

Website translation made easy



How to access new markets



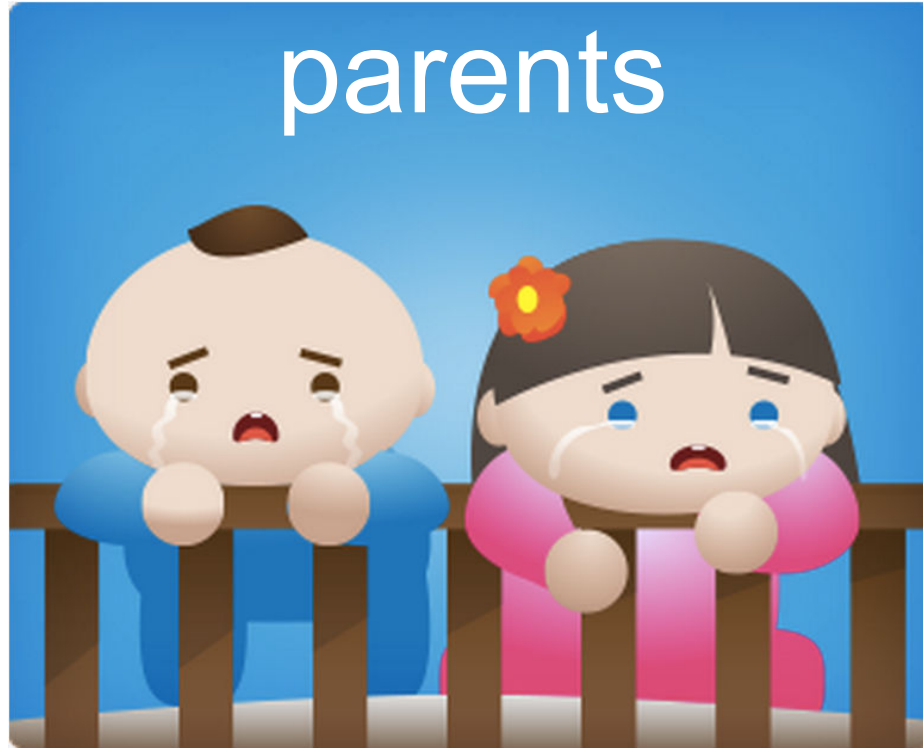


We are ...



since 1985, solving IT problems

parents



knowing family needs time

dreamers



Digital Single Market

A large school of small, silvery-blue fish swimming in clear blue water. The fish are densely packed and move in a coordinated pattern, creating a shimmering effect. The background is a deep, clear blue, suggesting an underwater environment.

Let's

go

fishing

About the website translation market

size: \$3.5 billion*

access: only LSPs with heavy IT resources

* source: CommonSenseAdvisory
“Can’t Read, Won’t Buy: Why Language Matters on Global Websites”

Why so IT-heavy?

Websites are not static HTML files anymore,
but dynamical, stored in CMSs and databases



WORDPRESS

Drupal™

magnolia®



dSPACE

unbounce
THE DIY LANDING PAGE PLATFORM





≠



hops.ro1



IT issues

Give
instant quote

Extract
the content

Translate
in the context

Deliver
without hassle

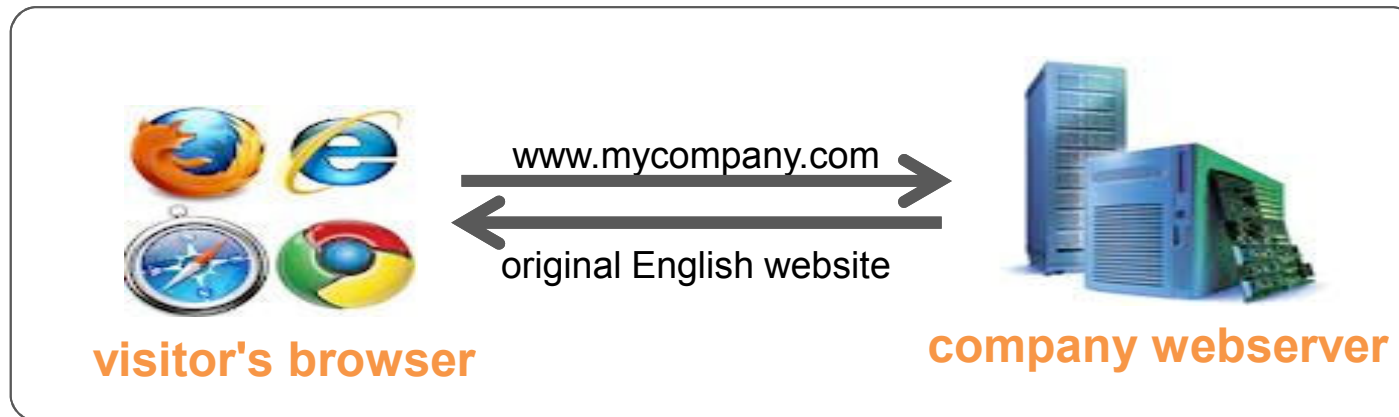
Easyling Translation Proxy

a SaaS solution

The technology behind

Solution & technology

without  easyling
1-click website translation



Solution & technology

with



- Translated by language professionals, it is NOT a machine translation
- Stored at & served by Google App Engine (SLA: 99.95%)
- Original texts are replaced on the fly (proxy based solution)



Use cases

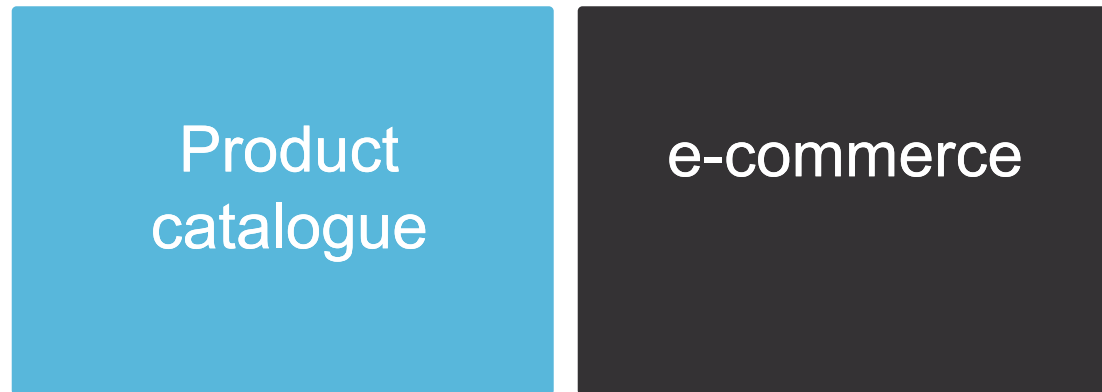
Marketing
websites

Product
catalogue

e-commerce

Product support
forums

Digital Single Market



- Custom-built, legacy systems
- Not ready for internationalization (not even for localization)
- HUGE amount of content (e-commerce sites with 50M unique source words, 6 target languages) → expensive

Importance-based translation quality



- Immediate sales effect (ROI)
- **Not all products, not all target languages are equally important**
- Initial machine translation
- **Increase translation quality selectively, based on Traffic Analysis**
- Post edit, re-train MT engine

Afterlife

Product support
forums

- Customers help themselves
- **Language silos**
- Bringing all the conversations into one silo: multilingual search
- Automatic source language detection
- Machine Translation
- SEO visibility

Thank you!

Thank you for your attention!

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Looking forward to working with you



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