THREE TYPES OF AUTOMATION

LINGUISTIC AUTOMATION

TRANSACTION AUTOMATION
Between systems

PROCESS AUTOMATION
Within systems
**SOME AUTOMATION EXAMPLES**

<table>
<thead>
<tr>
<th>✔ Pre-translation</th>
<th>✔ Translation memory updates</th>
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<tbody>
<tr>
<td>✔ Machine translation</td>
<td>✔ Number reformatting</td>
</tr>
<tr>
<td>✔ Automated analysis</td>
<td>✔ Delivering documents to the customer</td>
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<tr>
<td>✔ Quality assurance</td>
<td>✔ Content management system can create projects</td>
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<td>✔ Third-party quality assurance</td>
<td>✔ Translation management system can create projects</td>
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<tr>
<td>✔ MT confidentiality estimation</td>
<td>✔ Customer portals</td>
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<tr>
<td>✔ LQA sampling</td>
<td>✔ Vendor portals</td>
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<tr>
<td>✔ Automated forwarding</td>
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<tr>
<td>✔ Approval workflows</td>
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</table>
WHAT YOUR BOSS WANTS

💰 **Time is cost**
Myth: You can only manage what you can measure

😊 **Customer is first**
Myth: You can’t say no to a customer
Myth: Customers are stupid and cannot be educated

📈 **Budget is King**
Myth: Everything needs to be budgeted according to allocation

💻 **Automation is trendy**
Myth: Throw your internal team of developers at everything and they’ll figure it out
Myth: People know what makes them efficient
AI WON’T SOLVE IT IF YOU’RE STARTING OUT!

Would you train a machine translation engine on translations of ten-year olds?

The source data needs to be something you’re proud of!
WHAT YOU WANT

Less stress and peaks
Reality: Scalability means working a little more to achieve way more in the future

Higher value add
Reality: Your salary and promotion depends on how much you can process.

Meaningful agreements
Reality: The #1 thing that holds you back from automation is ambiguity in the process. Be a communicator, not a problem solver, unless the stated goal is to solve the problem.

THE JOURNEY TO HIGH VALUE ADD IS THROUGH MAKING YOURSELF UNNECESSARY — THIS IS THE KEY TO SUCCESS.
WHAT NOBODY REALLY KNOWS USUALLY (and I’d be very interested in learning from you)

✔ What do you do on an average workday?

✔ What do your colleagues do on an average workday?

✔ How to attribute your time to billable/unbillable work

✔ How’s a multilingual project different from a bilingual project

✔ Definitions:
- What’s a project
- What’s a task/job/item

✔ How’s an update handled in the organization?
TWO WAYS TO START

The big picture
• You’re an internal consultant
• You dream big and work hard to make a new approach work

Small steps, one step at a time
• You’re a technology user
• You enjoy and disseminate the small wins
HOW TO IMPROVE PROCESSES?
CONSULTANT’S PERSPECTIVE
PHASE 1: INFORMATION GATHERING

Identify what are your end-to-end processes
Customer/end customer/content type (people?)
Inputs and outputs (data?)
Service type (what?)
Tools being used (how?)

Prioritize them based on
Tasks (what’s a task?)
Cooperation (how likely are you able to work well with customers, vendors, colleagues)

Include as much as you can that relates to a single process
Collect every variation
HOW TO IMPROVE PROCESSES?
CONSULTANT’S PERSPECTIVE
PHASE 2: OBJECTIVE SETTING

1. Create an objective for the process
2. Be brave, and research how else the same objectives could be reached
3. Create a list of steps and establish an objective for each step in the process. Forget about how it’s done and forget the organizational silos!
4. Discuss the objectives of each step involving your colleagues
5. Decorate the steps with essential information
   ✓ Inputs and outputs to each step
   ✓ Who does what in this step
   ✓ When is the step successfully performed
HOW TO IMPROVE PROCESSES?
CONSULTANT’S PERSPECTIVE
PHASE 3: SIGN-OFF

1. Get every stakeholder to agree to the full process description.
2. Make sure you help find a place for those in the organization whose old job is going to be considerably less, easier or no longer necessary.
3. Implement and automate.
HOW TO IMPROVE PROCESSES?
EMPLOYEE’S PERSPECTIVE

1. **Identify what are the things that are not uniform for you**
2. **Understand why these things are not uniform**
   - If there’s no easy way of understanding it, discuss the reasons with your boss, and encourage them to take it higher up if they don’t know.
3. **Describe what you do in easy-to-understand steps**
4. **Ask your peers and boss to review these steps and comment on what they’d do differently**
5. **Use technology to automate parts of the process**
HOW TO IMPROVE PROCESSES?  
EMPLOYEE’S PERSPECTIVE

- Introduce variations into the process because you don’t have the time to talk and discuss the reasons why somebody did something differently.
- Apply variations and forget why you came up with those in the first place.
- Don’t budget time to learn.
- Believe that nobody takes you seriously and your work does not matter.
REPETITIVE WORK IS ORGANIZED WORK.

ORGANIZED WORK IS AUTOMATABLE WORK.

MAKE ALL YOUR TASKS AS REPETITIVE AS YOU CAN, AND MAKE A CASE FOR AUTOMATION.

UNDERSTAND THAT REPETITIVE, BORING WORK IS THE FUTURE!
SO HOW TO APPROACH THE BOSS?

1. Understand who are the decision-makers, and what their approach is towards you and the idea of automation.

2. Once you have a list of whom you need to convince, understand what’s important for each of them, and what are their fears. Employee evaluation talks is a good place to start.

3. Identify why you are interested in automation and how that affects your career.

4. Understand what can hold back automation (mostly it’ll be personal pride or fears).
**PITCHING THE CASE FOR AUTOMATION**

1. Don’t be afraid of ROI calculations. They just have to be logical.

2. Give insights into the shortcomings of the current process and also the attitudes of other stakeholders.

3. Come up with some suggestions for solutions, and if it’s a hard sale, alternatives. Many bosses like starting with the low-hanging fruits.

4. Come up with a plan on who does what and when. Don’t forget about personal responsibilities. How do you see your role?

5. Be straightforward about costs and timeframe.

6. Address their fears by risk management advice (what if?).
THE CASE FOR EXTERNAL HELP

1. It’s increasingly evident that many times you’re dealing with a combination of systems. Do you have the technical capacity inhouse to implement solutions?

2. Do you have the technical capacity inhouse to design solutions? Can you map all possibilities and suggest what to do in each case?

3. You may need to hire developers, and you may need to hire consultants.

4. The best and most important asset in process automation is process engineering - you don’t need to be a developer or know all the tech in the market.

5. Telling them your maximum budget upfront cuts time.
Thank you!