

[TRADOS Comparative Review of Translation Technology Providers]

Summary

Customers investing in translation technology want to be sure that their investment is secure, payback will be rapid and user buy-in will be high. TRADOS tops the score on every count.

TRADOS is the world leader in translation technology solutions and continues to drive innovations that keep it positioned at the forefront of the market. TRADOS solutions are built around open standards, offering unparalleled integration and evolution capabilities. The underlying technologies of TRADOS enable a quantum leap in efficiency levels, with the potential to save up to 80% or 90% of costs on update translation projects. An intuitive, effortless work environment ensures immediate user buy-in and maximum productivity gains.

This document focuses on the features that distinguish TRADOS from the competition. The first table summarises generic unique selling points. The following tables focus specifically on the new features of TRADOS 5.¹

■ Generic strong selling points

Built around a full-blown backend database, TRADOS is ideally equipped to handle the huge volumes of data that can accompany large, complex translation projects. On the usability front, one of the most compelling benefits of TRADOS is its seamless integration with Microsoft Word and Microsoft PowerPoint. Translators can continue to enjoy all the convenience of their familiar, feature-rich word processor with the added benefit of WYSIWYG. As user buy-in is essential to the success of any translation technology project, minimal familiarisation requirements dramatically increase the appeal of TRADOS. An open API also enables tight integration with specialised, custom-made editors, thus protecting existing investments. TRADOS is the only solution to support this level of integration.

TRADOS also offers many productivity-enhancing features such as automatic conversion and substitution of dates, numbers and measurements. User-defined extensions to the translation memory system give the user a high degree of versatility in adapting the entries to individual needs (customers/subject areas etc.). In addition, TRADOS clearly stands out from the competition through its huge flexibility. Full support for the widest spectrum of files, formats and languages coupled with multilingual translation memory databases enable project managers to organise the most complex of projects with minimal effort. Few (if any) of the competitors offer this degree of versatility.

On the alignment front, WinAlign extracts maximum value from past translation projects through a structured alignment approach. Initial alignment results can also be re-aligned for greater usability on the basis of user-defined features.

Finally, TRADOS increases the value of terminology repositories through its highly flexible terminology database design and concept-oriented approach.

¹ To the best of our knowledge, the information contained in this document is accurate. These lists are, however, by no means exhaustive.

Feature	TRADOS	Star	Atril	SDL	Others
Integration into MS Word & PowerPoint	YES	NO	NO	NO	NO
Powerful API (Application Programming Interface)	YES	NO	NO (MS Access can be programmed directly)	NO	NO
WYSIWYG (What You See Is What You Get)	YES	Semi-WYSIWYG in Transit3	NO	Basic WYSIWYG in SDLX	NO
"Real" database approach	YES	NO	YES	YES	YES
Automatic translation using reference files (in addition to database approach)	YES	YES	NO	NO	NO
User-defined extensions to translation memory system	YES	Basic	NO	NO	NO
Multilingual translation memory	YES	NO	NO	NO	NO
Automatic conversion of dates, numbers and measurements	YES	Numbers only	Numbers only	Numbers only	NO
Exhaustive file format coverage (HTML, ASP, JSP, XML, XSL, FrameMaker, PageMaker, QuarkXPress, Interleaf/Quicksilver)	YES	YES	YES (Direct interface to MS Access and MS Excel)	YES (but not Interleaf, PageMaker, Ventura and QuarkXPress)	NO
Powerful, concept-oriented terminology management	YES	YES	NO (only basic glossaries)	YES (however no automatic search during translation and no fuzzy search)	NO
Exhaustive language coverage (Eastern European, Asian, bidirectional languages)	YES	YES	NO	YES	NO
Structural alignment approach	YES	NO	NO	NO	NO
Re-alignment based on user-defined features	YES	NO	NO	NO	NO

■ Unique selling points specific to TRADOS 5

WorkSpace

TRADOS is the only solution on the market that is built around a productivity-focused, role-based WorkSpace. Role-based design gives users intuitive, on-demand access to all the online and offline applications, services and utilities they need to do their job more quickly and efficiently without having to drill down on peripheral tasks and functions. WorkSpace also offers sophisticated project management functionality. WorkSpace further enhances the communication and process flow through predesigned document templates.

Feature	TRADOS	Competitors ²
Role and task-based approach	YES	NO
Pre-designed document templates for easy generation of status reports, RFQ (Request for Quotation)	YES	Star: text-file-based status reports SDLX: basic status reports

² Competitors (Star, Atril, SDL and others) have been grouped here as the features described in this table are generally only offered by one or max. two of the competitors.

■ Translator's Workbench/TagEditor

Translator's Workbench was already established as the market-leading translation memory system thanks to its powerful functionality and usability. TRADOS' unique positioning has now been strengthened through the addition of a context-sensitive file referencing mechanism. This referencing mechanism eliminates the time and cost involved in checking the context and/or suitability of translation memory matches, thus further cutting costs on update projects. TRADOS is the only solution on the market to combine both approaches (database and reference files).

TRADOS is also distinguished through its advanced support for XML. TRADOS^{tag} XML (TTX) provides a common file format for representing tagged and bilingual files, taking full advantage of XML to accurately represent DTP formats, facilitate the review process, enable third-party customisation and generally enhance the handling of XML-based documents.

Here again, the open design of TRADOS gives users a great deal more flexibility than competitor products. The individual solutions can be run in stand-alone mode or integrated into a common platform. Translator's Workbench, TagEditor and most of the new components in TRADOS 5 also integrate seamlessly with the widest range of third-party applications (for document and content management, for example) thanks to open APIs (Application Programming Interfaces).

Feature	TRADOS	Competitors
Integration of applications into one common platform and stand-alone applications	YES	Rather complex project setup required
Combination of database-driven translation memory with reference file approach	YES	One or the other, never both
Bilingual file approach	YES, based on TRADOS ^{tag}	Intermediate data is generally not kept in one bilingual file (reviewing process therefore is not as convenient)
Support for XML	Very good	All others offer basic support for XML, but are in general not as easy to use and not as powerful and robust as TRADOS
Extended translation memory API, combined with APIs for other components such as TagEditor	YES	NO

■ **MultiTerm**

MultiTerm supports active terminology recognition and fuzzy search for the widest range of languages and file formats. These options are either dramatically restricted or not available with competitor products.

Feature	TRADOS	Competitors
Fuzzy search for Asian and bi-directional languages	YES	Termstar yes, others no
Support for graphic file formats	BMP, PCX, GIF, TIF, DXF, EPSF, FPX, WMF, TGA, JPEG, WPG, PCD, PNG	Termstar: BMP, PCX, GIF, TIF, PCD, EPS

■ **ExtraTerm**

TRADOS is the only translation technology solution provider to integrate a terminology extraction tool. ExtraTerm automatically extracts terms from existing texts and documents on the basis of statistical information. To the best of our knowledge, only one other competitor uses this statistical approach and markets the solution in question at a significantly higher price.

With ExtraTerm, the user can extract a monolingual or bilingual set of candidate terms. This greatly accelerates the creation business-usable bilingual or multilingual terminology lists. Smooth integration with TRADOS' terminology management suite and support for industry standards (Unicode) ensures that maximum value is reaped from the extracted terminology.

Feature	TRADOS	Competitors
Statistical approach	YES	Chamblon's Terminology Extractor is statistics-based. Xerox TermFinder is rule-based. MultiTrans is corpus based.
Monolingual and multilingual terminology extraction	YES	Xerox TermFinder
Integration into terminology management	YES	Not generally integrated
Support for industry standards (100% Unicode compatible)	YES	Xerox TermFinder

