memoqfest

AI and now what? Challenges of implementing AI in translation & localization

Daniel Zielinski | Simon Varga

Loctimize GmbH | University of Mainz

memoQ Internal

memoqfest

AI in Translation & Localization

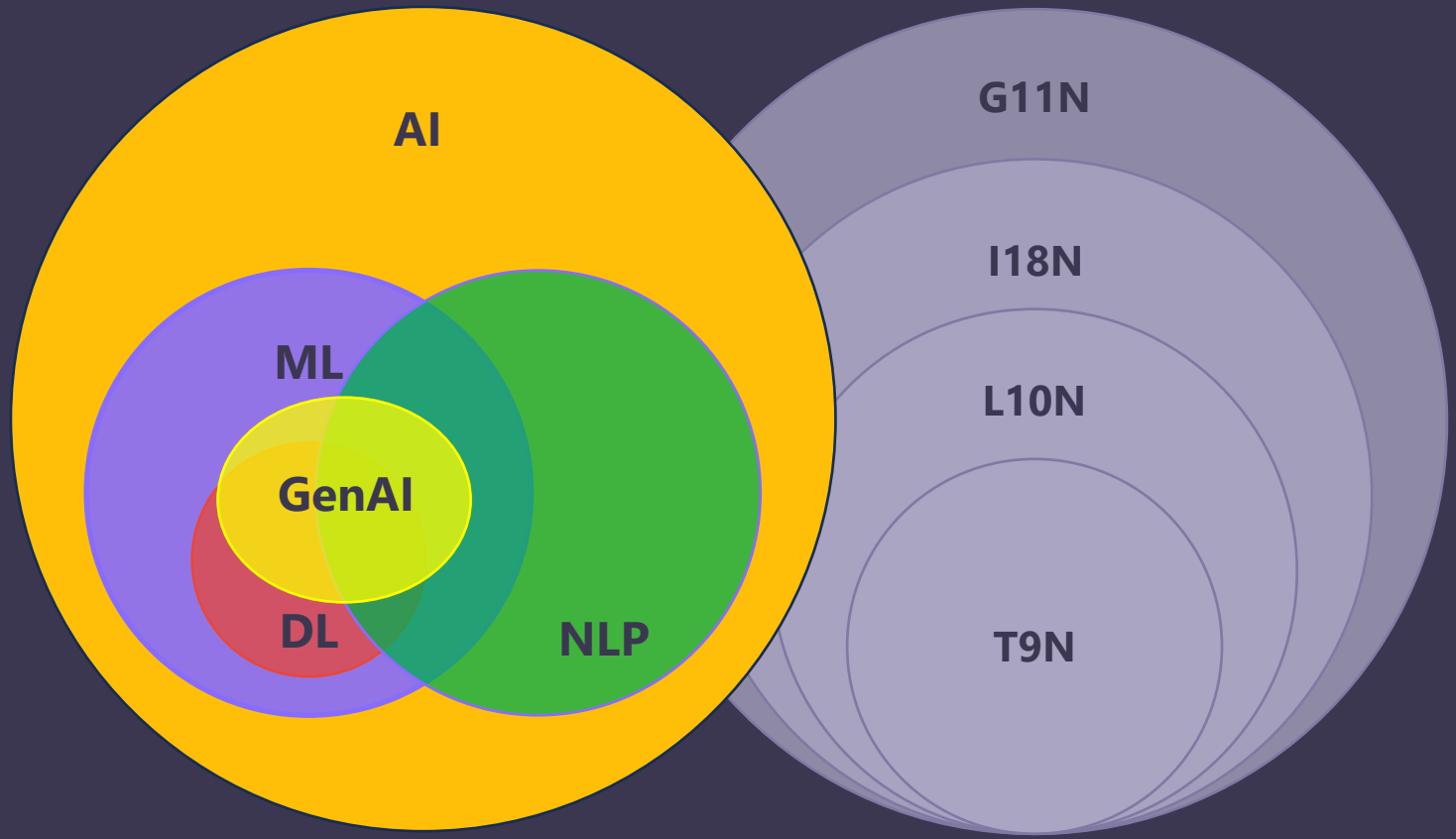
- How does plug & p(l|r)?ay AI affect standard processes?
- What is the impact on stakeholders?
- What about quality & risk?
- What does this mean for our business models?

memoQ Internal

Artificial Intelligence

- imitates human cognitive abilities by recognizing and sorting information from input data
- can be based on programmed processes or generated by machine learning

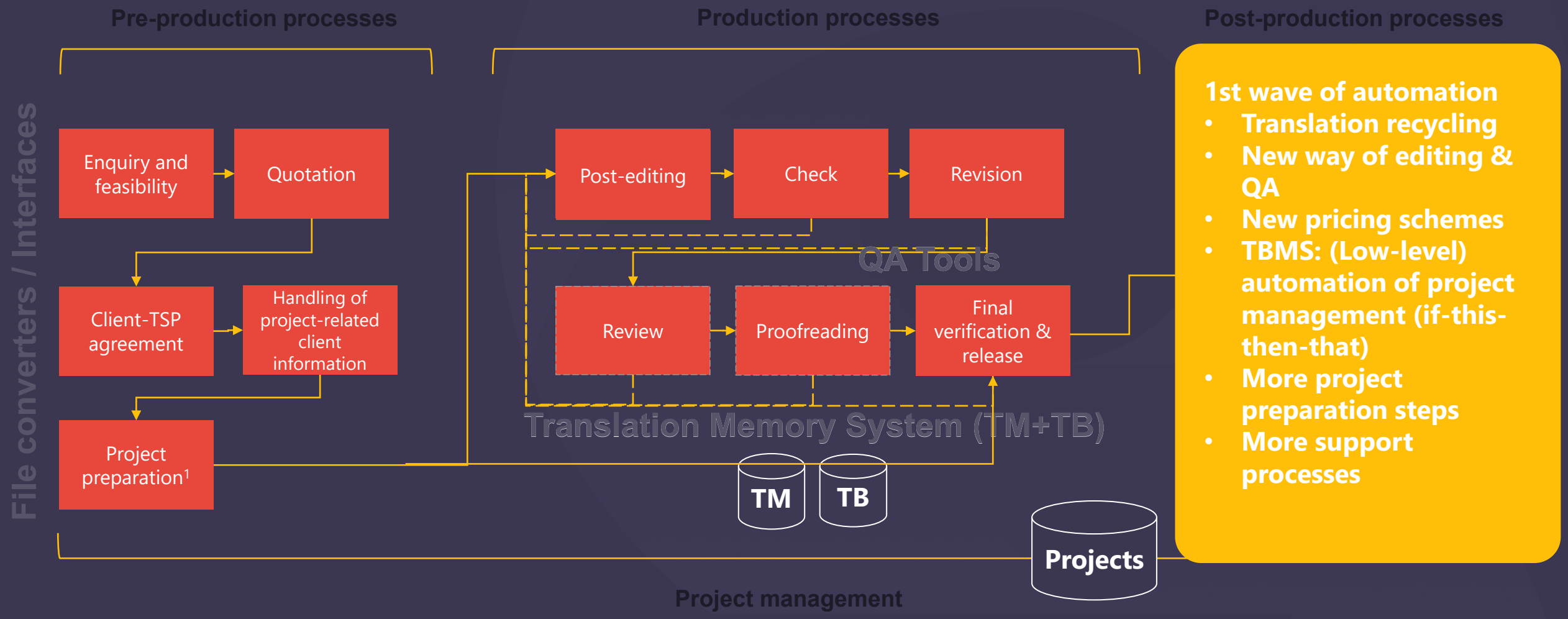
– Fraunhofer IKS –



memoqfest

Where does plug & play AI fit into our processes?

Processes (e.g. ISO 17100)



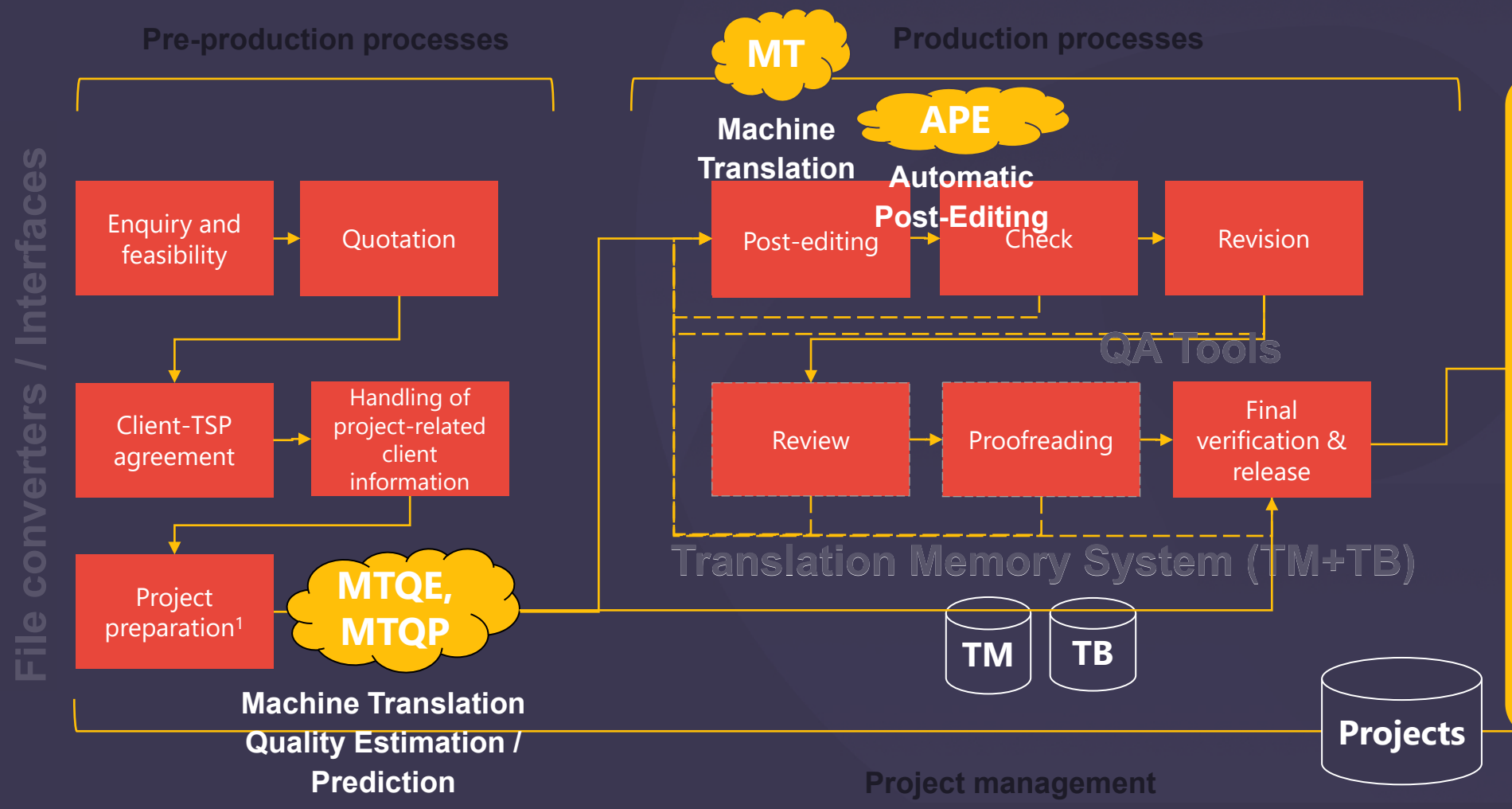
1st wave of automation

- **Translation recycling**
- **New way of editing & QA**
- **New pricing schemes**
- **TBMS: (Low-level) automation of project management (if-this-then-that)**
- **More project preparation steps**
- **More support processes**

memoQ Internal

Processes (e.g. ISO 17100)

memoqfest

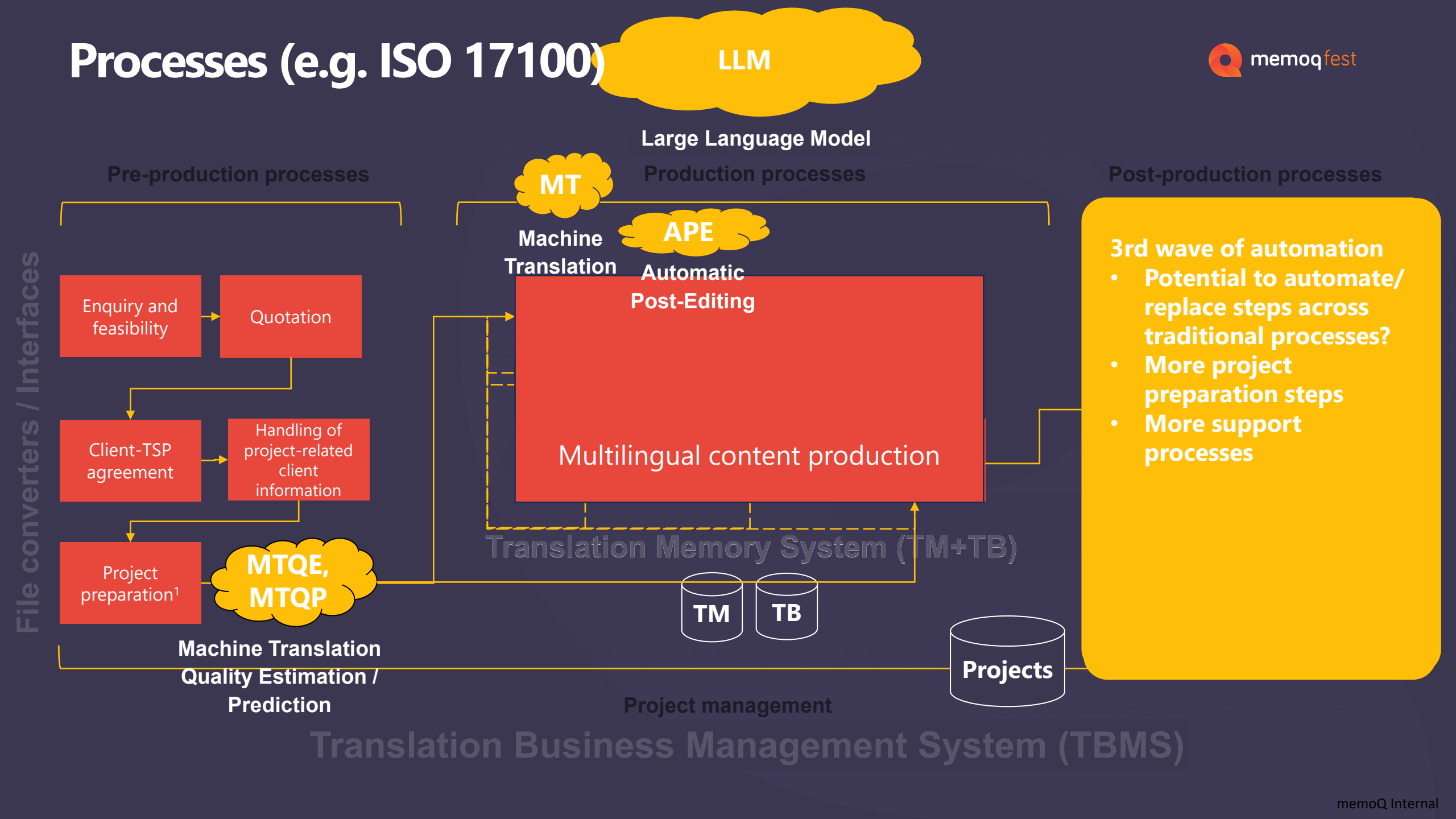


2nd wave of automation

- **Higher impact on language & production**
- **Content routing**
- **Bypassing classic production steps**
- **New way of editing & QA**
- **New business processes**
- **New pricing schemes**
- **More project preparation steps**
- **More support processes**

memoQ Internal

Processes (e.g. ISO 17100)



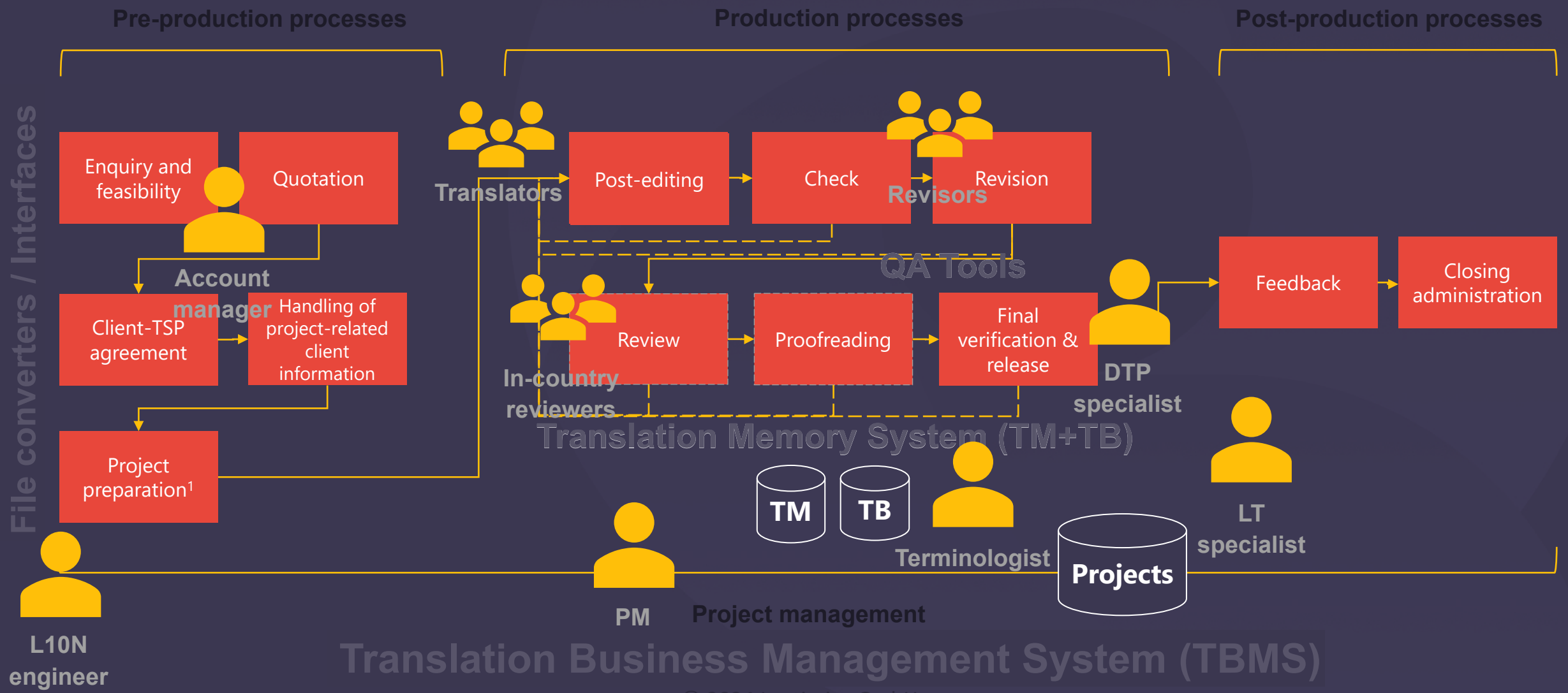
memoQ Internal

memoqfest

What is the impact on stakeholders?

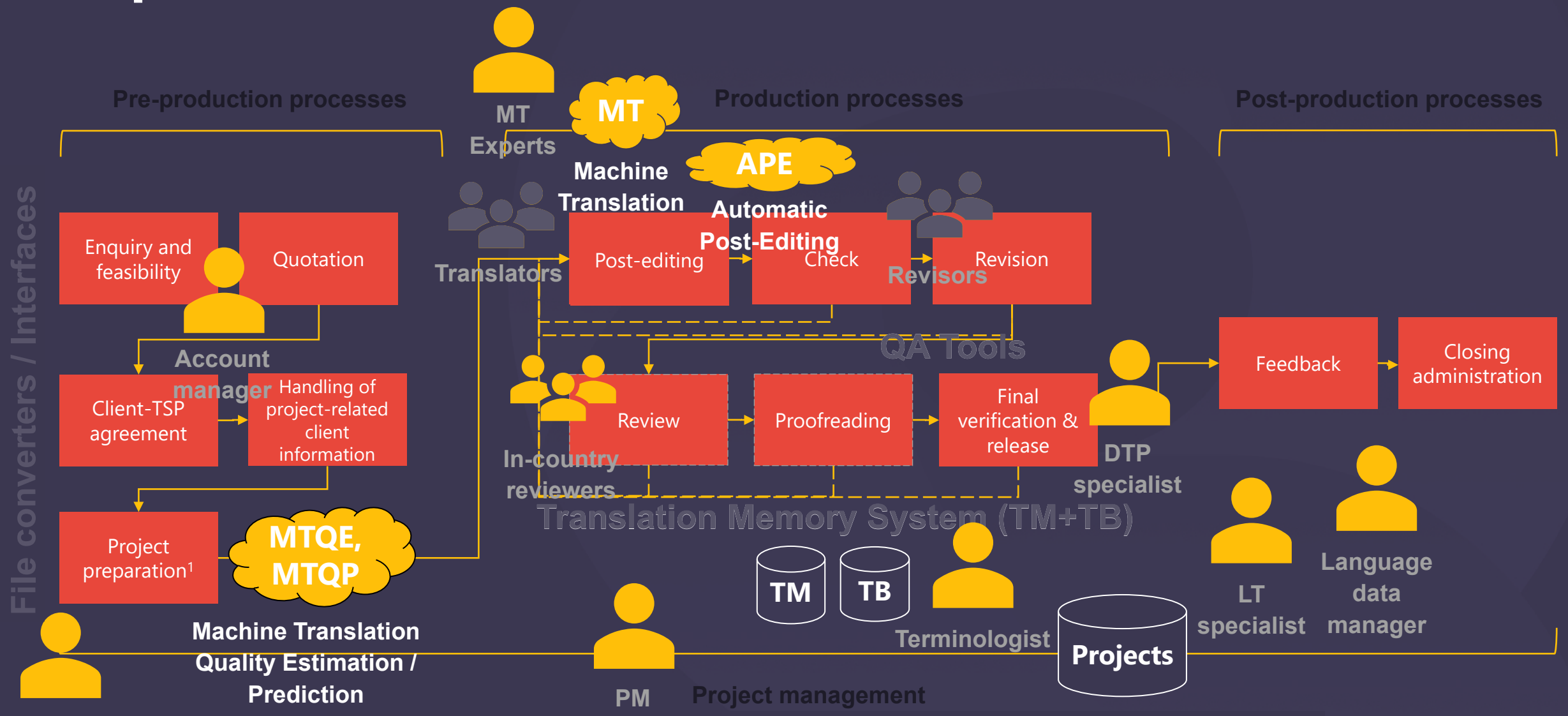
Impact on stakeholders

memoqfest



© 2024 Loctimize GmbH

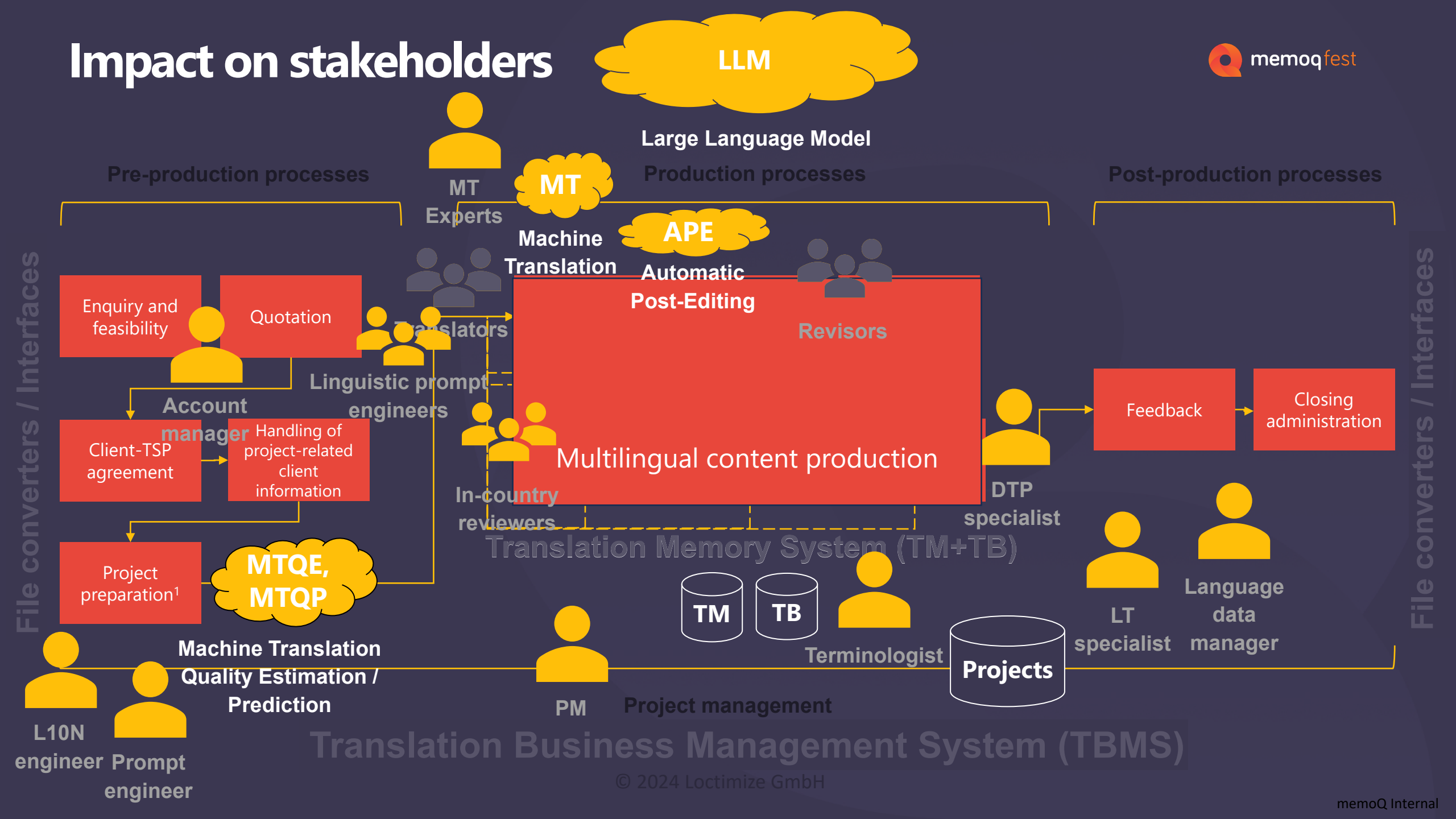
Impact on stakeholders



© 2024 Loctimize GmbH

memoQ Internal

Impact on stakeholders



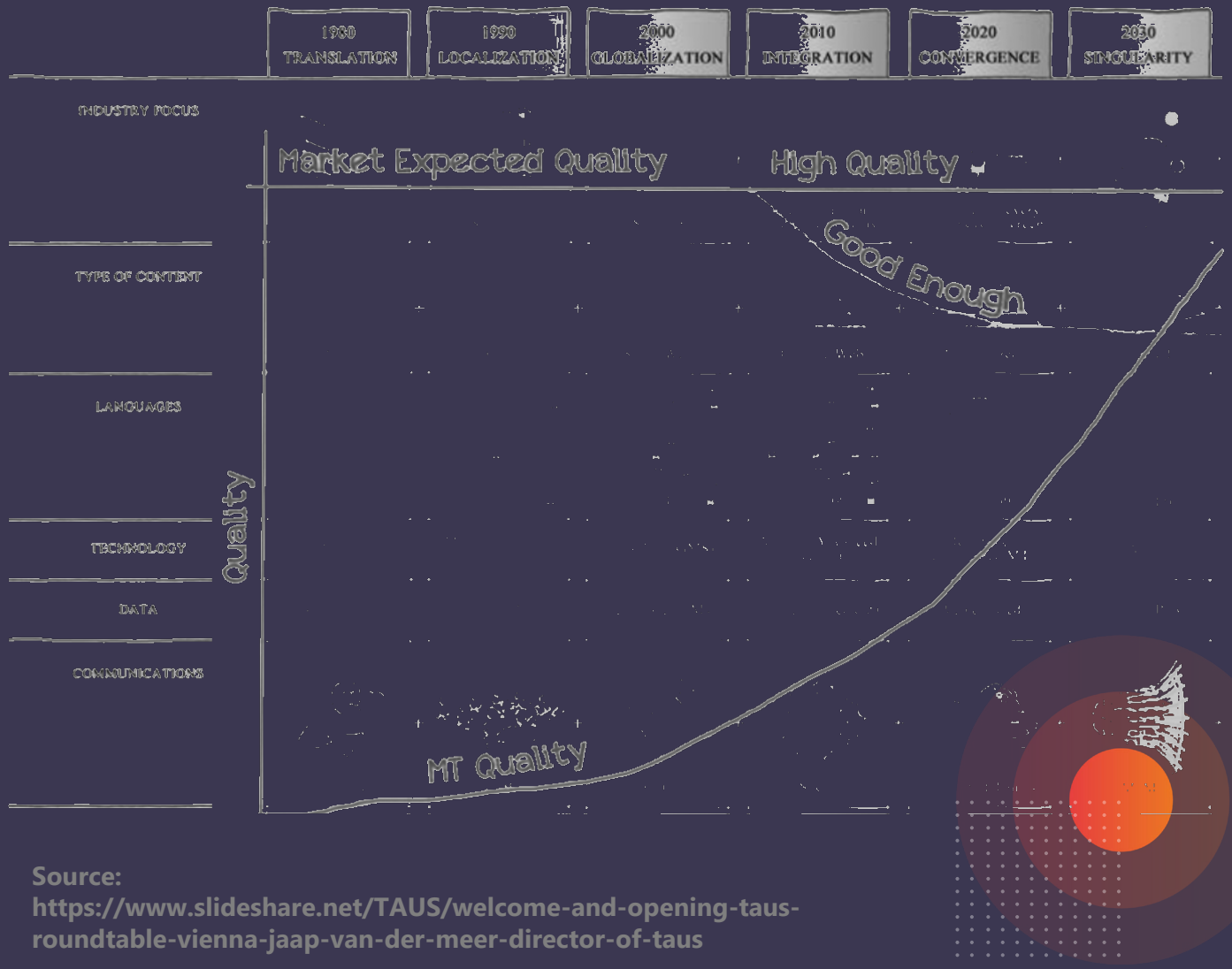
© 2024 Loctimize GmbH

memoQ Internal

memoqfest

What about quality & risk?

Evolving quality expectations



Source:
https://www.slideshare.net/TAUS/welcome-and-opening-taus-roundtable-vienna-jaap-van-der-meer-director-of-taus

More requirements

- Compliance
- Style guides
- Terminology
- SEO optimization
- Plain language
- Gender-inclusive language
- …

Standards & regulations

- DIN EN 15038, ISO 17100, ISO 18587
- ISO 5060
- ISO 11669
- EU AI Act

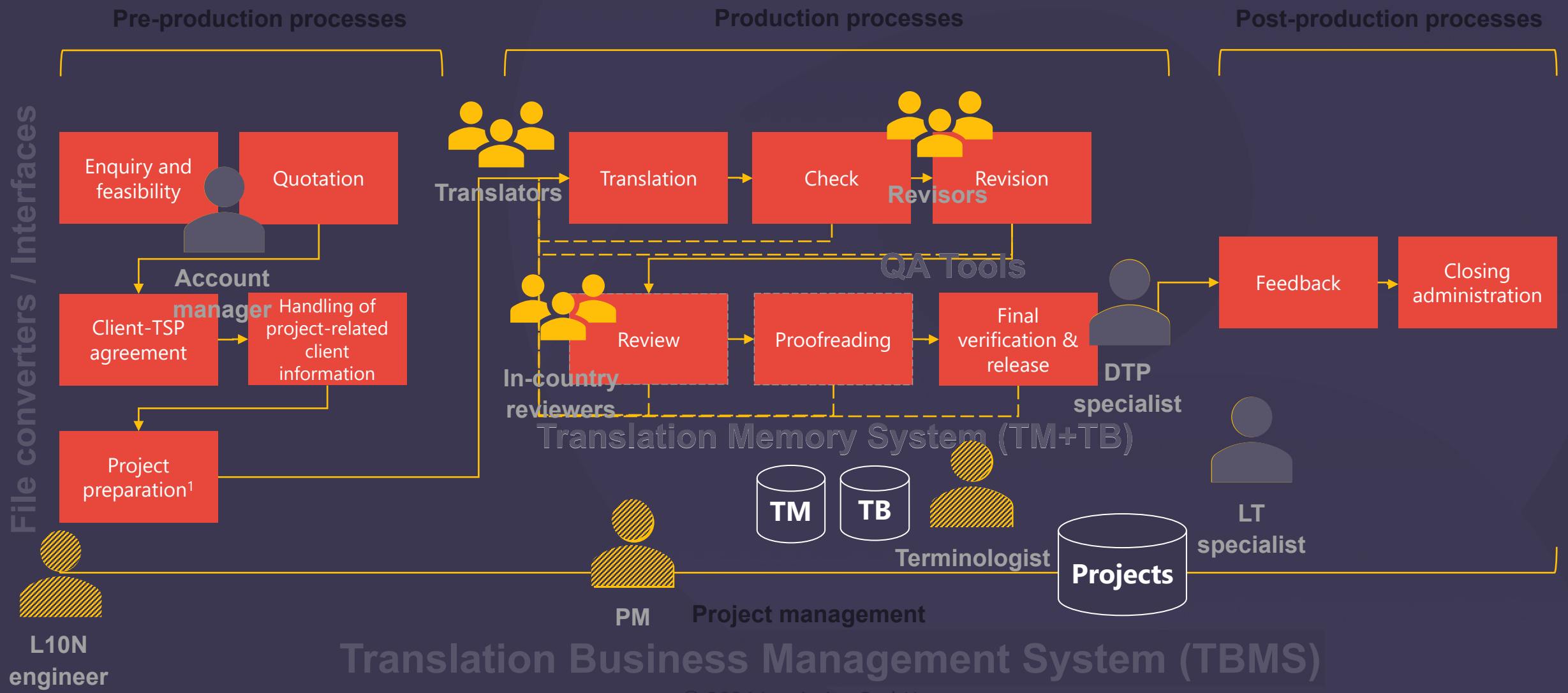
New roles

- Translation Quality Manager
- Localization Quality Manager
- Language Quality Manager
- …

memoQ Internal

Quality & risk

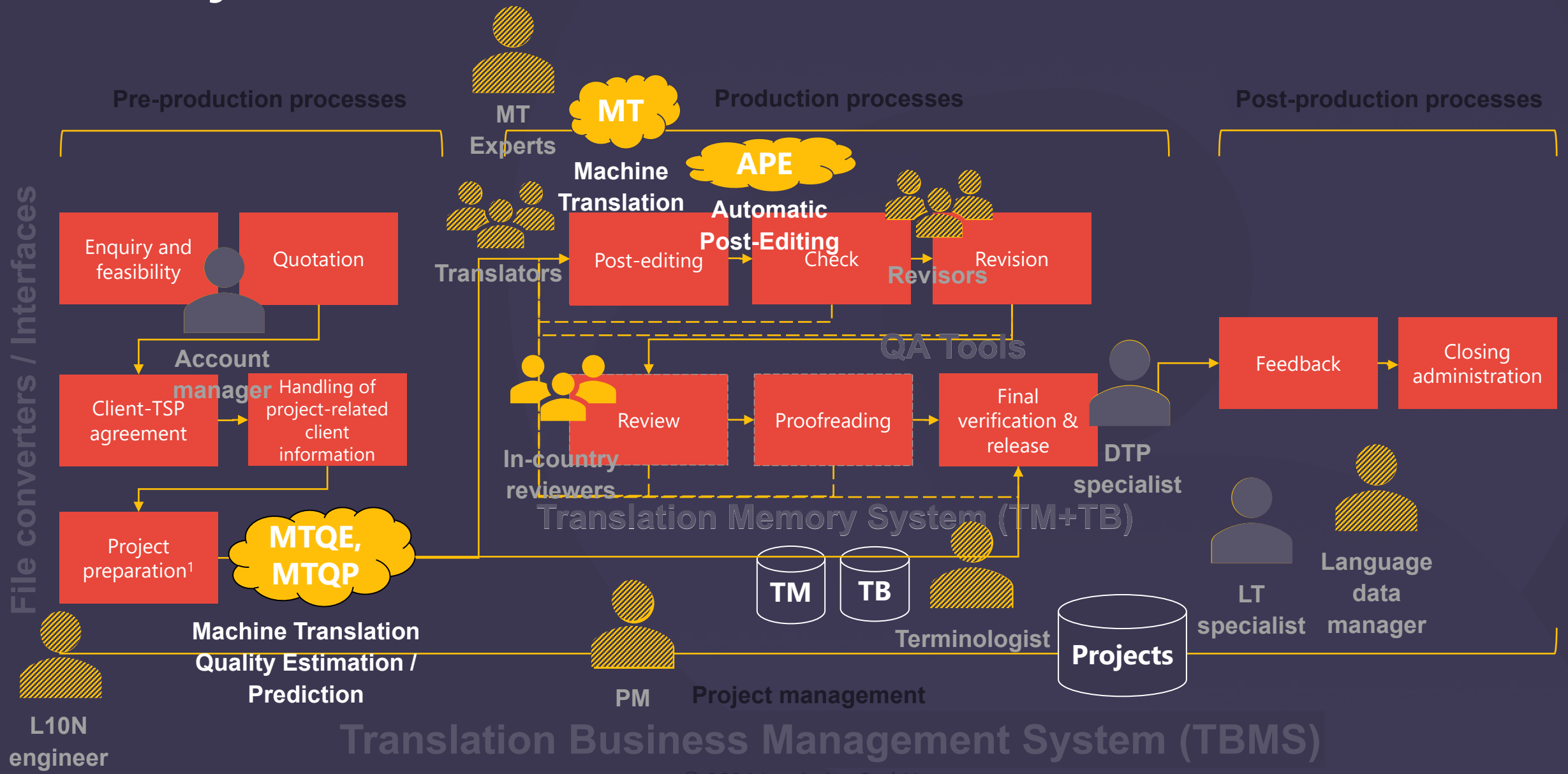
memoqfest



© 2024 Loctimize GmbH

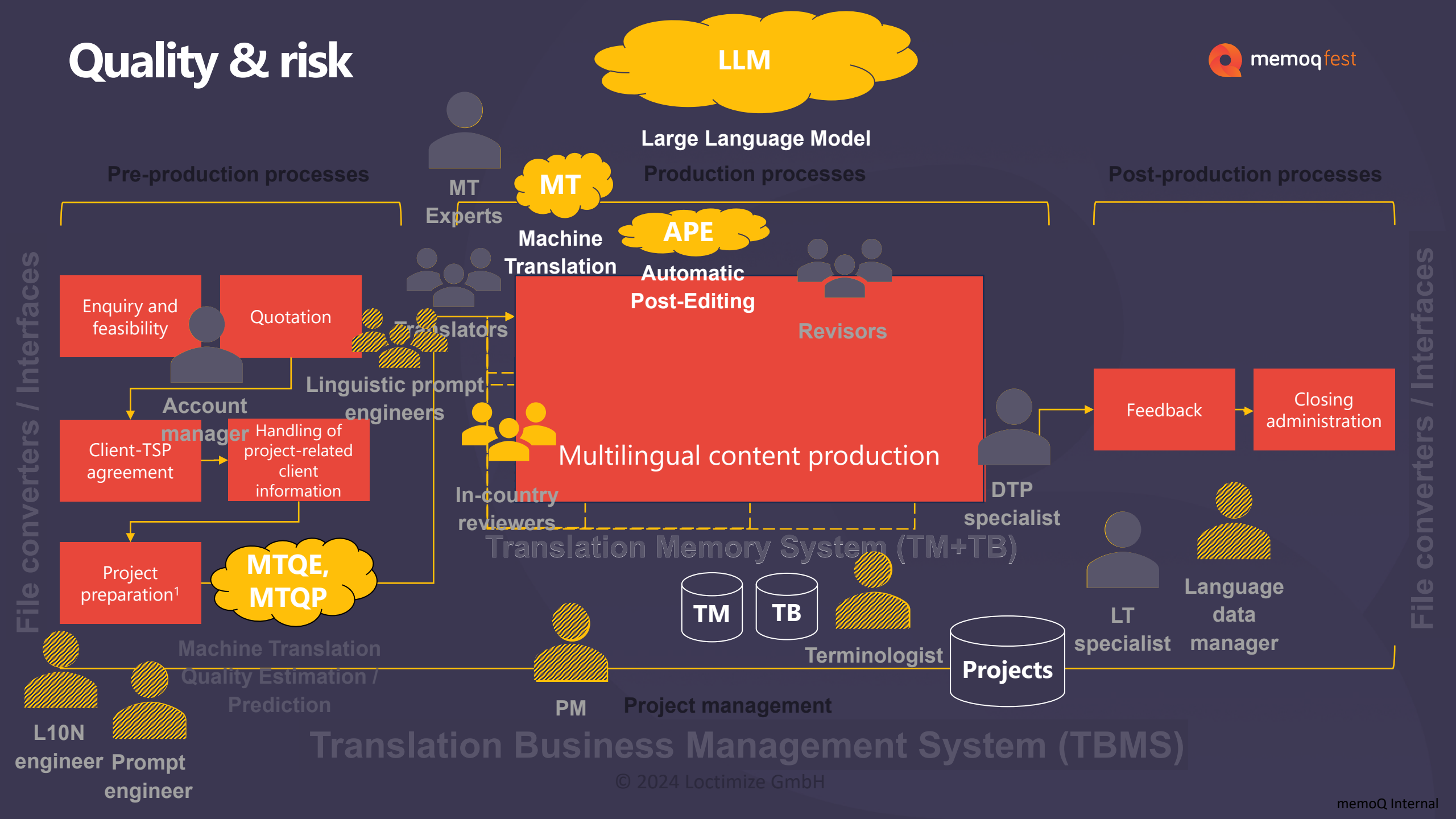
Quality & risk

memoqfest



© 2024 Loctimize GmbH

Quality & risk



© 2024 Loctimize GmbH

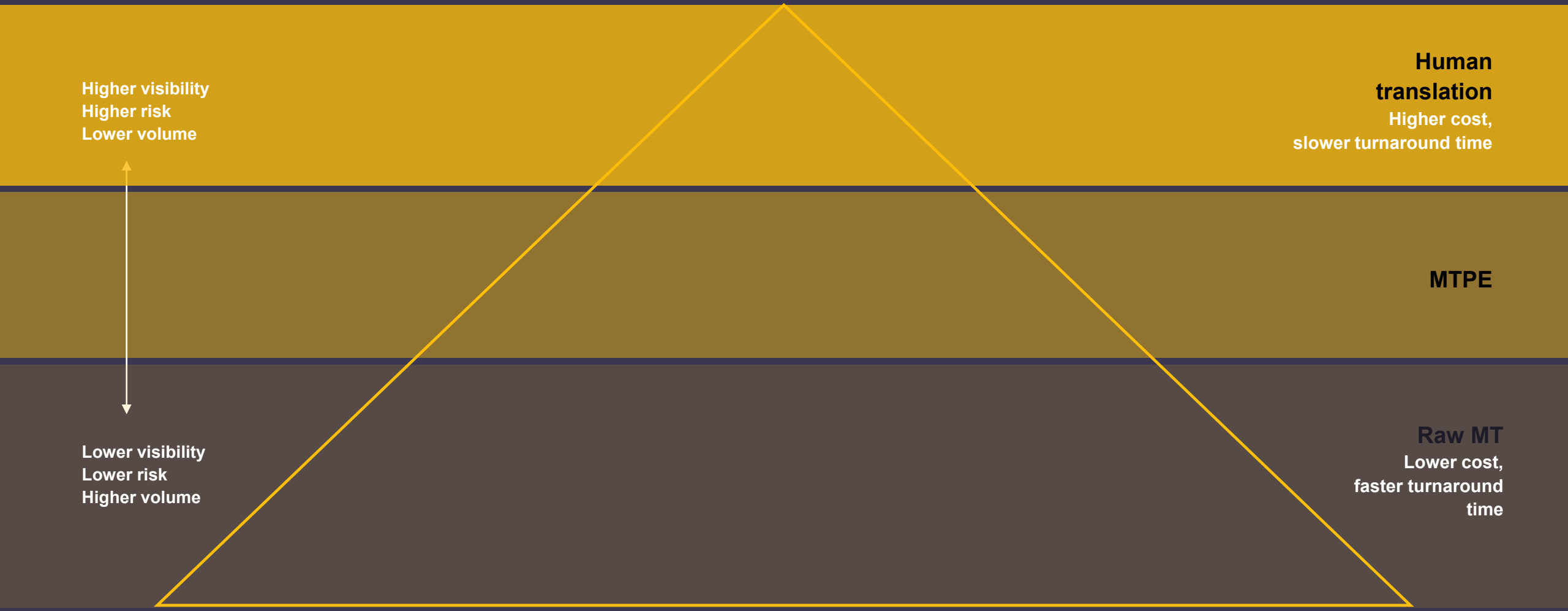
memoQ Internal

memoqfest

What does this mean for our business models?

Business models

memoqfest



memoQ Internal

Business models

memoqfest

Higher visibility
Higher risk
Lower volume

Lower visibility
Lower risk
Higher volume

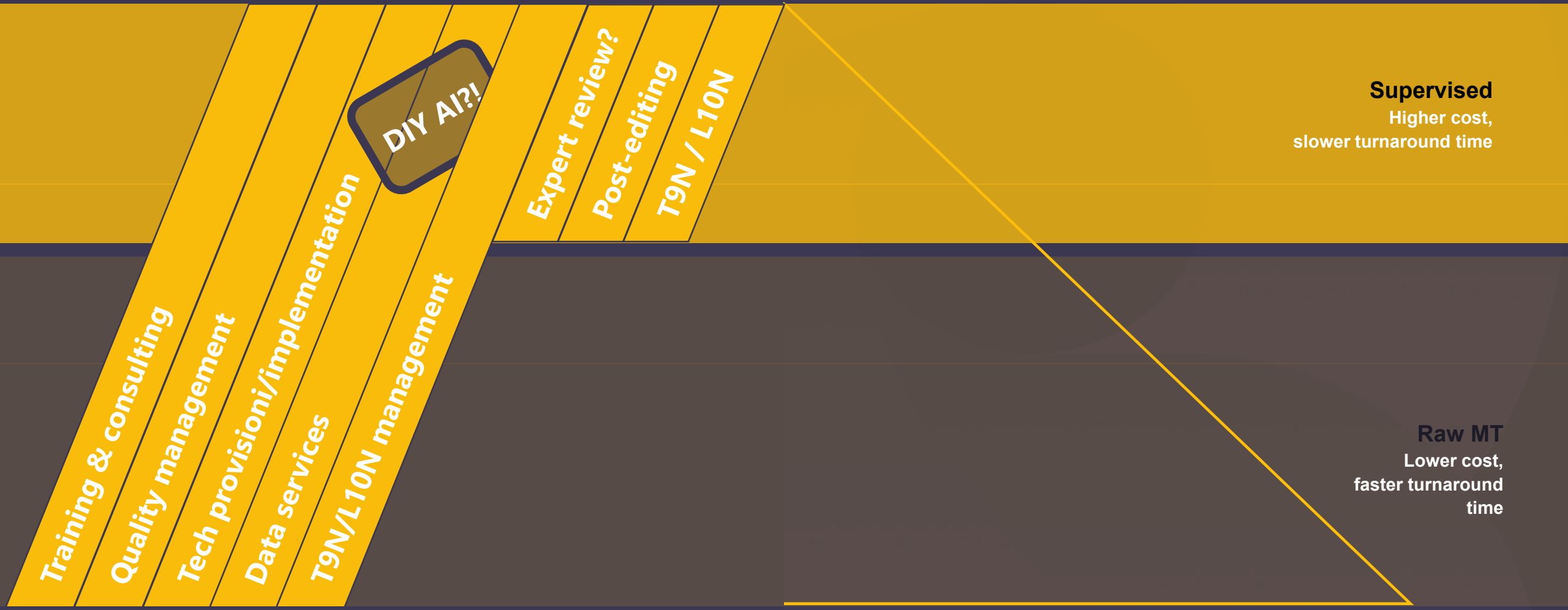
Supervised
Higher cost,
slower turnaround time

Unsupervised
Lower cost,
faster turnaround
time

memoQ Internal

Business models

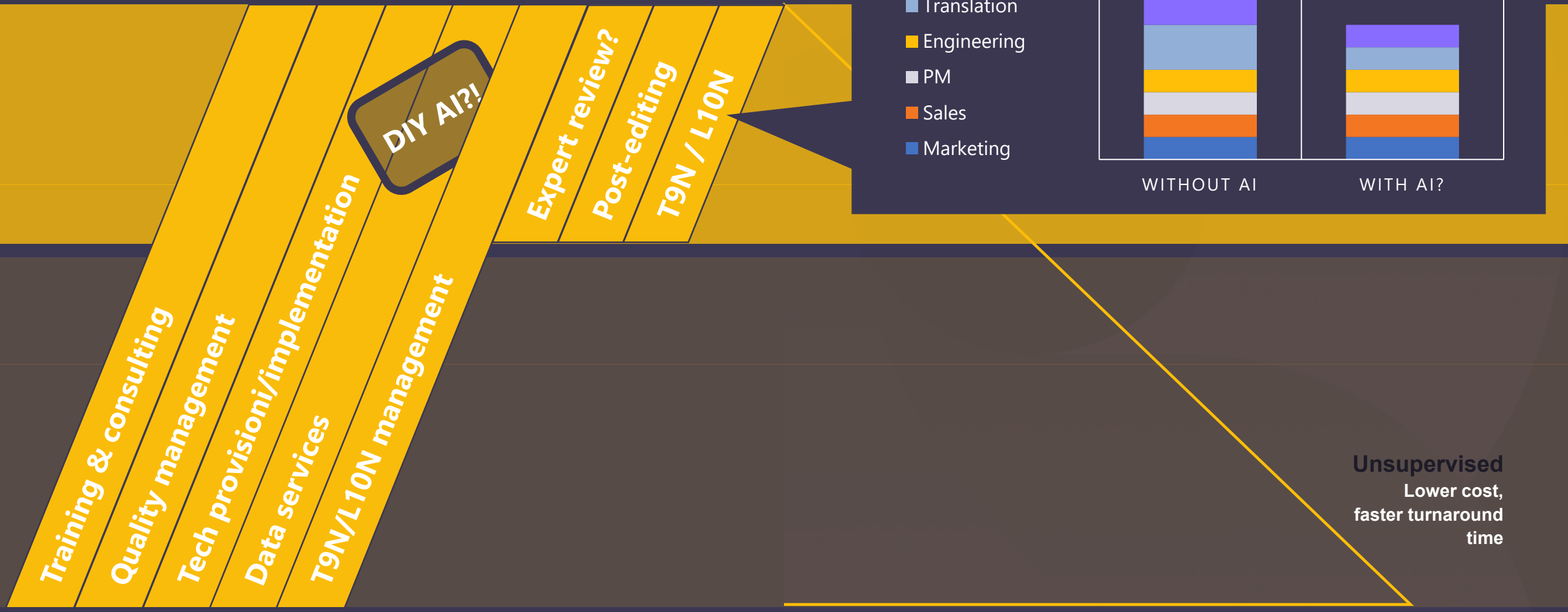
memoqfest



memoQ Internal

Business models

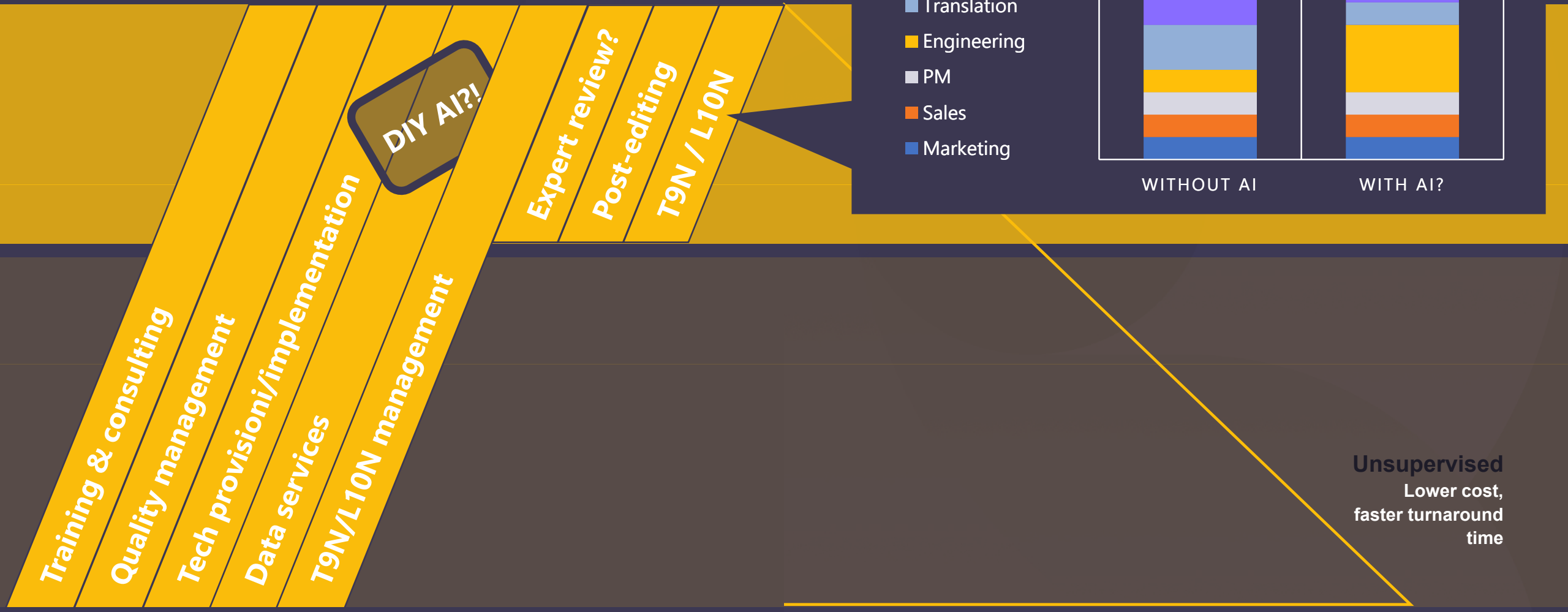
memoqfest



memoQ Internal

Business models

memoqfest



memoQ Internal

memoqfest

Plugging AI into existing translation & localization workflows

- introduces additional complexity and challenges
- has an impact on stakeholders, quality & business models
- is not disruptive
- may not be sustainable

memoqfest

Clients need

- to know what they want/need in terms of quality
- a multilingual content strategy as part of an AI strategy
- a quality/risk management strategy
- a data management strategy
- and service providers who know how to set them up!

memoQ Internal

memoqfest

Thank you!

Any questions?

zielinski@loctimze.com
varga@loctimize.com

memoQ Internal