

How to make a
Translation Agency

Still Profitable

As Per Word Value Declines

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GALA - April 15

From Translation Agency to Multilingual Engagement Agency:

How to Emerge Stronger in a Post-AI Economy

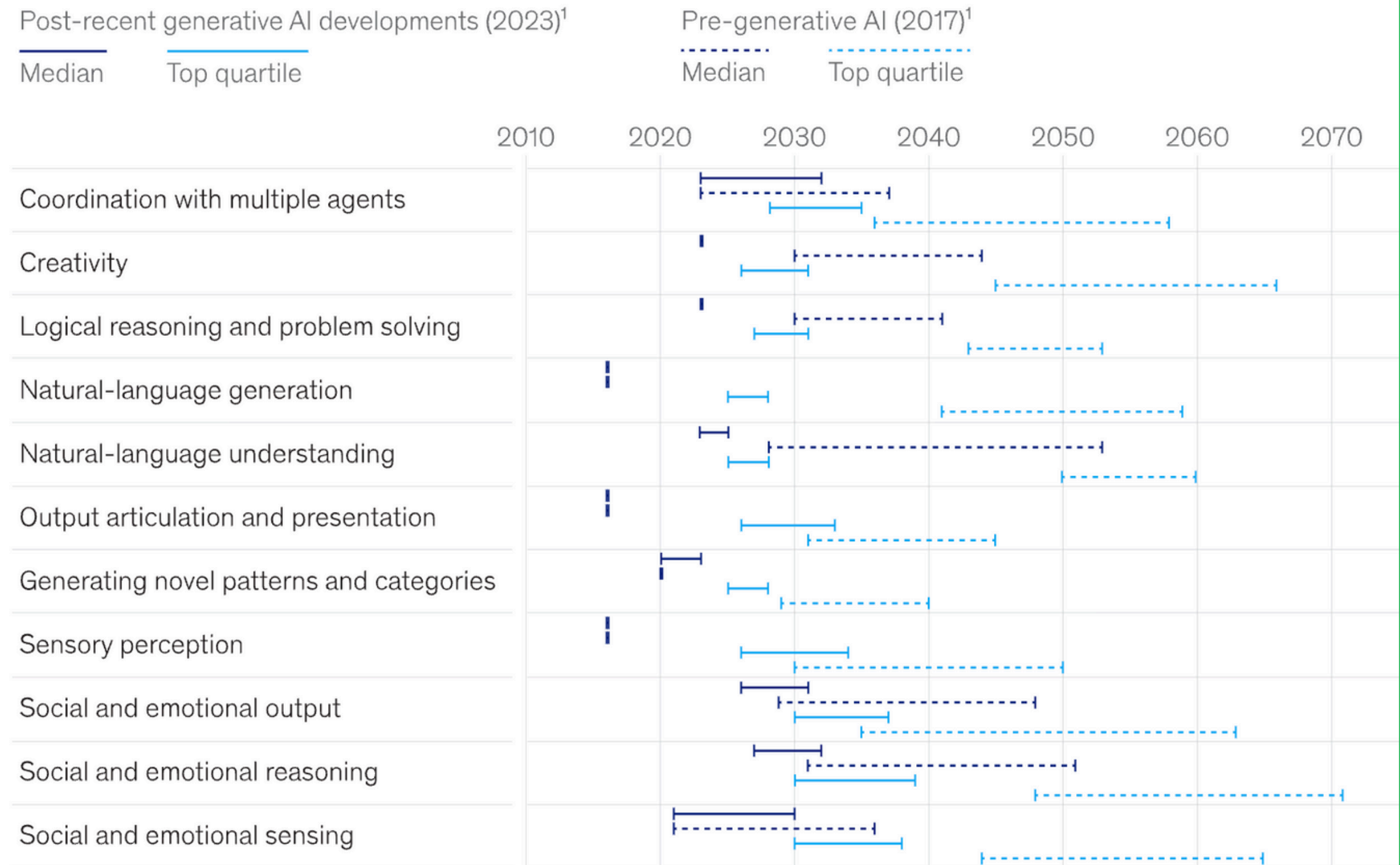
is just a fancy way of saying
How to still make money
in World that translates
so much through **AI**



*AI or no AI
we still need
to pay our bills*

We are just getting started on our AI Journey

Estimated range for technology to achieve human-level performance, by technical capability



¹Comparison made on the business-related tasks required from human workers. Source: McKinsey Global Institute occupation database; McKinsey analysis

How has your use of AI tools changed in the past 12 months?

59 out of 59 people answered this question



**Share your opinion and be among
the first to see the survey results**

bureauworks.com/ai-impact-survey

Where are we already with translations?

11.17%
Average Edit Distance

Trend 

	with no MTPE (Control)	With NMT MTPE	With Context Sensitive Translate	
Language Pair	% of edits necessary from initial input to final result (TER score)	% of edits necessary from initial input to final result (TER score)	% of edits necessary from initial input to final result (TER score)	Context-Sensitive More Effective by
EN -> PT-BR	100%	0.207	0.142	31%
EN -> IT-IT	100%	0.086	0.074	14%
EN -> ES	100%	0.187	0.151	19%
EN -> ES-ES	100%	0.062	0.055	11%
EN -> ES-419	100%	0.089	0.062	31%
EN -> FR-FR	100%	0.149	0.124	17%
EN -> FR-CA	100%	0.214	0.144	33%
EN -> DE-DE	100%	0.116	0.097	16%
EN -> JA-JP	100%	.192	0.133	32%
EN -> NL-NL	100%	0.070	0.061	13%
EN -> ZH-CN	100%	.225	0.178	21%
EN -> DA-DK	100%	0.133	0.045	66%
EN -> RU-RU	100%	0.150	0.136	9%
EN -> KO-KR	100%	0.170	0.046	73%
EN -> VI-VN	100%	0.231	0.061	73%
EN -> TH-TH	100%	0.294	0.118	60%
EN -> TR-TR	100%	0.271	0.188	31%
EN -> AR	100%	.231	.199	14%
EN->PL_PL	100%	.397	.135	66%
EN->ZH-HANT	100%	.172	.0856	51%

**Too much focus on
embelishing product
offering through AI**

*(Messaging, bits and pieces
of the process e.g.
Pretranslation, LQA etc..)*

**too little focus on
rewiring the core
infrastructure**



AI



magnifies
all of our
inefficiencies

it demands Scale

Buyers perceive
translations to be
nearly there

Why should we
pay so much?

Why should it
take so long?



| Real Enterprise Use Case

100 Million Processed Words



99% Via AI

**1% Through
Agencies**

Buyer Dilemma

New Game

AI

Good Enough

0\$

Right now

Agency

Great

200\$

2 days from now



If you want to continue to be relevant you need to

close the cost-benefit gap

AI
Good Enough

Agency
Great

0\$
Right now

200\$
2 days from now



20\$

2 hours from now

AI

Good Enough

0\$

Right now

Agency

Great

200\$

2 days from now



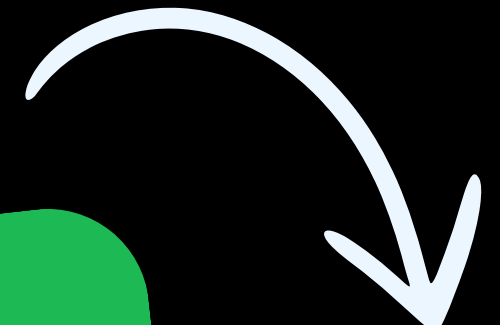
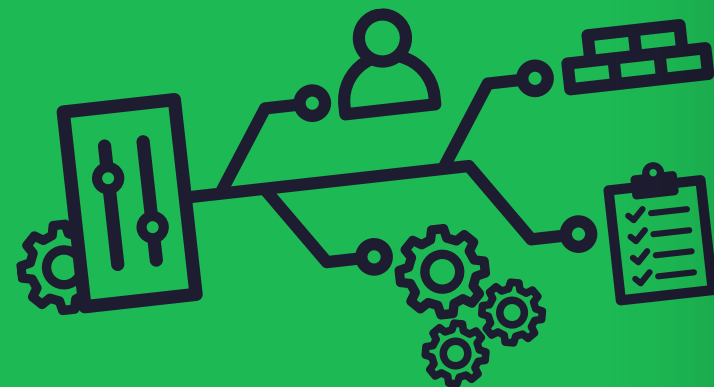
Make it easier

for the buyer to decide

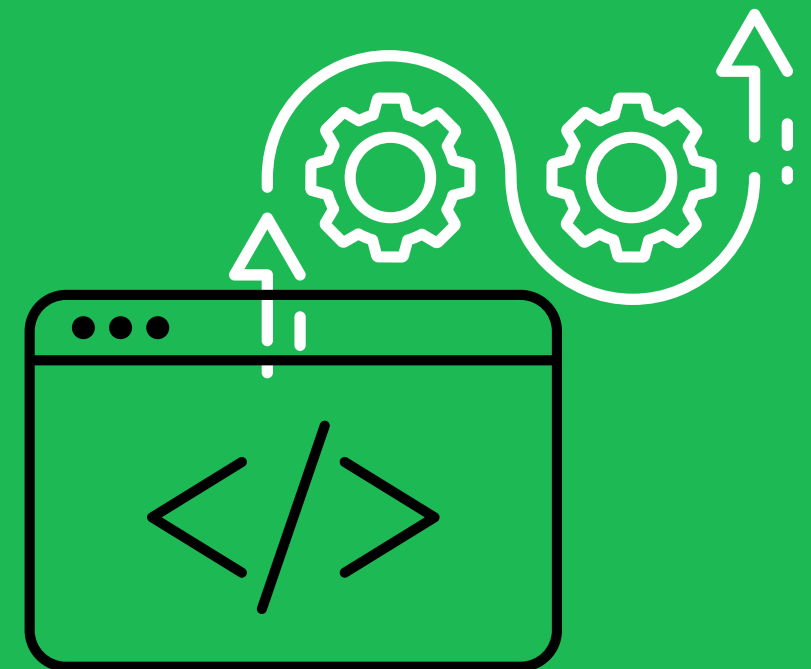


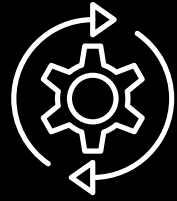
To do that

agencies must go
from **Process First**

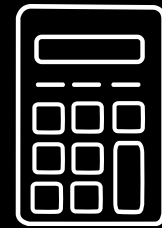


to **Software First**





Full
automation



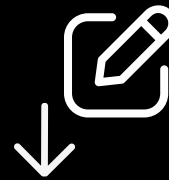
Automated
Quotes



Automated Task
Assignments



Automated
Payables and
Receivables

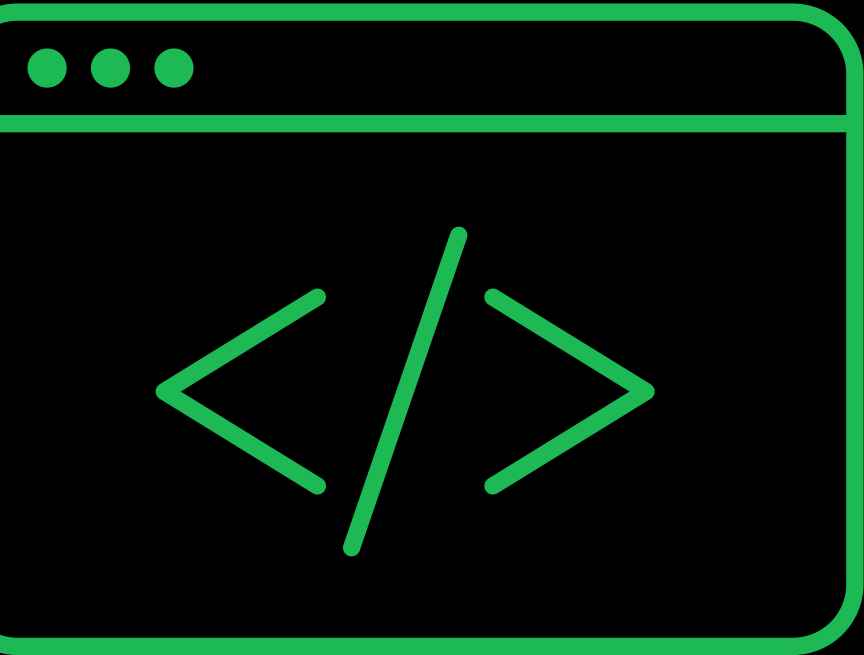


Minimum
Edit Distance



Payment by Effort
(Edit Distance
or Words)

Impossible to do that with Process only
Through Software Full Integration, Full Automation



Software First
allows agencies
to focus on the
true added values

Project Management
→ Vendor and
Performance Strategy

Quotes Management
→ Client Relationship Strategy



Software First
allows agencies
to scale Minimal
Overhead to Complete
Project Lifecycle

Allows 100 of thousands
of small projects to be
completed by small
team of exception
based managers

Translation Agency Software Maturity Scale

Level 1

Manual Operations

Manual project handling via email/phone

Spreadsheets for tracking projects and costs

No centralized translation memory or terminology

Translators use their own disconnected tools

Level 2

Basic Software Adoption

Using software to manage projects and costs

Limited reporting capabilities

Level 3

Partial Integration

Centralizing translator tooling with some integration (e.g., log files, TM sharing)

Basic analytics and reporting

Level 4

Advanced Integration

Using a fully integrated software suite

End-to-end workflow management

Comprehensive analytics and automation of routine tasks

Level 5

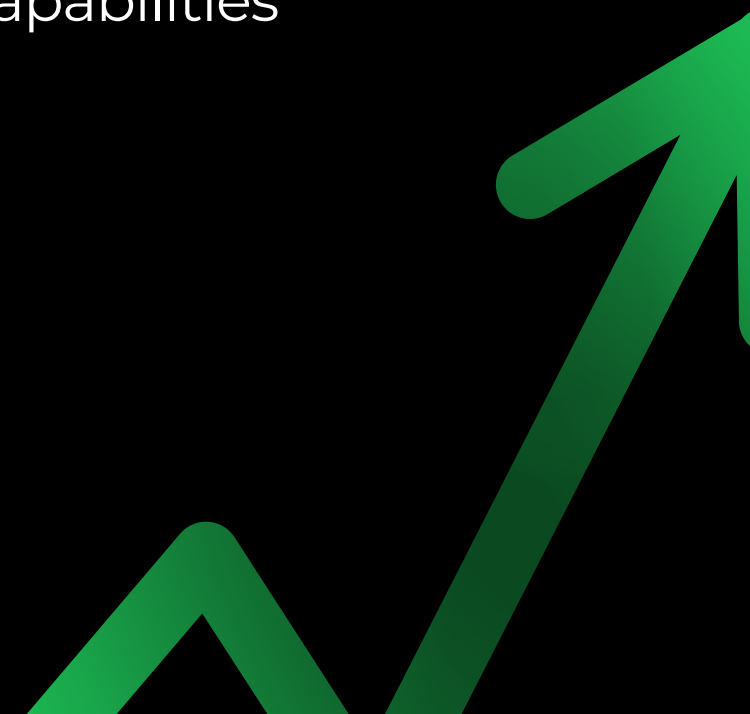
Full Digital Transformation

Receiving projects via run-time portal/API

Advanced analytics and predictive insights

AI-assisted workflows and quality management

Client self-service capabilities



Questions?



This is only
the beginning.



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