

SMART MT™: ENTERPRISE-GRADE MACHINE TRANSLATION



Localize Everything™ by Putting Machine Translation to Work for You

Advancements in Machine Translation (MT) technology open unprecedented opportunities for companies to excel in the digital-first economy. Smart MT — Lionbridge's Machine Translation solution designed for enterprises — enables businesses to bolster customer experiences across multiple languages, removes internal language barriers for enhanced productivity, and provides content teams with the bandwidth to focus on mission-critical projects while machines handle the rest.

Brands face pressure to produce and deliver more content than ever. To resonate with global customers, they must

engage customers throughout the buying cycle with more content that is of high quality and deliver it across many digital channels and languages at once. This situation has put a strain on localization efforts since there is an insufficient number of translators to meet the demand.

Lionbridge's Smart MT addresses these challenges and enables companies to localize more than they ever thought possible. This robust MT solution works across all content streams to enable companies to Localize Everything — from public-facing content and real-time customer interactions to internal communications among global employees — and succeed in digital-first marketplaces.



Smart MT Applications:

The solution is comprised of three components that help different teams within your organization address distinct business challenges.

Smart MT API for Better Customer Experiences

Smart MT API is for customer success and support teams. It enhances their effectiveness and provides better digital experiences to your customers, thereby enabling you to strengthen customer relationships.

Integrate Smart MT directly into your live chat solution or ticketing system to allow existing customer success and support teams to communicate and assist customers in their native language instantaneously, regardless of internal language capabilities. Scale across time zones and languages to improve your customers' experiences with existing personnel. Consumers will receive assistance in their language in real-time when the local team is unavailable and be able to use user-generated content, such as reviews and posts in their native language.

Smart MT Portal for Enhanced Global Employee Office Productivity

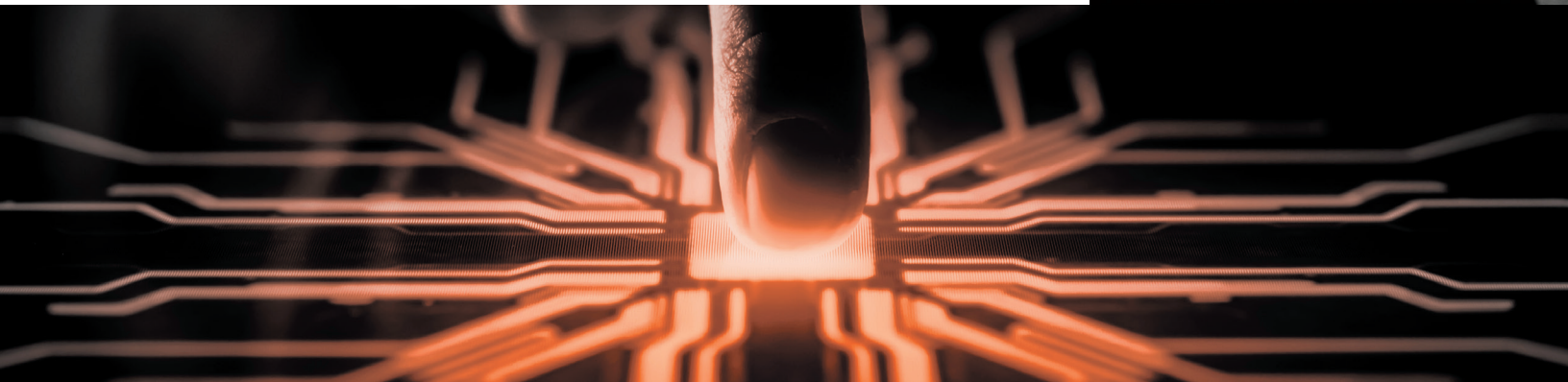
The Smart MT portal is for employees who work in a multilingual corporate environment. It enables them to communicate effectively and work faster.

Add the MT portal to your company intranet to help employees work with non-native language content and freely communicate with one another. They can translate internal documents and improve written communication across languages. The Smart MT solution differs from free MT offerings because it is secure.

Smart MT Connectors for Increased Content Velocity

Smart MT connectors help localization and marketing teams address daily challenges as they aspire to push out an ever-growing amount of content within existing — or reduced — budgets. Connectors allow them to increase content velocity.

Use connectors to integrate with any content management system. They enable localization and marketing teams to process multilingual content quickly and seamlessly and ultimately deploy MT at a large scale.





The Features and Benefits of Smart MT

The solution delivers value by helping you get the most out of MT. Key capabilities and benefits include:

Integration With All Your Workflows

Smart MT is an efficiency tool for all your content types to Localize Everything. You can even integrate into real-time workflows. The solution reduces the complexity of your content operations and drives brand voice consistency. You'll reach more customers, craft more locally relevant digital experiences, and never have to compromise on your localization strategy again.

Speed and Cost-Effectiveness

Smart MT provides up to 60% shorter translation turnaround times and up to 40% cost savings when compared to translations executed by humans. Quicker delivery and lower costs will enable you to increase your content velocity, expand your markets, and connect with consumers faster.

Flexibility

Smart MT gives you access to the five main MT engines — Amazon, DeepL, Google, Microsoft, and Yandex — by integrating with just one API. In addition to providing convenience, the solution's flexibility enables you to achieve the best quality output. Big tech companies continuously invest in and improve their engines, so you don't want to be locked into using one vendor. In addition, each MT engine performs differently by language pair and by domain, so no single MT engine will ever deliver best-in-class performance for all your needs. By having the ability to select and change MT engines at any time, you can continually capitalize on MT engine advancements and leverage the best MT options for each of your content streams based on your language pairs and domains.

Predictable and Reliable MT Output

Smart MT delivers predictable and reliable translations at a speed and scale that human translators cannot achieve. You'll capitalize on Machine Translation's most advantageous attributes while reducing the risk of poor quality. On-the-fly automation fixes issues in the source content. Smart MT also allows you to train your terminology once and apply it to all the engines. These features reduce the risk of errors associated with generic MT and promote a consistent brand voice across all languages and digital channels.

Security

Smart MT protects your company's data with thoughtful security features. It provides a Single Sign-on to manage access. It encrypts data during rest and at transit, and neither Lionbridge nor any other third-party vendor stores data. Lionbridge has received certification from the International Organization for Standardization (ISO).

Solution Highlights

Enterprise-grade MT solution that has multiple applications to enhance customer support, increase office productivity, and boost content velocity in a cost-efficient manner

Best-of-breed MT that bolsters the effectiveness of the top five MT engines, making MT a viable solution to address business challenges

Real-time translations processed in less than a second

Brand voice and terminology customization across all MT engines initiated from Smart MT

Sophisticated security features to protect your company's internal data

Easy-to-use portal for quick file and text translation

Support for Microsoft Office file formats and textual and scanned PDFs

Robust Smart MT API for integration into any system

Subscription pricing model

Infinite number of users

Get Started

Contact us today to start using Smart MT.

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