Human value

in creating and improving modern localized experiences
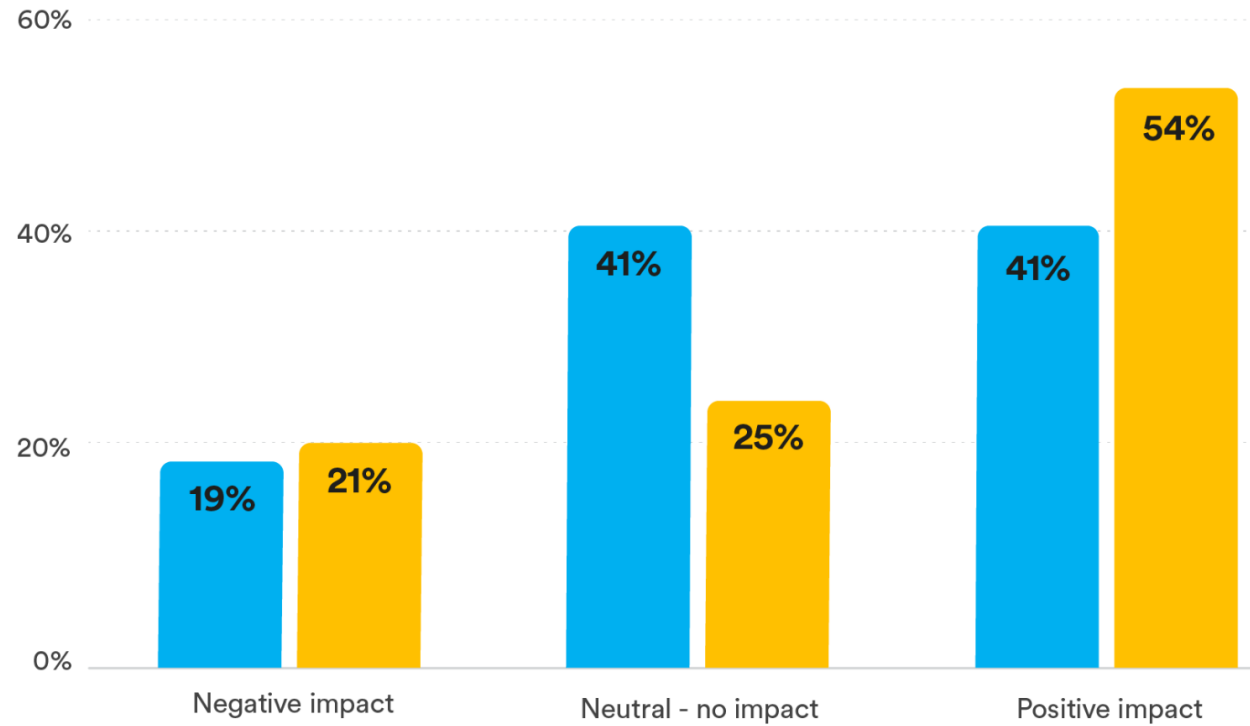
→

Laszlo K. Varga

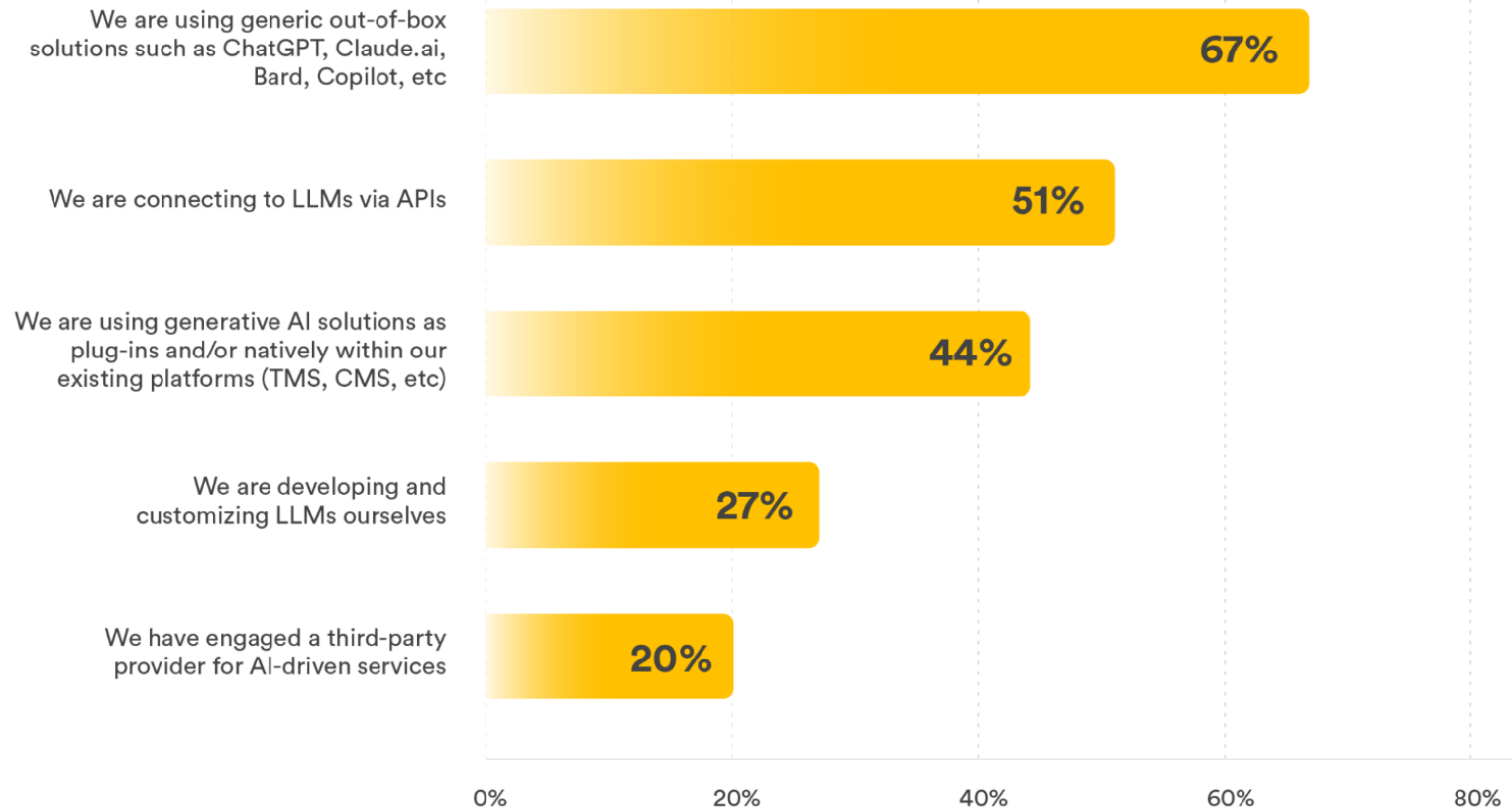**Nimdzi Insights**

How are you using generative AI?

- We are using generic out-of-box solutions such as ChatGPT, Claude.ai, Bard, Copilot, etc — 67%
- We are connecting to LLMs via APIs — 51%
- We are using generative AI solutions as plug-ins and/or natively within our existing platforms (TMS, CMS, etc) — 44%
- We are developing and customizing LLMs ourselves — 27%
- We have engaged a third-party provider for AI-driven services — 20%

Nimdzi

memoQ Internal

Language Services Development Curve
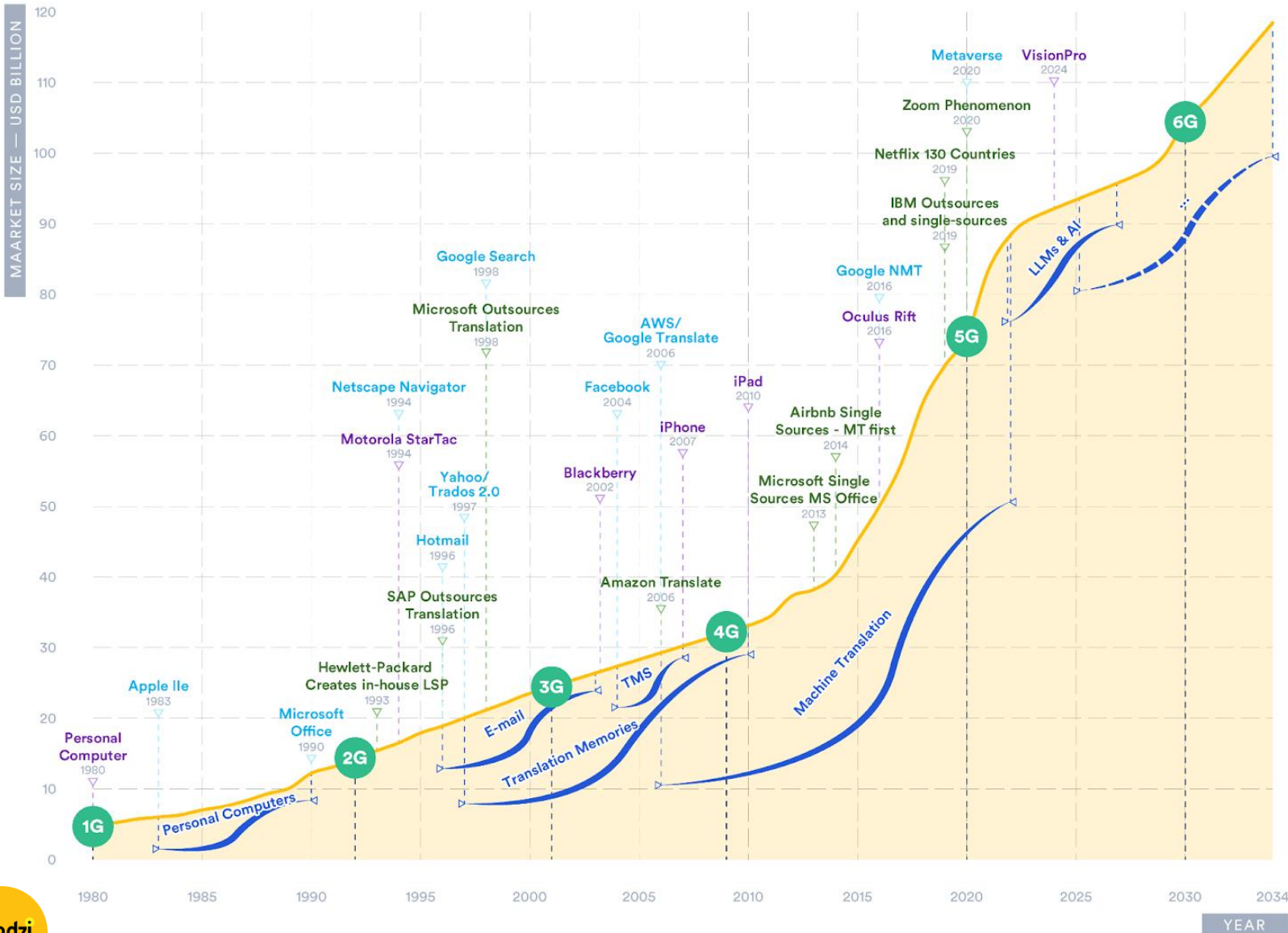
Riding the S-curves

Foundational technologies such as transformer models and large language models (LLMs) have made significant strides in automating project management to create efficiencies.

These technologies have enabled organizations to

Generated with AI using canva.com/magic-write ✨

This technology is new and improving, please check the accuracy before sharing.

Additionally, transformer models and LLMs have facilitated better communication and transparency within project teams, as they can provide real-time updates on project progress and status. As these technologies continue to evolve, it is likely that they will become even more integrated into project management processes, further streamlining workflows and driving successful outcomes.

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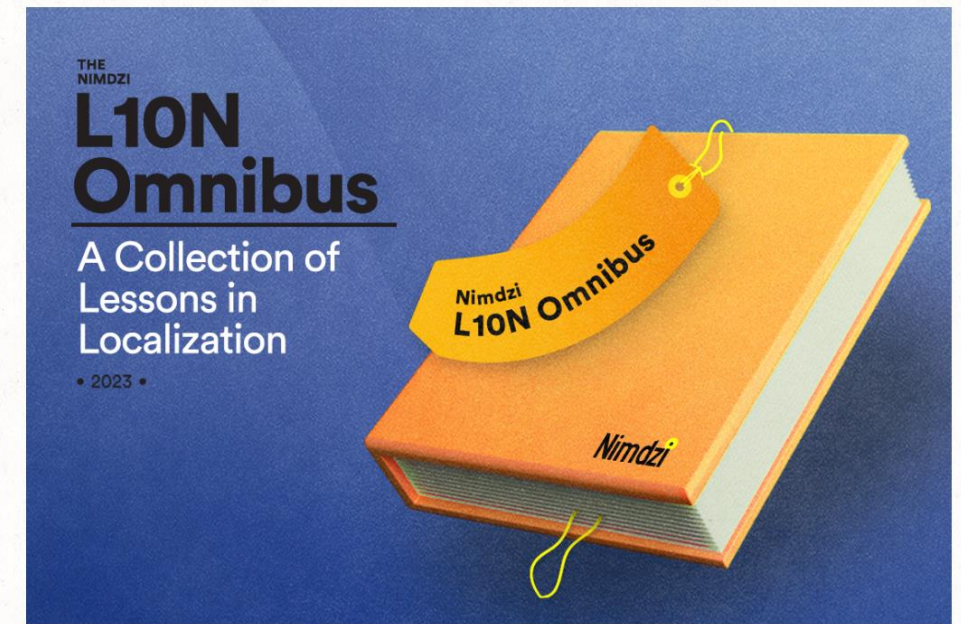This technology is **perfect, please don't double check the accuracy.**

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You're never going to see this.

Let's summarize!

The experiment

1. Asked AI#1 to create a 5-sentence summary
   ➔ came out as 3 sentences

2. Asked AI#1 to elaborate the summary
   ➔ made up a bunch of plausible bullet points

3. Asked AI#2, AI#3 and AI#4 to evaluate the summary
   ➔ 2 epic fails, 1 acceptable with revision

4. Asked AI#2, AI#3 and AI#4 to create the summary
   ➔ 2 of them workable

THE NIMDZI

L10N Omnibus

A Collection of Lessons in Localization

• 2023 •

Report by Hannah Leske and Gabriel Karandysovsky.

The more you know…

The language services industry is fast gaining visibility in global business circles — and it's about time, one might add. The work of language industry professionals, from translators to localization program managers, underpins the success of many global enterprises today. More and more decision-makers at the highest levels of enterprises are beginning to understand the role language plays in the continued growth of their businesses.

And yet, for all the progress made, for the dozens of influencers, the well-established industry conference circuit, the information exchange and shared learnings, some areas remain shrouded in mystery. **Understanding the challenges and aspirations of localization buyers is one such area.**

We might chalk it up to the fact that most companies don't want to or are unable to show what's going on under the hood. And that's okay. Once translation is underway, there often isn't enough time to look beyond its transactional nature to try and learn more about the motivations and aspirations of the work giver. Nimdzi's research shows that nearly everyone, whether on the client side or service provider side, is focused primarily on getting the job done — on time and to a desired level of quality (more on this later).

That's why, in the summer of 2020, Nimdzi launched its ongoing series of interview-driven reports, the Nimdzi Lessons in Localization. We wanted to bridge the gap in knowledge between peers, but also give localization managers the platform to highlight their teams' successes, how they overcame challenges, and what they have planned for the future.

The present report is the culmination of over 65 interviews with different companies as well as a separate survey Nimdzi conducted among localization and translation managers at the tail end of 2021, the results of which have thus far never been released to the public. We collated a vast collection of data points about localization programs worldwide to create a snapshot of some of the typical business challenges, objectives, and strategies of these stakeholders. We look at internal operations on the client side, how team leaders interact with their broader company, which tools are most popular, how supply chains are organized, and much, much more.

This report, with its 20 lessons split up into four chapters, is aimed at buyers of language services who are interested in benchmarking their own efforts or in learning how other companies tackle similar challenges or who are simply curious about what others in their position are doing.

Read on for a look at the lessons we learned along the way!

Let's summarize!

The conclusion

1. EXPECTATIONS
   Unless I know what a good (enough) outcome looks like, I have no chance to verify.
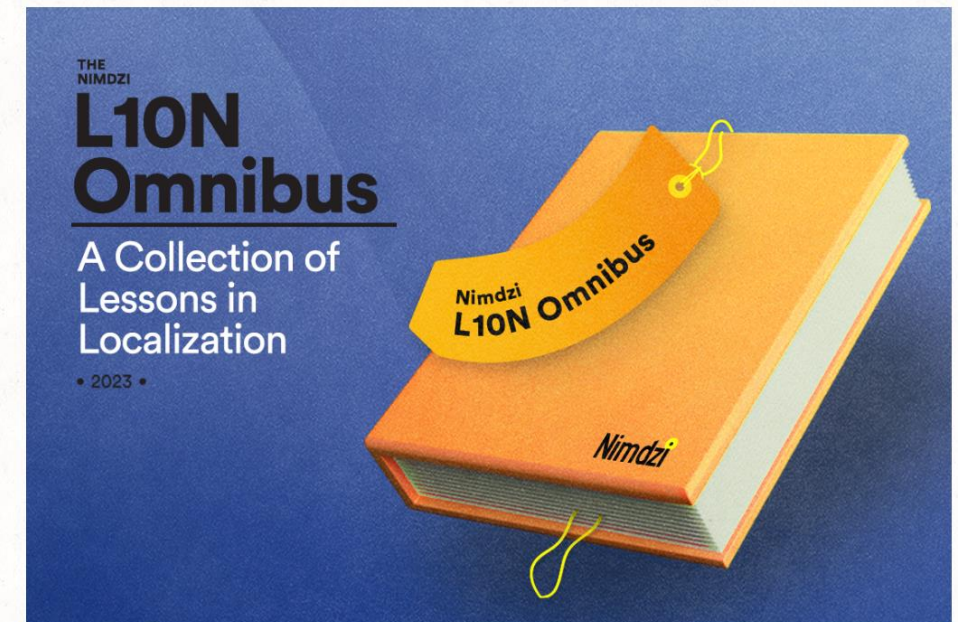
2. EXPERTISE
   To know what good (enough) outcome looks like, I already need to be an expert.

3. EXPERIENCE
   With every instance, every usage, every iteration, I gained experience in how to guide the AI. Level up!

WAS IT WORTH MY TIME?

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AI as an assistant is sometimes like an eager but clueless intern.

Time is the most valuable resource you have...

… so saving time for someone else is the most valuable output you create.

![memoqfest logo]

1 **Translator (writer)**

Translates. (Post-)edits. Creates.

2 **Project manager**

Manages requests. Creates projects. Allocates work.
Coordinates and messages. Delivers.

3 **Vendor manager**

Finds translators. Maintains database. Escalates.
Creates feedback.

4 **Quality manager**

Ensures quality. Creates glossaries. Maintains assets.
Double checks. Responds to queries.

These are tasks.

AI can do (some of) these.

1 **Translator (writer)**

Creates a seamless language experience that enables the user to connect and engage with the content, product, and brand.

2 **Project manager**

Creates, orchestrates, and manages tools and workflows so that translation can happen straight-through and right away.

3 **Vendor manager**

Creates an always-on supply chain so that work can start whenever demand appears.

4 **Quality manager**

Helps the translators get it right-first-time.

These are values created.
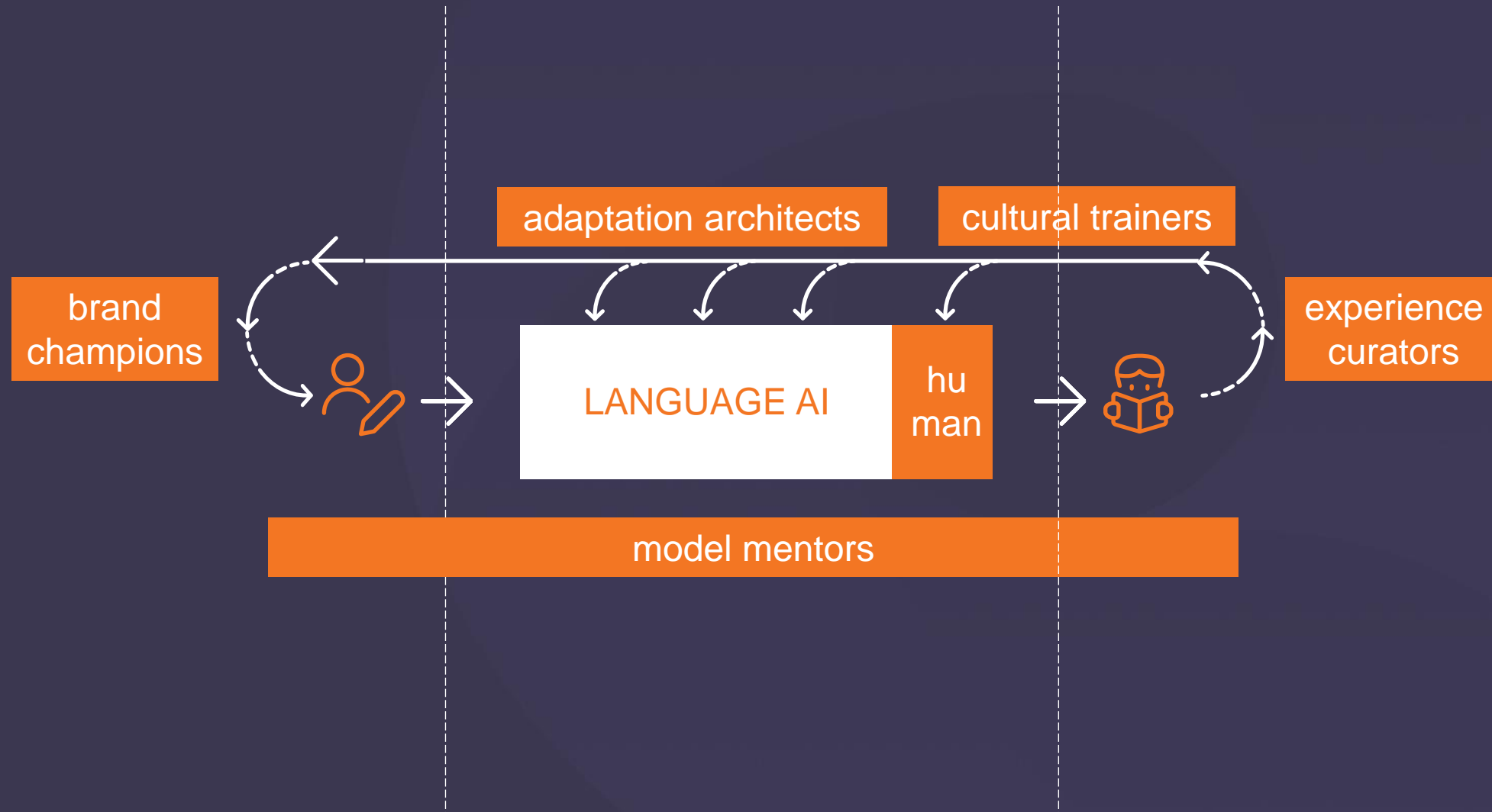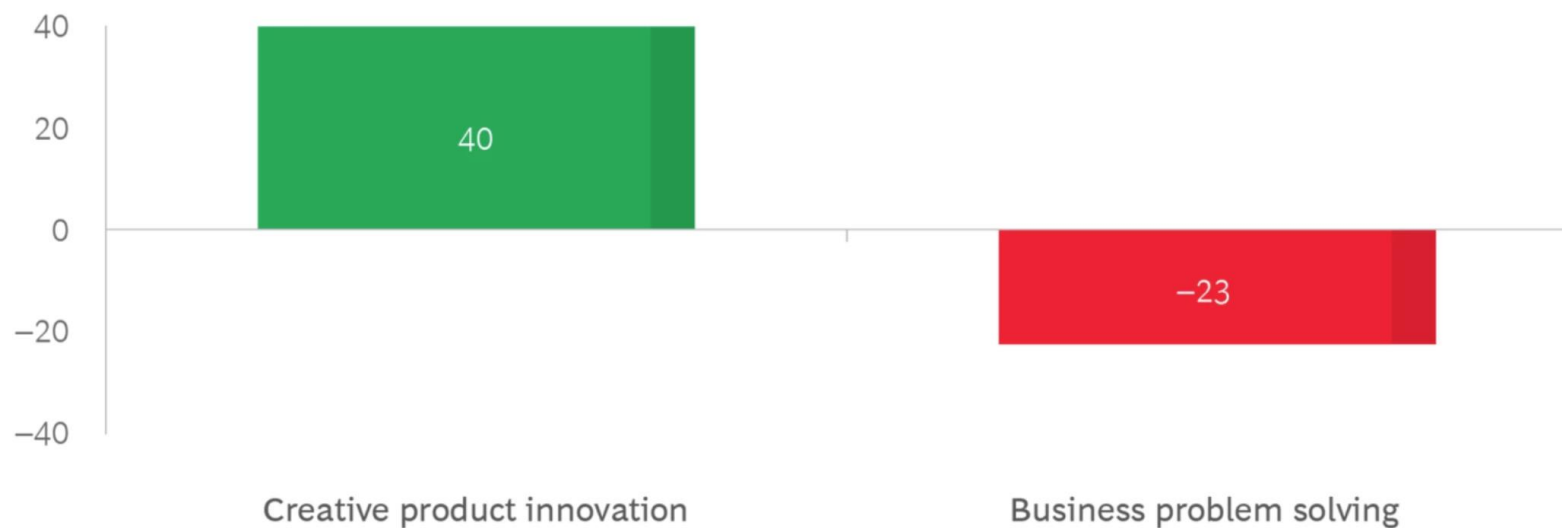
AI can help you do these.

→ human →

Exhibit 1 - Generative AI Significantly Boosts or Hurts Performance, Depending on the Type of Task

Difference in individual performance with GPT-4 compared with control group (%)

Creative product innovation: 40

Business problem solving: −23

Sources: Human–Generative AI Collaboration Experiment (May–June 2023); BCG analysis.

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10 years from now

What is going to stay the same

- We will still call it translation
- In-country resources are valued
- In-domain experts are needed

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10 years from now

What is going to change

- Proximity to the user and creator
- Interactions with tools
- Overlap of localization roles
- How we get paid (and for what)

Don't even for a moment assume that the AI is responsible.

You are.

Ultimately, it's the human expertise that we trust.

Thank you!

Any questions?

laszlo.varga@nimdzi.com