

# KERN GLOBAL+

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## INSIDE +

Advantage ... through information!



Dear Readers,

Machine translations now have an impact on the entire language industry. In this newsletter, we would like to explain when the use of machine translation software can be useful and inform you about our own MT solutions. We also report on our cooperation with a university in the Netherlands, which we support with efficient translation management.

You will also learn which solutions are useful for multilingual content creation and which skills are required of escort interpreters in their everyday work.

Yours faithfully,

Dr. Thomas Kern  
Member of the board

## MACHINE TRANSLATION +

Benefits and challenges

The translation industry is developing at a rapid pace and machine translation is playing an increasingly important role. While a few years ago the capabilities of machine translation tools were significantly lower, things look completely different today. In order to use machine translation successfully, you need a professional language service provider who can provide comprehensive advice on when the use of a machine translation system (MT system) actually makes sense and which services make sense in each individual case.

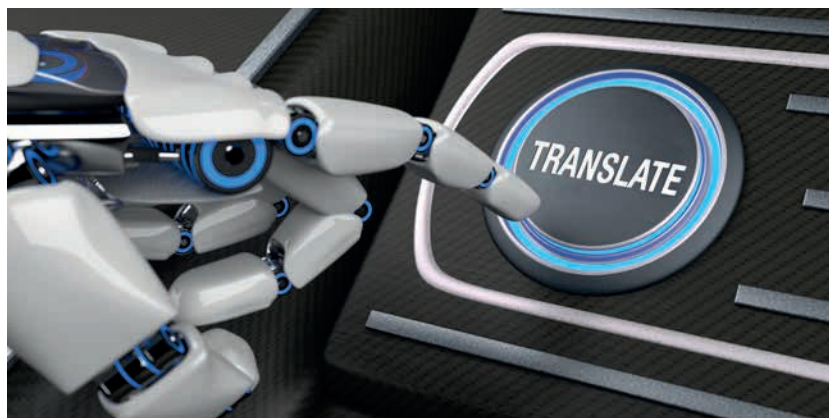
### Further development of machine translation software

The further development of translation engines results primarily from technological advances and the use of artificial intelligence. As a result, machine translation software can now be trained various rules, allowing individual customer requirements for translations to be considered and implemented. It is also possible to train them according to text types or subject area and to integrate company-specific translation memory and terminology databases. In addition, the results of

the Post Editing are used to improve the generated translations in the long term.

### (When) Is the use of machine translation useful?

The use of fully automated translations is particularly useful in social networking, when providing support texts on the web or accelerating internal company communication. Especially when a prompt reaction is required, the result of a machine translation can be sufficient. In such cases, it is often sufficient to translate the meaning, in





which grammatical and orthographical correctness only plays a subordinate role.

If online freely accessible machine translation services are used, lexical, phonological, morphological structures or company-specific terminology, among other things, cannot be automatically recognised, so that high-quality translations cannot be produced. Despite technological progress, results of varying quality are often achieved here, especially if technical terms are not familiar to the system and the syntax in the result text does not correspond to the target language conventions. Especially in large translation projects, comprehensive post-editing of the machine-translated content is extremely important in order to ensure quality through intensive post-editing and to improve it for future projects. Which revisions are made in post-editing always depends on the purpose of the translation.

Thanks to machine translation and post-editing, time and costs can be saved in the long term compared to the traditional human translation process.

However, this requires a qualitatively sound translation result from the MT system used. The quality of the raw material also plays a major role. The more controlled the language in the source material and the more translation-oriented the formatting, the better the results of machine translation.

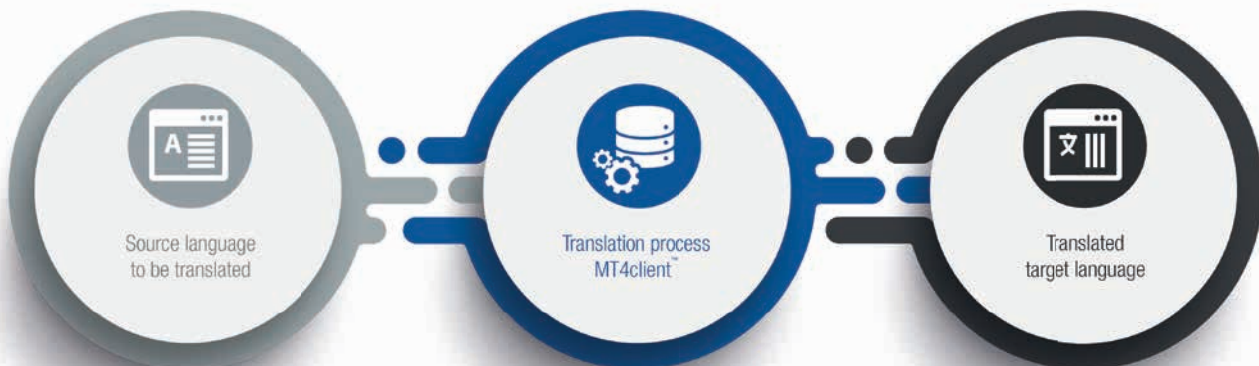
#### **The machine translation solution from KERN AG: MT4client™**

In order to achieve satisfactory machine translation results, technically experienced and systematically trained service providers who offer professional machine translation solutions (MT solutions) and whose post-editors have the necessary qualifications and experience.

With **Mt4client™** KERN AG offers an individualised solution that is one of the latest generations of machine translation systems and delivers high-quality translations. The machine-translation solution is based on the latest developments in artificial intelligence and hybrid technology (rule-based, statistical shear and neural approach). The MT system is tailored to the individual needs of the

customer, which enables much better results to be achieved than with the usual translation tools that are freely available online. It also has the advantage over them that the target languages are not restricted and data protection is respected.

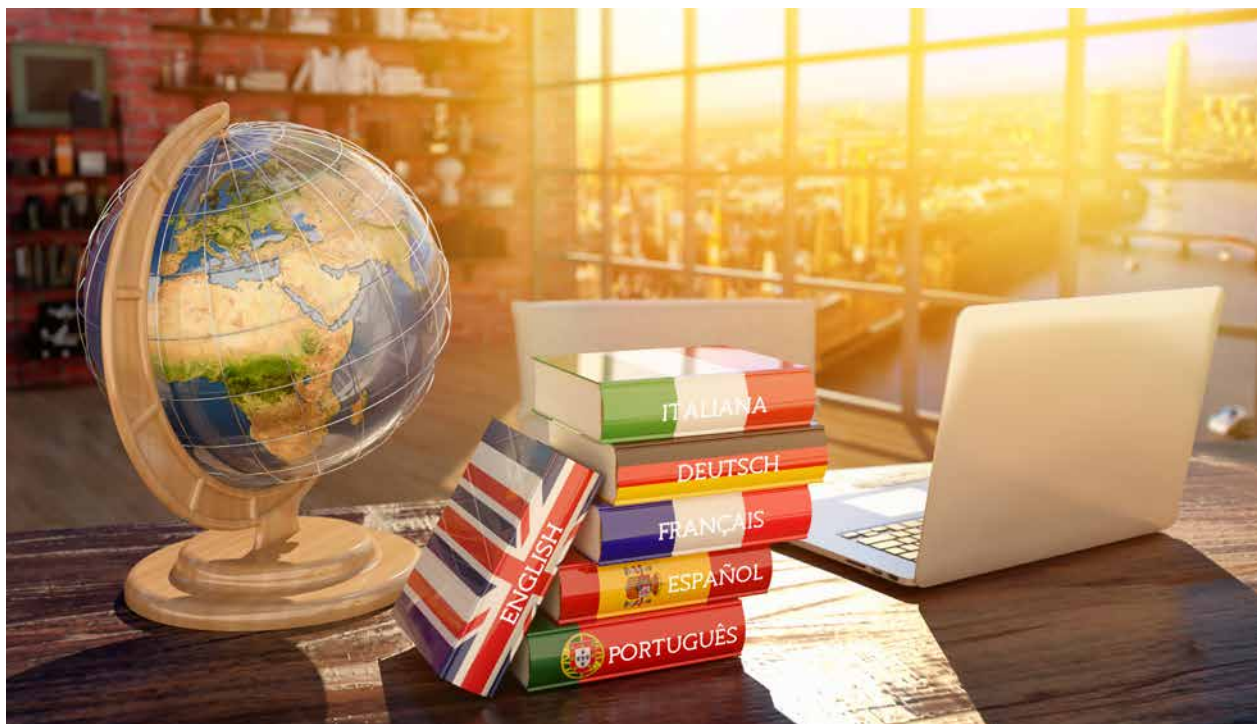
Additionally a connection to **portal4client™** is possible. By using this translation memory system in combination with the machine translation solution, a (cost) efficient and clear translation management is guaranteed. To achieve the desired quality, the MT system is continuously trained with previous translations and existing company-specific terminology. In addition, **Mt4client™** uses an internal KERN data centre in Germany to ensure the security of customer data, which means that the content is not accessible to third parties at any time. The experts at KERN AG will be happy to advise you if you are interested and together we will determine whether the use of an MT system makes sense for your company and your requirements.



# CASE STUDY +

## Efficient translation management for internal university documents

KERN Global Language Services supports a well-known university in the Netherlands with efficient translation management. The focus of the cooperation is the fast processing of short-term orders and the consideration of internal university terminology. The experts at KERN AG have the specialist knowledge required to provide professional support to the University of Applied Sciences.



### The Project

A well-known university in the Netherlands asked KERN AG for support in the translation sector. The university, which has over 3,300 employees and more than 34,000 students, is particularly concerned to provide (international) students with internal university documents in various languages. For over two years now, KERN AG has regularly supported the university with extensive translation services as well as the editing and proofreading of English texts. Translations are made from Dutch into English, German, French, Spanish and occasionally into Asian languages.

### The Cooperation

To ensure the smooth running of the individual translation projects, it was necessary to put together a project team and coordinate closely with the university. In this case, the multi-person team consists of project managers, translators, terminologists and translation engineers.

A particular challenge in the context of the cooperation is the variety of documents, which all have different wording and a wide range of content:

- Marketing and communication: Website texts, newsletter, examination documents, information material or texts for internal communication
- HR: Contracts, working conditions, directives
- legal documents: including official test guidelines
- scientific articles.

The variety of subjects of the documents to be translated requires a maximum of specific knowledge in order to guarantee a correct and professional translation. This requires experts who have sound experience in the respective scientific field and know the specific terminology. The specialists at KERN AG adapt the translations precisely to the requirements of the various departments at the university.

To ensure the technical quality and terminological consistency of the thematically diverse

documents, the Translation Engineers created various customer-specific terminology databases via **term4client™** which were adapted to the individual requirements and corporate wording of the individual institutes and have been kept up to date since the beginning of the cooperation. In addition, the use of a translation memory system makes it possible to process orders efficiently and quickly: previously translated content can be reused, allowing similar texts that only need to be updated by a few points, for example, to be translated quickly. This procedure is particularly suitable for contracts, as they often only need to be supplemented by a few components. In addition, the use of the KERN customer portal enables a comprehensive project overview and control. This is a convenient way to request offers, place orders and view the invoice status. By using these technical solutions, KERN AG offers the University of Applied Sciences rapid placement of short-term orders, an optimised translation process and efficient workflow management.

# MULTILINGUAL CONTENT CREATION +

## Successful Positioning on the Global Market

Multilingual content is essential for successful establishment on the international market. To achieve satisfactory results, there are many aspects that need to be considered.

For example, the process for multilingual content creation includes translation, which can be done by human and/or machine translation, and adaptation to the specific market. This is

particularly important in order to take cultural characteristics as well as the tonality and effect of the content into account.

KERN Global Language Services offers various technical solutions to professionally implement extensive multilingual content projects and generate convincing and high-quality content. These can be used as required and significantly simplify

the processes. If desired, the machine translation solution **MT4client™** or an API interface can be used to easily transfer the files to be translated. By using translation memory systems, terminology databases or portal solutions, among others, content can be transferred automatically and uniform terms used. A professional appearance on global markets is thus guaranteed!



# ESCORT INTERPRETING FOR HIGHLY SENSITIVE ISSUES +

## Professional support from KERN AG Global Language Services

Escort interpreters are expected to have a wide range of skills in addition to comprehensive language knowledge. They must be empathetic and adaptable, always remain professional and handle challenging situations and react quickly. They should also be fully flexible and ready for use in any situation and at any location.

Escort interpreting ideally requires the language experts to be involved in the relevant topics beforehand. This also includes cultural particularities that have to be taken into account in specific cases. Interpreters should also be prepared for delicate discussion situations, such as witness statements in court or at the police station, which are often accompanied by many emotions, and they should familiarise themselves with the subject matter.

However, comprehensive preparation of the content is not always possible, especially when it comes to short-term assignments. The experts at

KERN AG have many years of experience in the most diverse areas of application - be it court hearings, accompaniment on a business trip or events - where linguistic support is required. KERN AG provides suitable interpreters who can respond to all your individual needs and circumstances.



# IMPRESSUM +

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