



motionpoint

What is **Translation Memory?**

Learn how efficient, database-driven automation helps you reduce translation costs.

Introduction

Website localization can be complex and expensive. For most projects, it requires a complicated process that includes:

- ✓ Gathering all the right content for translation
- ✓ Sending it to a translation team
- ✓ Overseeing the entire iterative translation and quality control process
- ✓ Getting the translated content back
- ✓ Implementing it where needed

And if you create new content for your website, you must repeat the process all over again ... which takes more time, and in most cases, more money.

Fortunately, technology can help this process, and drastically simplify translation projects, by using something called *translation memory*.

What is Translation Memory?

Translation memory is a database that stores all of your website translation project's translated content. This content is often stored in word-, phrase- or sentence-length chunks called *segments*. Segments are used by translation management software to

help human translators, and accelerate the process of localizing content by identifying and publishing phrases that have already been translated.

Imagine you have a product catalog that has a number of frequently-repeated phrases, like "available in the following sizes" or "product dimensions." In a process without translation memory, a localization team would have to translate that same phrase or sentence multiple times, even though the content is exactly the same.

Some translation vendors charge to translate this content over and over and over again. This practice is not aligned with a customer's interests and goals. Paying to translate the same phrases multiple times doesn't make sense. It only favors the vendor.

Enter translation memory, which helps eliminate this problem.

When a phrase is translated for the first time by linguists, that content is immediately stored in the translation memory database. When identical phrases appear later in the

same project, or in different content months down the road, translators don't have to repeat the work of translating this content again. They can simply pull the appropriate localized phrase from the translation memory database.

Alternately, these translated segments can be auto-populated with the help of software.

How Does Translation Memory Work?

Translation memory isn't a machine translation process. Rather, it's the database—or the “memory”—that stores your website's original source text and its translated counterpart in pairs known as “translation units.”



Let's take a simple website translation from English to French as an example.

1 The original English-language content is first divided into segments. At the outset, translation experts will work with you to help define what the ideal segment is for your content, and create markers that will help both human and machine translators know where those segments start and end.

2 Then your translation partner will localize your website's content into French. At that point, the English-to-French translation units for the previously marked segments will be stored in the translation memory for later use.

3 Let's say months from now, you add a new section to your website that should also be localized for French customers. This new content hasn't yet been translated to French.

4 Translators will access the translation memory. Any new content is compared with the segments stored through previous translation. The database will find the segments that have already been translated into French from previous projects, both those that are an exact match for the new content, and those that are a partial match—just in case part of those translated pieces are viable for the new content.

5 Teams can then review and deploy any of the existing translated content for use on the new site section. This way, translators can focus their most concerted efforts on the remaining content that still needs to be translated into French. And of course, once the new translations are complete, they'll be added to the overall translation memory, too.

The Benefits of Translation Memory

Translation memory is a powerful assistant in the website translation process. It delivers:

SPEED

Since previously-translated content can be easily re-used when localizing new content, the overall translation process gets faster. Translation memory means translations must be completed only once. Your investment and resources can focus on new and different content without duplicating previous efforts.

COST-EFFECTIVENESS

Translation isn't always an inexpensive proposition, especially when repeated content can drive up translation costs. Translation memory ensures that your translations are smartly used over and over again, at no additional charge. You won't burn your budget on duplicate work.

CONSISTENCY

Presenting content across languages demands continuity in word choice and translation quality. Your brand benefits when your voice and tone are consistent, and your customers expect accurate, easily-understandable content about your products

and services. Translation memory helps ensure that your core content is presented consistently across projects—even if you're working with multiple translators.



Translation Memory and MotionPoint

While translation memory is an industry-standard technology in many respects, we approach it a bit differently at MotionPoint.

When working with traditional translation vendors, you're often forced to navigate all of the complexity of working with translators to set up the initial population of the translation memory.

You then have to figure out how, and when, to leverage it later.

This can come with odd pricing complexities, logistical hiccups, and more workflow management than many teams have time to deal with. After all, you're using technology to make the translation process easier, not harder.

At MotionPoint, our fully turn-key approach to website translation means that we seamlessly integrate the creation and use of translation memory into our process and workflow:

- ✓ We populate its database the first time when we build your site
- ✓ We add to it automatically as we discover and translate new content
- ✓ You'll never have to worry about additional costs for using localized content over and over

It's all included.

And thanks to our TranSend customer interface, your in-house teams can access your translation memory quickly and easily to translate any asset they wish with this previously-translated content—from emails to social media posts and even offline assets—at no additional cost.

You can also leverage our API to seamlessly integrate your translation memory into key dynamic areas of your website—like product feeds and PIMs—or into other third-party platforms like customer service portals to offer translated content from your database quickly and easily.

Conclusion

Website translation projects are complicated, but translation memory makes them easier.

And thanks to our turn-key approach, MotionPoint seamlessly integrates translation memory into our proprietary workflows and process so you never have to worry about how to access it or where to leverage it.

Our expert teams are equipped with the technology and best-practices knowledge to make translation memory work for your website translation project, and save you time, money and duplicate work.

Talk to one of our team members today and learn how technologies like translation memory can help you quickly build and deploy a multilingual site to reach customers across the globe.

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