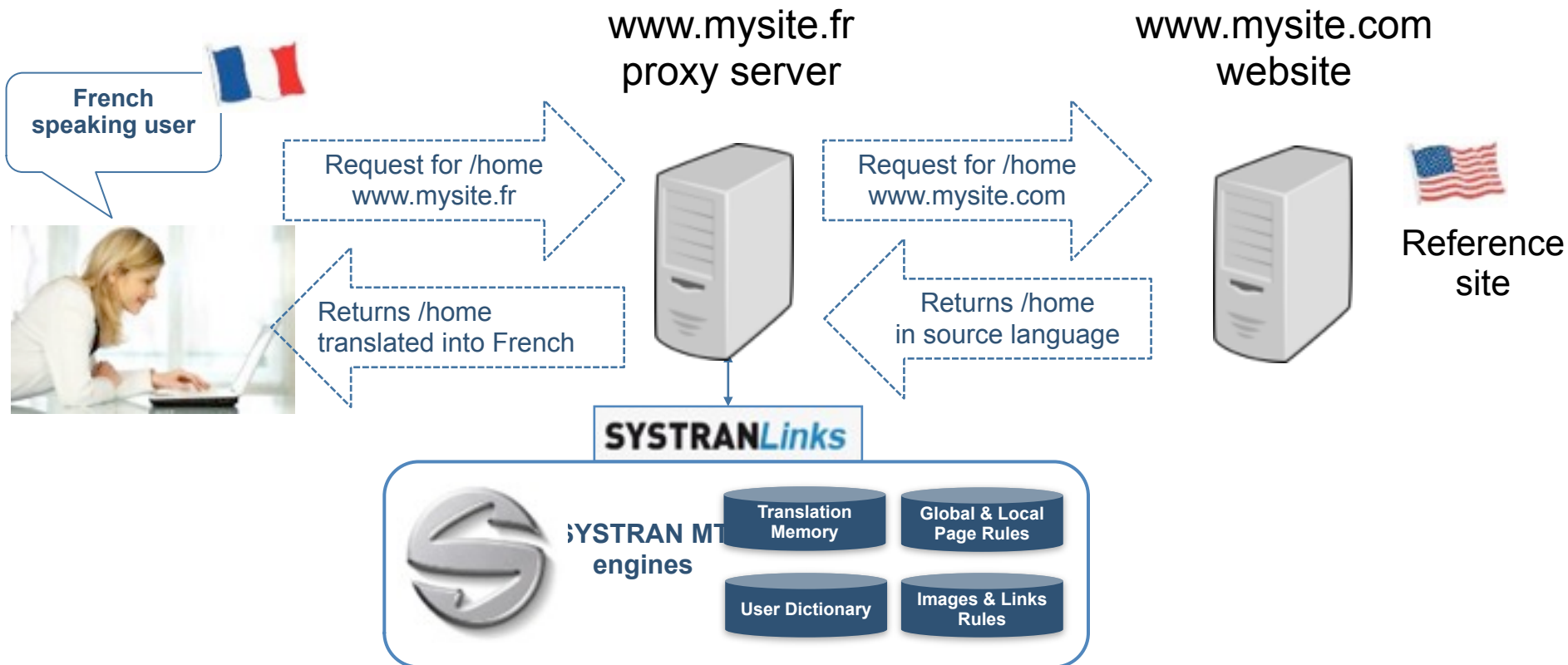
SYSTRANLinks*
Business Model

We offer a Free Edition

Users can
- ✓ Add a website
- ✓ Preview the localized sites
- ✓ Host the localized site under SYSTRANLinks.net domain
- ✓ Benefit from all features of the admin console

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3 Editions that fit all needs

○ **Standard** – **Pro** – **Enterprise**

- Annual subscription based

  - ✓ Project scope (Nb of localized domains – Nb of languages)
  - ✓ Traffic (Page views per year)
  - ✓ Content volume (TM & Dict. Volume)
  - ✓ Service availability commitment

○ Reselling program for

- Language Service Providers
- Web Agencies
- SYSTRAN Partners

Free	Standard	Pro	Enterprise
1	3	Unlimited	Unlimited
6,000	180,000	1.4 million	11 million
Unlimited	Unlimited	Unlimited	Unlimited
	6	8 to 12	> 12
Limited	✓	✓	✓
✓	✓	✓	✓
✓			
	99.0%	99.5%	99.9%
			✓
		✓	✓
		✓	✓
✓	✓	✓	✓
	✓	✓	✓
			✓
✓	✓	✓	✓
✓	✓	✓	✓
		✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
500	2,000	10,000	150,000
750	9,000	150,000	7.2 million
	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

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Questions?

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