

Why highspeed language should be at the core of your IT strategy

With organizations' global reach increasing, integration of machine translation across their IT infrastructures is providing the means to overcome every linguistic barrier encountered within the life sciences and deliver greater strategic value.

As the purview of Core IT moves beyond simply 'fixing things' and into the delivery of innovations and technology that aid organizations' wider goals-based strategies, the linguistic barriers encountered as part of your company's global expansion plans are ripe for removal through investment.

Why focus on language to deliver value through IT?
There are three key reasons:

- 1. Efficient knowledge transfer:** Put simply, removing language barriers enables staff within your organization to share and receive the data they need—in whatever form—wherever and whenever it is needed, facilitating a frictionless, agile company.
- 2. Seamless integration of IT systems:** Language barriers often pose challenges in the seamless integration of IT systems and applications across regions. Removing them accelerates the implementation of your IT projects and enhances the agility and scalability of Core IT operations at the global level.
- 3. Enhanced user experience:** In a globalized business environment, end-users need access to IT systems and applications in their native language to maximize their usability and efficiency, and to reduce usage errors.

So that's why language is so important for a forward-facing, globally minded organization. It's only right to now ask what options exist for removing the language barriers within your company.

Typically, translation options fit into three broad categories:

1. Humans

While human translators have existed since languages were formed, they are slow and unsuitable for scaling globally, with a maximum output of around 3,000 words per day per translator. They also don't offer the dynamic, real-time translation required by the likes of a pharmaceutical company running clinical trials in multiple regions.

2. Free online translation solutions

While scalable and instantly available, these fall short for two important reasons: they lack the security that would be legally required, and indeed, expected of a global life sciences organization, and also don't have the industry vocabulary and nuance capabilities that make them a worthwhile option. To clarify, users within your company are starting from scratch with every translation – the translation engine hasn't learned from its previous work, meaning a slow and costly review process is required every time.

3. AI-powered machine translation (MT)

Built specifically for enterprises, MT is the only suitable option for the speed, scale, and technical nature of translations within a life sciences organization. We'll explore why it is therefore the only place your Core IT should be looking to invest if it is to overcome the linguistic barriers to global expansion.

What makes AI-powered MT different?

While similar in function to a free online translation solution—that is, a user inputs text data to be translated before receiving an output in seconds—the elements that go into an enterprise-grade solution could not be more different.

Take Language Weaver, an AI-powered MT from RWS; it's a feature-rich solution which offers Core IT the following for deployment right across your organization:

Robust user access and security

Including single sign-on (SSO), a branded translation portal for intuitive, consistent UX, and user roles and permissions.

Superior document handling

Language Weaver has built in integration with ABBYY OCR to allow translation of all data quickly, regardless of complexity or formatting, and a document-level feedback editor.

Clear oversight

Granular-level project progress reporting is delivered along with labels management for granular visibility of client-defined attributes.

Customizable dictionaries

Even while operating within a highly technical sector with multiple discipline-specific vocabularies, your organization can leverage machine learning to standardize and enforce key terminologies across your organization.

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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Seamless integration

Through an API, Language Weaver easily integrates into your existing systems and workflows, as well as providing low-code building functionality for creating further—company-specific—applications.

Huge linguistic capabilities

Language Weaver translates over 3,000 language combinations and 150+ direct language pairs at a rate of 100,000s words per minute, meaning your people will never be left waiting for words.

As a cost-effective, infinitely scalable translation solution for any globally minded life sciences organization, MT is evidently the way to go. And of the available enterprise-grade solutions on the market, Language Weaver is by far the superior option. Language Weaver is used by numerous leading global brands, and many of the world's top pharmaceutical companies and patent filers.

When seeking the MT that will deliver the most strategic opportunity and value to your organization through removing linguistic barriers fast, securely, and across the globe, look no further than Language Weaver.

Discover the potential of implementing Language Weaver across your entire operations, and how it can rapidly accelerate your teams' time to impact by visiting our dedicated landing page.

languageweaver.com/life-sciences