

One translation requirement - many solutions

In the last issue we discussed the benefits and uses of pure Machine Translation (MT). Going beyond MT there is another level of translation between MT and pure Human Translation (HT) called Machine Aided Translation (MAT).

While this sounds confusing at first, it is in practice quite simple. MT has little or no human intervention while MAT has a human post-edit phase that raises the quality of the document to 80-90% of the level of a full HT (best quality).

Customers who use the full range of services quickly learn to maximize the benefit to their organization by mixing and matching the services to best suit their translation needs.

The old saying, "Choose the proper tool for the job" also applies when choosing your translation level. You probably

would not haul shrubs and plants in a Rolls Royce, and a load of topsoil would not be a good idea in the trunk of your Cooper Mini, but a pickup truck would be an excellent choice for either task.

So it is with translation when you have a choice. You may want to learn the "gist" of the document by MT or MAT, but have critical portions done by HT. A patent is a good example where the majority of the document would be done by MT or MAT, but the Claims, or Claims and Examples would be by HT. In this way, the customer optimizes his translation budget by not spending time and money where there is no additional benefit.

As with MT, the quality of the MAT depends heavily on the quality of the source document. The human post-editor is capable of making finer distinctions



than a machine by itself, but when there is substantial ambiguity in the original document, even a human sometimes has trouble identifying the correct meaning.

MAT can give you a substantially improved document at 1/3 to 1/4 the cost of an HT and in less than half the time. Find out if adding MAT to your toolkit will make your job easier by checking the MAT box on your next patent translation request.

grammatically correct and accurate may be perceived completely differently by the customer. The client's reviewer may have a preference for one of the translations and claim it is the best, but when another person replaces the initial reviewer, the opinion of the translations may be just the opposite.

Perhaps a standard exists that defines quality. The Society of Automotive Engineers (SAE) has a standard that attempts to quantify quality in SAE J2450. Within SAE J2450 errors are broken down into seven categories and sub classified as "serious" or "minor" errors.

This is a good way to

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TRADE SHOWS 2008:

- Association of Clinical Research Professionals (ACRP) Conference, APR 25-29, Hynes Convention Center, Boston, MA. Booth 822
- Patent Information Users Group (PIUG) Conference, May 17-22, Crystal City, VA. Booth TBD
- Special Libraries Association (SLA) Conference, Jun 15-18, Washington State Convention and Trade Center, Seattle, WA. Booth 230
- For additional information regarding the GLTaC Trade Show schedule call 1-877-688-7267 or email info@glta.com

Define "Quality"

Most translation companies, service providers or manufacturers advertise on the concept of producing a high quality product or service. But what really constitutes quality?

In the eye of the customer, quality is a moving target and often ill defined. Two translations of the same English phrase, both



The Society for Chemical Hazard Communication.

“In the competitive world of translation, only those who provide the best service to their customers survive and grow.”

GLTaC Joins the Society for Chemical Hazard Communication (SCHC)

For the past five years, GLTaC has exhibited at the SCHC Fall Meeting. Over that time, GLTaC has grown to become a leading provider of translation services in the MSDS field. It was only natural, therefore, that GLTaC become a member of the organization.

In many cases, GLTaC receives inquiries regarding regulatory compliance issues as well as translation services, so it is becoming more important to stay abreast of developments as they relate to translation and regulatory changes. Of current interest are the GHS and REACH legisla-

tion, driving major changes in the MSDS and hazardous chemical industry.

In the competitive world of translation, only those who provide the best service to their customers survive and grow. At GLTaC, we are acutely aware of this and want to keep abreast of both translation technology and trends that affect our customer base.

Much of our growth has been through word-of-mouth advertising, allowing us to keep our prices low and pass those savings on to our customers. We will put resources where they are most beneficial for both the company and our customers,

which is why we felt it important enough to join the SCHC and become a more active participant in this important field.

SCHC has a Spring meeting in addition to the Fall meeting, but only the Fall meeting has exhibitors and generally draws the largest attendance. While not a large show, as trade show events go, it is a highly focused event where those responsible for MSDS generation and regulatory compliance can keep pace with the ever changing hazardous material rules and regulations.



Chemical Safety Phrase Library Update

GLTaC is proud to announce the availability of the Chemical Safety Phrase Library database.

Version 1.5 is now available for purchase with several improved features over the basic product, based upon customer feedback.

Version 1.5 now includes the ability to view a composite screen of all properties for a given compound. Navigation im-

provements were also incorporated into the new release.

Several purchase options exist which range from purchasing the entire database or specific language sub-sets, or even a single language pair depending on your needs. We can tailor the product to fit a wide range of requirements.

When compared to similar phrase libraries on the market, this is the only

set that has so many search options and the ability to select only the phrases you need by chemical compound or hazard type.

With fifteen languages currently available, and more on the horizon, the value of this reference tool can only grow.

We encourage you to view the demo and learn more about the phrase library by visiting GLTaC [here](#).



Chemical Safety Phrase Library now available.

GLTaC Personnel Profile

This month will begin a new item profiling a member of GLTaC. These profiles will appear in no particular order, but are meant to give some insight into the people who do the work behind the scenes.

The person we will feature this month is Doug Strock, our Vice President of Market Development.

Doug is a native of Michigan and graduated from the U.S. Military Acad-

emy with a degree in Aerospace Engineering in 1982.

While working at the Directorate of Combat Developments for the Field Artillery he attended Oklahoma City University and received an MBA in Information Systems.

After ten years on Active Duty in the Army he changed careers and became a network administrator for the Dow Corning Corporation. A wide vari-

ety of assignments followed ranging from the Y2K project to a series of application design projects.

Downsized in 2001, Doug developed the translation management software used by GLTaC and picked up the marketing role as well.

Doug is still a member of the Michigan Army National Guard and served a tour in Iraq from 2004 through 2005.



Doug successfully fishing at Copper Harbor, MI.

Define “Quality” (Continued)

standardize the classification of errors and helps make assessing the quality of a document a more objective measure rather than a subjective opinion. But still there remains the issue of terminology preference.

Large companies with stringent controls on terminology and document authoring have well defined glossaries which help translators maintain consistency with previously translated material. However, small and mid-size companies most often do not have glossaries and may not even agree on the correct English terminology for an item between departments.

The best place to start when discussing quality is at the source, or more specifically, the source document.

A well written and staff reviewed source document

in a final form should be the base document for translation. This is especially important when items like product specifications or performance measures are contained in the document and subsidiaries or foreign branch offices must agree to the base document content. In many cases, a “poor” translation resulted from a high degree of editing for the original English given to the foreign office, and not as a result of an improper translation.

Now that a good base document exists, the next thing to agree upon is terminology. If a glossary of terms exists, providing it to your translation company is a must. Coming up with one after-the-fact may be helpful, but is not an efficient way to do translation.

The glossary is never

“done”, but instead should be a work in-progress. A good relationship between the client and the translation company involves a continuous cycle of translate, review and feedback so that as new terms enter the company lexicon, a proper translation can develop at the same time.

You may choose to track errors in the manner of SAE J2450, or develop some other method, but the need for that type of tracking should diminish over time as your translation company adjusts to your “style” and vocabulary.

However you define quality, just having a standard to measure by will put you ahead of those who do not. When questions arise, always boil things down to specifics and take emotion out of the picture.

“Two translations of the same English phrase, both grammatically correct and accurate may be perceived completely differently by the customer.”



**Global Language Translations
and Consulting, Inc.**

720 W. Wackerly St., Ste. 8
Midland, MI 48640-2769

Toll Free: 1-877-688-7267 US & Canada
Phone: 989-839-5804
Fax: 989-839-5838
E-mail: info@gltac.com

Visit us on the web at:
<http://www.gltac.com>



Incorporated 1995, GLTaC continues to provide most major chemical, pharmaceutical and biotech companies with exceptional translation service. Our skilled group of translators, competitive rates and experienced project managers has made us a recognized leader in the MSDS translation field. Our customer service stands out based upon our quick response time, reliable delivery and willingness to work with our customers to meet their business needs. With more than sixty languages available GLTaC covers all areas of the world.

In addition to MSDS, we offer a full range of services, including patent translations, manuals, labels, legal documents, brochures, web pages, desktop publishing and more. Our proprietary, secure Translation Management System allows us to operate efficiently, and when we add various CAT tools we improve that efficiency even more.

We welcome your feedback and comments!

For more information contact Doug Strock at:

djstrock@gltac.com or call (989) 839-5804.