

Déjà Vu improves translations in terms of cost, turn-around time and quality

Translators using the Computer Aided Translation (CAT) tool Déjà Vu are significantly more productive. Effective use of the software can dramatically reduce both cost and turn-around time, while improving the overall quality of translation projects.

Based on a translation project completed for a major retailer, the study below demonstrates how Déjà Vu achieves such productivity gains.

Context

In 2011, the retailer decided to translate its entire catalogue of 135,066 words. A project analysis was completed using three different translation methods. In the first example, no CAT-tool was used. In example 2, Déjà Vu software was used without an existing translation memory. In the third case, Déjà Vu software was used with a translation memory that was created from a previously translated edition of the catalogue.

Assumptions

The study assumes a translation rate of \$ 0.17 per source word. It further assumes the industry standard translation rate of 2,000 words per day, 5 days a week.

Example 1 – no CAT-tool

The file to be translated (catalogue) was 135,066 words in length.

Translation cost: \$ 22,961.22

Translation time: 68 working days (14 weeks) – with a lot of copying and pasting or sentence retyping required.

Quality: High risk for inconsistent translation within the project, no verification of terminology or numbers.

Example 2: Déjà Vu without an existing translation memory

The file to be translated (catalogue) contains 135,066 words.

A standard project analysis completed within Déjà Vu yielded the following results:

Type	Words
Duplicates	44,902
Guaranteed matches	0
Exact matches	0
95% - 99%	6,906
85% - 94%	6,413
75% - 84%	6,617
50% - 74%	10,656
No match	59,572
Total	135,066

In Déjà Vu, the translator works on repetitive text, which Déjà Vu immediately propagates project-wide:

- ✓ 85-99% matches cost 50% of the standard word price
- ✓ 85-99% matches are translated two times faster since there are minor changes to bring in the translation

Translation cost: \$14,126.38

This represents a 38% cost savings when compared to the translation cost of Example 1.

Translation time: 43 working days (i.e. 9 weeks) –copy/paste and retyping operations are largely eliminated as a result of the auto-propagation function in Déjà Vu.

Quality: The software allows for automatic verification of numbers and terminology. Moreover, the propagation function ensures better translation consistency across the entire project. Risks related to inconsistency are significantly reduced.

Example 3: Déjà Vu with an existing translation memory

The client provides a translation memory derived from the 2009 translation of the catalogue.

File to be translated (catalogue) contains 135,066 words. The analysis conducted within Déjà Vu's application of the translation memory yielded the following results:

Type	Words
Duplicates	19,533
Guaranteed matches	0
Exact matches	39,245
95% - 99%	7,136
85% - 94%	8,199
75% - 84%	8,506
50% - 74%	18,690
No match	33,757
Total	135,066

The translators' job is simplified: 75% of the text is pre-translated by Déjà Vu.

- 85-99% matches cost 50% of the standard word price.
- 85-99% matches are translated two times faster since the translation requires only minor changes.

Translation cost: \$ 11,608.47

This represents a cost savings of 49% of the translation cost in Example1.

Translation time: 36 working days (i.e. 7 weeks) – no copy and pasting or retyping thanks to the auto-propagation function of Déjà Vu.

Quality:

The software completes an automated verification of both numbers and terminology. The propagation function ensures consistent translation throughout the project. Consistency over different catalogue versions is also ensured, since the established translation memory can now be used as a reference. Risks of inconsistency are significantly reduced company-wide for this project as well as for all future and related projects.

Summary

Situation	Project cost	Project timeline	Savings in Terms of cost (compared to situation 1)	Savings in terms of time (compared to situation 1)	Overall Project Quality & Consistency
Example 1	\$ 22,961.22	14 weeks	0		High risk of terminology errors and inconsistencies
Example 2	\$14,126.38	9 weeks	38%	5 weeks saved	Consistent terminology over the project
Example 3	\$11,608.47	7 weeks	49%	7 weeks saved	Consistency over the project and over the client's product line company-wide

The results of this analysis are clear: Utilization of the Déjà Vu CAT-tool results in significant productivity gains, while simultaneously improving quality, and reducing the total cost of translation projects.