

# Can memoQ auto-translate an entire project?

And allow you to offer added value services?

Cristi Roşu

casadetraduceri<sup>®</sup>

---

 memoqfest

**No!**



# Thank you!

Any questions?

---

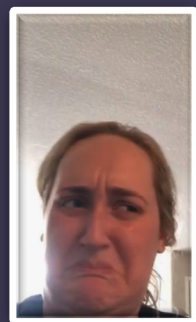
[cristi.rosu@casadetraduceri.ro](mailto:cristi.rosu@casadetraduceri.ro)

casadetraduceri<sup>®</sup>

# Seriously now

## About the project

- Sport clothing and other products online shop (English > Romanian)
- Different types of documents with a total of 66.500 words



**22.750 words of bla bla**

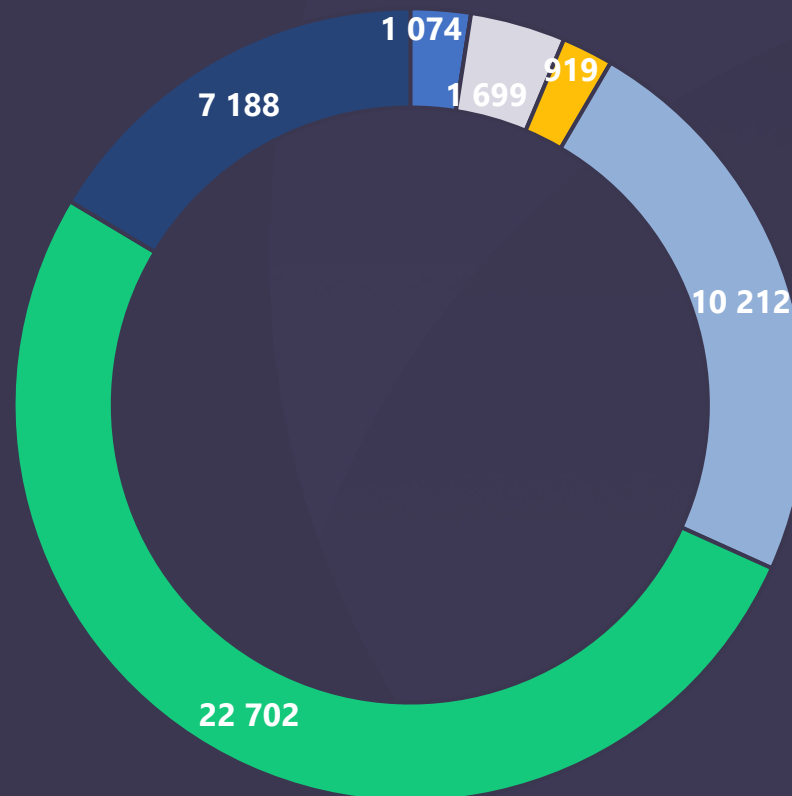


**43.750 words of yum yum  
(5658 segments)**



**Decent deadline**

## Analysis of the yum yum

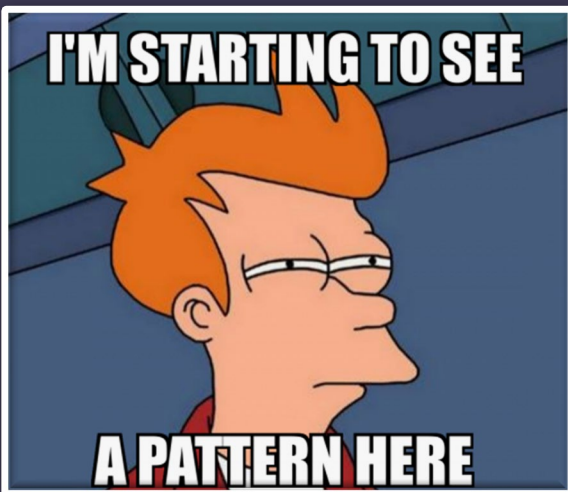


**50% - 84% =  
33.000 words**

■ Repetitions ■ 100%+101% ■ 95%-99% ■ 85%-94% ■ 75%-84% ■ 50%-74% ■ No match

# Some examples of the yums

- Brand Marketing Product Name 1 men's ski jacket black XGDSV16
- BRAND Marketing Product Name 2 men's ski jacket blue XG DSV16
- Brand Marketing Product Name 3 women's ski jacket pink XGDSV-16
- Brand Marketing Product Name 4 children's ski jacket red 495 GDSV.16
- BRAND Marketing Product Name 5 men's ski jacket white 15674984
- Brand Marketing Product Name 6 boys' ski jacket green XGD SV-16
- Brand Marketing Product Name 7 men's ski helmet navy blue XG.DS.V16
- Brand Marketing Product Name 9 men's snowboard jacket blue XG.DS.V16
- Brand Marketing Product Name 8 men's trekking pants black XG.DS.V16
- BRAND Marketing Product Name 8 women's trekking pants red XG.DS.V16
- brand Marketing Product Name 10 men's snowboard blue XG.DS.V16

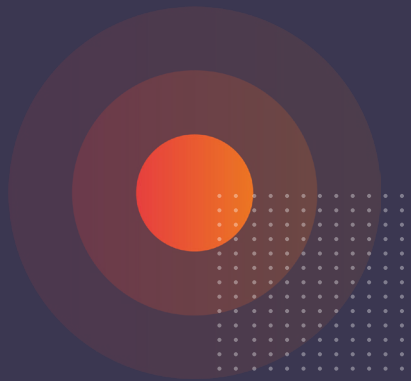


**What  
would a  
normal  
person  
do?**

**Something  
completely  
different**

**ME**

**Going for  
a normal  
workflow**



# ... and what I\* did

## 1 Extracted the brand

But only the brand name? Is it helpful to extract only the brand name?

## 2 Extracted the #products#

What is actually a product in my texts?

## 3 Extracted the #colors#

This was pretty straightforward, but with a small catch.

## 4 Tried to find a pattern for the product number

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



# So how did you auto-translate?

Had just 3 auto-translation rules (with 2 Custom lists)

- `(.+)\s(#products#)\s(#colors#)\s(.+)`
- `(.+)\s(#products#)\s(#colors#)$`
- `(.+)\s(#products#)\s(.+)(#colors#)$`

Brand Marketing Product Name 1	men's ski jacket	black	XGDSV16
--------------------------------	------------------	-------	---------

# But why?

## Here's why...

- Optimize translation consistency
- Ensure greater control over the translation
- Cut costs
- ...
- The real reason – I'm lazy smart / smart lazy



# What didn't "auto-go" well?

- **memoQ**
  - memoQ has a huge problem in handling auto-translation rules
  - Left the process over-night
- **Client**
  - As always, consistency is not client's strength
- **Risky business**
  - Was everything really translated?  
*(What's the worst that could happen?)*

# Was it worth it?

- **Yes**
  - Achieved a high consistency (huge)
  - Ensured the same word order
  - Cut costs
- **No (but yes)**
  - Wasted too much time
  - Didn't track the time invested (to compare to a normal workflow)
- **Hell yeah!**
  - Cut costs (a lot) – **2.500 words translated = 37.000 words “translated”**
  - Proved I could do it
  - Discovered new services to offer
  - Surprise outcome, had a presentation for **memoQfest**



# Thank you!

Any questions?

---

[cristi.rosu@casadetraduceri.ro](mailto:cristi.rosu@casadetraduceri.ro)

casadetraduceri<sup>®</sup>