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Daniel Srebro, Netthandelen Holdings AS

Milengo and Netthandelen: MT-PE Product Descriptions Case Study

Netthandelen is a Norwegian eCommerce company selling consumer products to the Danish and Norwegian markets. In the summer of 2014, Netthandelen decided to launch their online beauty products shop into the Swedish market. To accomplish this, Netthandelen worked with KantanMT preferred MT supplier; Milengo Ltd. to localize their existing Danish website, which contained 780,000 words of product descriptions, into Swedish in 19 days.



Company Profiles

Milengo is a leading language service provider with an established presence in EMEA, APAC and the Americas. Milengo joined the KantanMT Partner program in September 2013, and has been using KantanMT.com to provide its clients with Machine Translation services.

Netthandelen was founded in 1997, as a shop for a wide variety of consumer products. It registered its online domain in 1999, and held its first online auction in 2002. Netthandelen.no sells to the Danish, Norwegian and Swedish markets.

Objectives

- Launch website into the Swedish market within 19 working days, on a limited budget
- Translate 780K words from Danish to Swedish
- Implement an automated project workflow that is managed via the KantanAPI
- Instant transfer of content between the content management system and the translation provider's tool

Solution

By using KantanMT.com, Milengo provided Netthandelen with a Machine Translation based workflow that delivered localized content within budget and before their launch date.

The project's tight deadline did not allow for testing workflows in a pilot test scenario. So, Milengo used prior experience running successful large scale MT projects to provide a workflow solution and pricing model within Netthandelen's budget.

Challenge: Sparse Training Data

Netthandelen could only provide minimal Danish and Swedish content, which had to be aligned at sentence level in order to create suitable training data. Thanks to repetitive content and strong similarities between Danish and Swedish, only a small amount of bilingual training data generated very usable MT output for post-editors.

KantanMT Quick to Deploy

To improve the quality of the KantanMT output, Milengo's MT engineers included an engine retraining within the product cycle.

Once Milengo's linguists post-edited 10,000 sentences, MT engineers initiated a retraining of the KantanMT engines that were deployed within just a few hours.

Increased Productivity

The KantanMT engine was connected to Milengo's translation environment via its API key. Linguists received translations from the KantanMT engine in real-time and then post-edited them on the fly.

KantanMT engine retraining enabled Post-Editor productivity to increase from 5,500 to 8,000 words per day per linguist.

Results

- **780K Words Localized in 17 days**
- **Reduced Project Costs: 62% savings**
- **Increased Translator Productivity: 8K words per day**
- **Highly Scalable: +2 languages in 3 weeks**
- **High Project Workflow Automation**
- **Lower Post-Edit Rates after KantanMT Engine Retrainings**



Why KantanMT.com?

KantanMT offers a complete Machine Translation solution allowing you to custom build MT engines, which are perfectly suited to your language styles. Using KantanMT's state-of-the-art analytics you can be up and running in no time. Simply plug in using the API and start creating more happy customers!

Contact us now for a FREE personalised platform demo, email: demo@kantanmt.com.

“We had all of our content localized exactly on time and within budget. Obviously we were very happy with the process and the results, and we’ve kept working with Milengo since, constantly adding products to the catalogue in several different countries and languages.”

Daniel Srebro, Chief Analyst – Business Development, Netthandelen Holdings AS