Localization Industry Outlook 2023

Planning, Breaking Molds, and Adopting Trends Early

BELUGA Smartcat

Welcome!

Jan Hinrichs
Founder & CEO
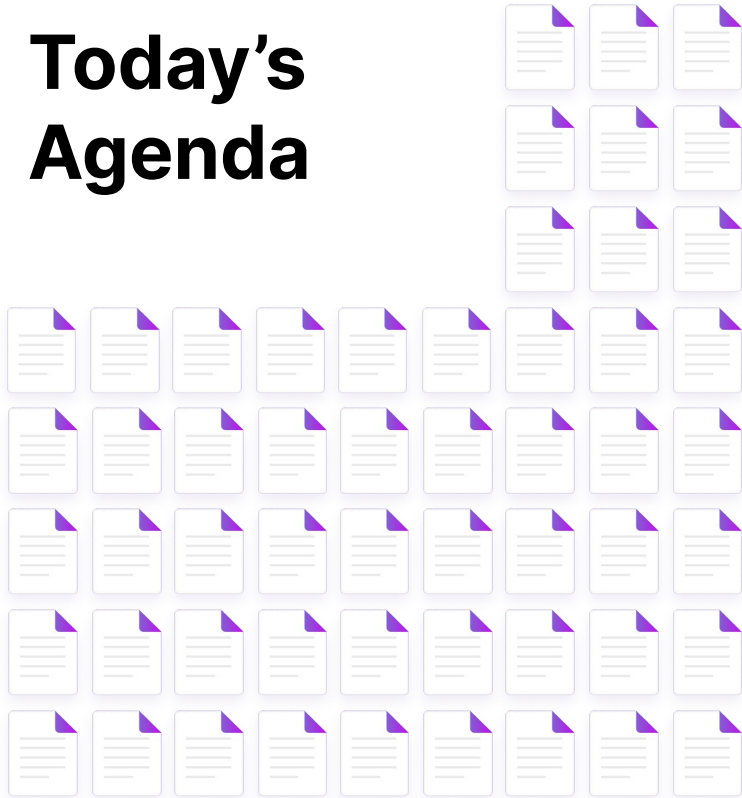**BELUGA**

Loïe Favre
Head of Content
Smartcat

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Today's Agenda

Setting the stage
- Housekeeping
- Localization industry today

Emerging trends in
- Increasing volume
- Hybrid workflows
- AI and other technologies

Getting "future-ready"

- Help your team prepare for the evolving localization landscape - with real, tangible takeaways and ideas

Growing translation volumes

45%
Of respondents report translating content into 1-5 languages

67%
Of respondents plan to increase the number of languages in 2023
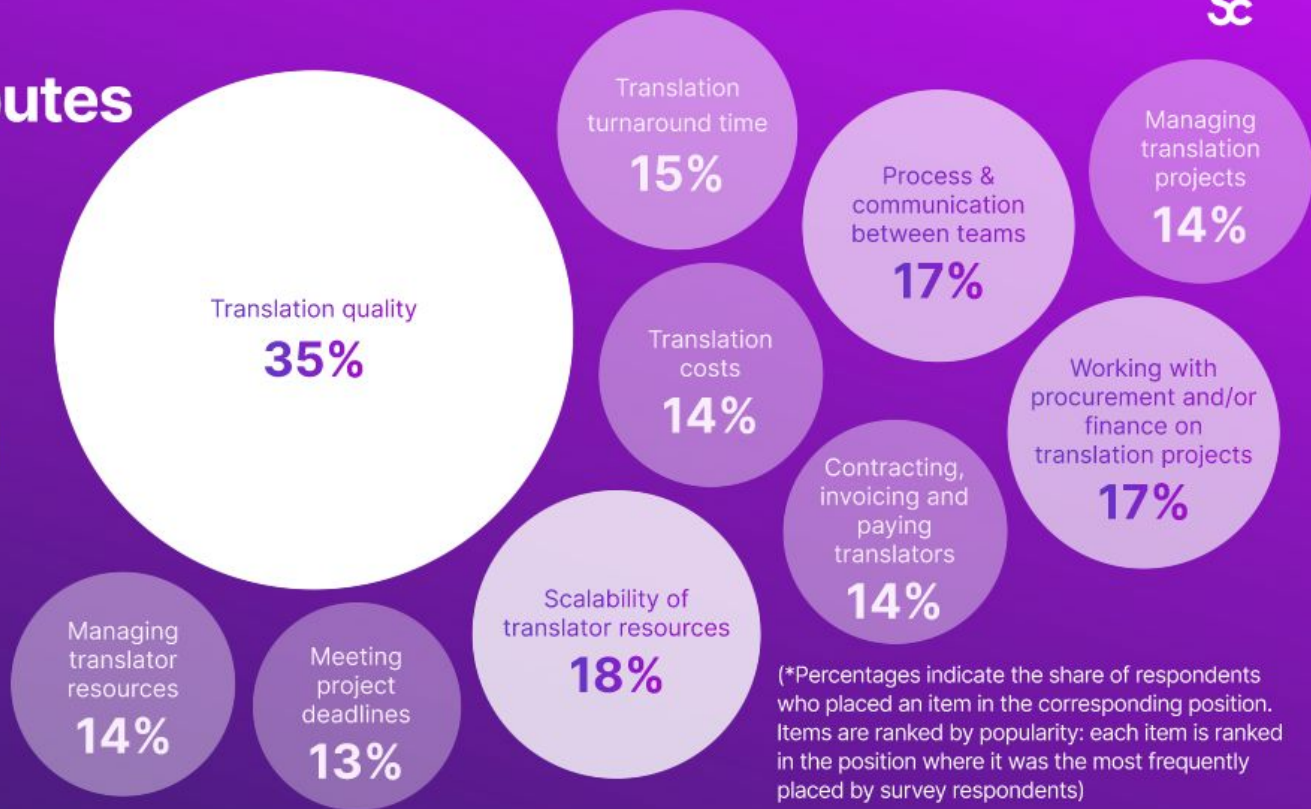
89%
Of respondents use quality as the key metric for measuring success in localization projects

According to Smartcat Translation Industry Report 2022 on the Linguistic Supply Chain

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# The 10 most important attributes for enterprises related to translations

We surveyed 146 global companies, operating in 80 countries with a collective translation and localization budget of approximately $300M per year

Translation quality
35%

Translation turnaround time
15%

Process & communication between teams
17%

Managing translation projects
14%

Translation costs
14%

Working with procurement and/or finance on translation projects
17%

Contracting, invoicing and paying translators
14%

Managing translator resources
14%

Meeting project deadlines
13%

Scalability of translator resources
18%

(*Percentages indicate the share of respondents who placed an item in the corresponding position. Items are ranked by popularity: each item is ranked in the position where it was the most frequently placed by survey respondents)

Fixed budgets don't allow for increased volume

The Cost vs Content Dilemma

● Total Words   ● Total Budget
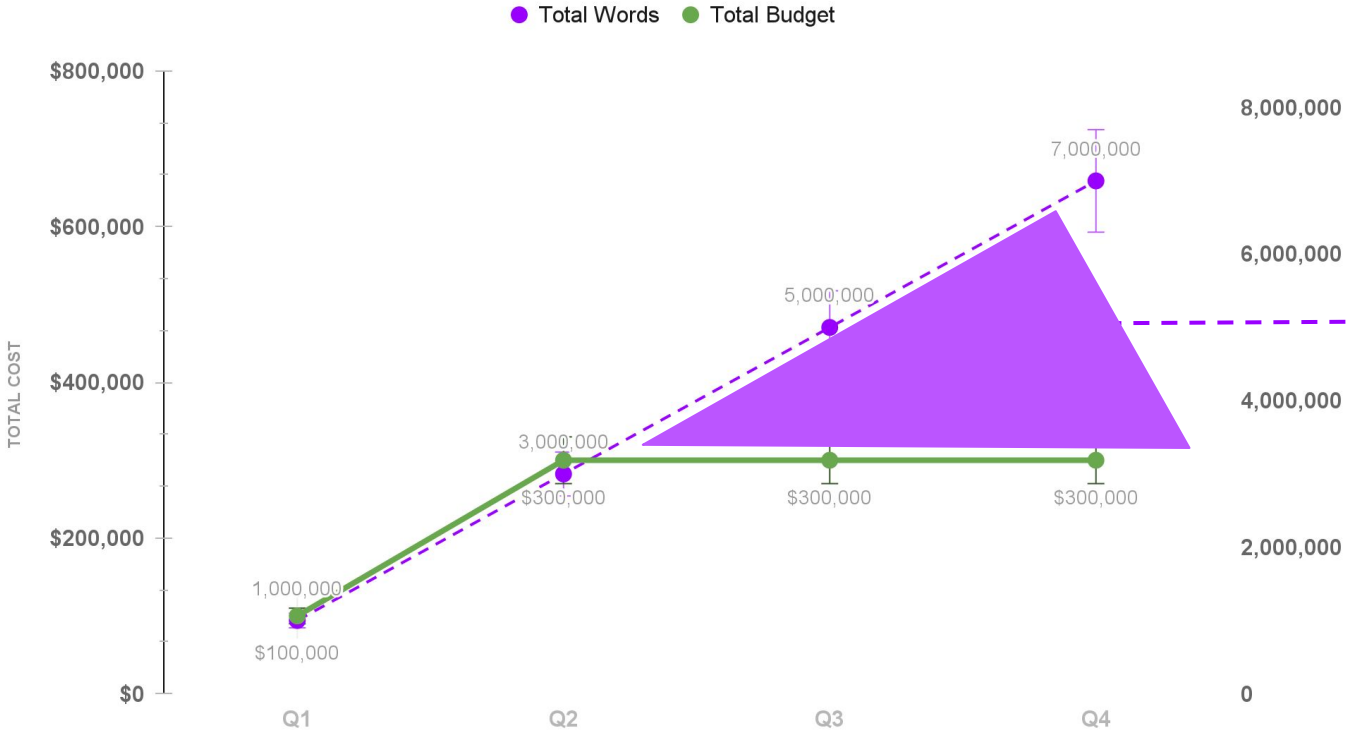
Unrealised Value Triangle

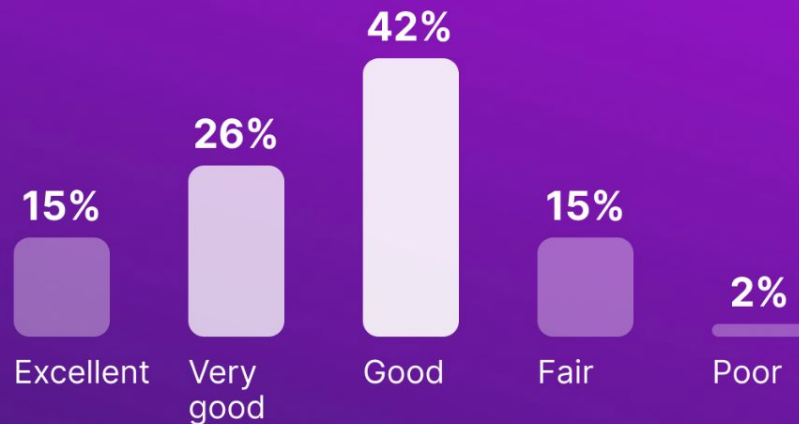How do you pay for increased demand if your budget hits a wall?

Most companies compromise on quality and/or volumes

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How do enterprises rate translation quality with direct access to translators

We asked 146 global companies, operating in 80 countries, spending approximately $300M on translation and localization every year
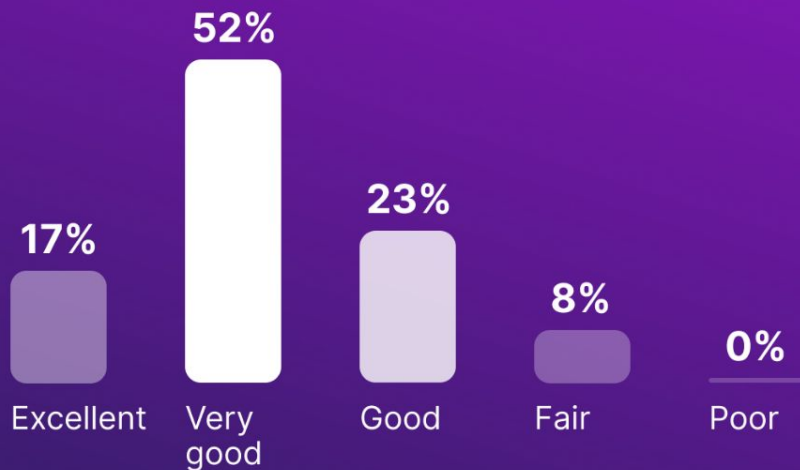
When asked, on the other hand, how they would rate translation quality **without direct access to translators**, the same companies told us:

52% Very good
23% Good
17% Excellent
8% Fair
0% Poor

42% Good
26% Very good
15% Excellent
15% Fair
2% Poor

Emerging Trends

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Breaking Molds

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Get Your Team Ready

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Q&A

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Thanks for joining!

Connect with us on LinkedIn

Jan Hinrichs
Founder & CEO
jan.hinrichs@belugalinguistics.com
LinkedIn @jahinrichs

BELUGA

Loie Favre
Head of Content
l.favre@smartcat.ai
LinkedIn @loiefavre

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Machine+Human Translation

Human Translation

Static Machine Translation

- ✓ HIGH QUALITY
- ✗ LOW OUTPUT
- ✗ HIGH COST
- ✗ SLOW TURN AROUND

Humans and machine translation working together address a lot of the translation volume challenge

- ✗ INCONSISTENT QUALITY
- ✓ HIGH OUTPUT
- ✓ LOWER COST
- ✓ FAST TURN AROUND

Inconsistent quality often leads to need for human translation

Maintaining Quality & Increasing Volume
Explore the possibility of hybrid workflows
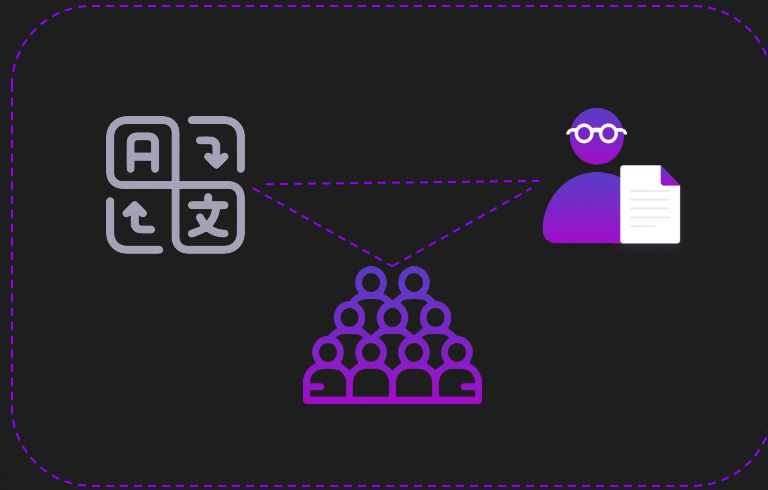
Fully-integrated LQA systems increase quality, transparency at every step of the process
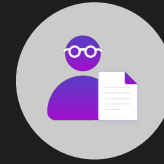
Maintaining Quality & Increasing Volume
Explore the possibility of hybrid workflows

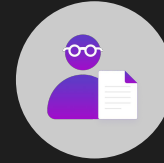## Infobit x Beluga Linguistics
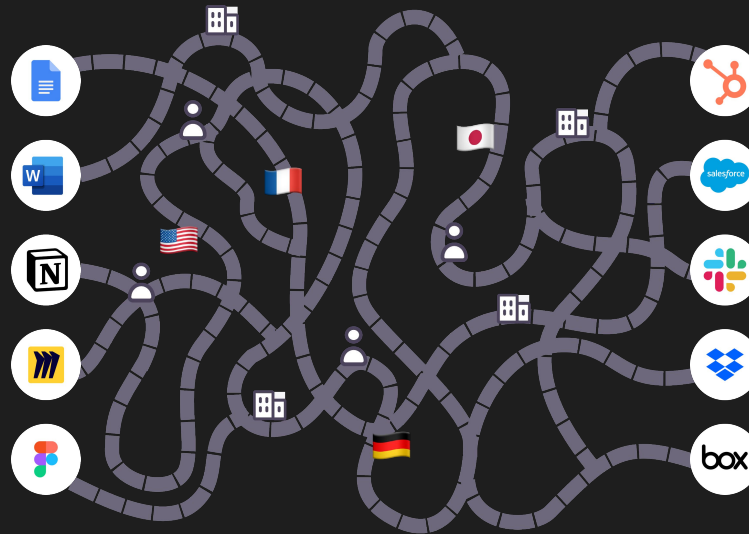
Case Study

Key Trends in AI and Machine Learning

1. **Finding the balance between machine vs human translation in regards to quality assurance, targeted groups, and sensitive topics**
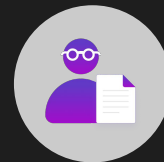
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Key Trends in AI and Machine Learning

2. The use of AI in localization expanding: be ready to apply AI and Machine Learnings to processes

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Key Trends in AI and Machine Learning

3. Staying ahead of the curve: how a technology-welcoming mindset is needed to move forward

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Takeaways

Data wins: Prioritize analytics and reporting

- Proving the ROI on localization with incontestable data and secure budgets
- Creating links between revenue and localization

Finding partners that understand and empower you

- Working directly with freelancers who understand your brand
- Language Service Providers (LSPs) empower clients with technology, knowledge, and transparency

Machine Translation

- Growing demand for multilingual content vs copywriting/transcreation

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