



Wärtsilä uses the power of machine translation to free vital extra time for business-critical analysis

Wärtsilä Corporation is a global manufacturer in two main business areas: marine vessels; and power plants and energy storage systems for the energy sector.

Established: 1834

Headquarters: Helsinki, Finland

Size: 18,000 employees

Revenue: €4.6bn (2020)

Solution elements

Language Weaver®
(machine translation)

With the right machine translation solution, global manufacturer Wärtsilä has up to 40% more time to analyze complex bid requirements and make the most of its business opportunities around the world.

Specializing in smart technologies for the marine and energy markets, Wärtsilä uses sustainable innovation and analytics to optimize efficiency and performance for its customers. It's vital for the company's sales support team to thoroughly understand the requirements of potential customers, so they can develop the most appropriate and compelling commercial and technical offering for bid responses.

In a typical bid, customer requirements are detailed in up to 150 documents, totalling thousands of pages. All of these have to be carefully analyzed – and the team has at most eight weeks to do so, develop their response, and create a customer-ready proposal. With the last step taking up to two weeks, the team's effective working time is down to six weeks.

The challenge: translation was taking up to a third of the time

Because English is Wärtsilä's official operating language, whenever requirement documents are in another language – a frequent occurrence especially in Europe and Africa – they need to be translated before they can be analyzed. This was taking up to two weeks to achieve through a traditional translation process, cutting an already tight timescale by as much as a third and potentially compromising the quality of the final bid response.

“RWS has removed our language barrier and given us time to process and analyze complex technical information captured in hundreds of documents.

With more time to understand what’s needed, my team can formulate more innovative and competitive responses, delivered efficiently and with high quality.”

Ashish Phadke
General Manager,
Solutions Sales Support,
Wärtsilä Finland

Wärtsilä felt that machine translation (MT) could be a viable solution. But the requirement documents contain detailed customer operational data, much of which is sensitive. There are data handling protocols that the team must respect, so an MT solution would have to be secure as well as delivering on the team’s translation needs.

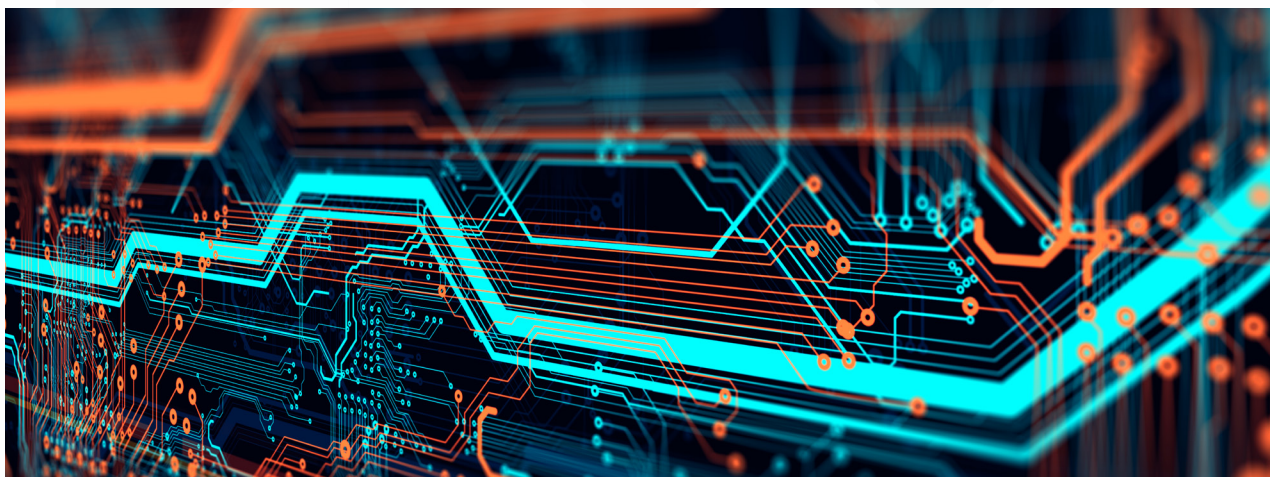
“We needed a trusted solution for automatic translation,” explains Ashish Phadke, General Manager, Solutions Sales Support for Wärtsilä Finland. “It had to deliver results that we could use right away without human intervention. It had to handle PDFs and minimize data preparation as much as possible, so that we could maximize the time spent on analysis. It had to be fully secure and supported.”

The solution: security and quality are just the start

Wärtsilä’s initial evaluation of a number of secure enterprise MT solutions focused solely on the quality of the translation, but they quickly realized that other features were as important to achieving their business objectives. ‘Human-grade’ translation was not as important as having quick, easy access to the data they needed.

“We don’t need perfect translation and can’t afford to wait for it,” Ashish points out. If ‘duct’ is translated as ‘pipe’, we know from the context how to interpret it, so it doesn’t matter. We need to understand it well enough to start processing the requirements. Being able to spend more time on analysis of information that is readable and usable is most important.”

This meant that besides security, support and translation quality, features such as ease of use, preservation of formatting and wide language coverage became essential criteria informing Wärtsilä’s choice. Thorough testing showed that Language Weaver, the RWS machine translation solution, was the best tool for their needs.



Key time-saving features of Language Weaver

- Secure, accurate, automatic translation for thousands of language combinations
- Batch document processing and format preservation
- Extensive document formats supported, including PDFs
- Fast and easy to use, with productivity features designed for business users

Ashish points to a few key features that set the solution apart:

Batch processing and PDF support: perfect for business

With other systems, documents may have to be submitted individually or text copied and pasted into the interface. The ability to submit a batch of documents, mix languages within the batch, and natively support PDFs (among other file formats), is a productivity enhancer for the team. It means they don't have to use precious time preparing documents for translation, when time is of the essence.

Format preservation: critical for clarity

Unlike some other tools tried, the Language Weaver output preserves the format of the document, keeping tables and headings intact during the translation process. This means the team can analyze the translated requirements in the same context as the original, without having to do any post-translation processing themselves. It makes it much quicker and easier for them to start their work.



Key benefits for Wärtsilä

- Up to 40% more time to spend on critical bid work
- Easy scalability: up to 6m characters processed at peak

The results

The implementation timeline was short and the software was ready for use with virtually no customization and a short learning curve. Although the neural MT models can be trained with client content to improve quality, to date Wärtsilä has found that the solution's out-of-the-box generic models are sufficient for its needs. Deployment started with German-to-English translation, but usage quickly expanded to other source languages.

Once users are added, they can access the system at any time and get near-realtime translation, fully automated with great visibility of progress, and good usage metrics.

The translation phase now takes just one or two days – including the time taken to add documents to Wärtsilä's document management system and distribute them – giving the team the extra time it needs for analysis and crafting of its response. Translation of the end result back into the customer's language still uses human expertise to achieve the right quality (a big part of the reason that preparing the final proposal still takes two out of the eight weeks available).

Others in Wärtsilä have noticed – and are looking to share in the productivity improvements. One department, upon receiving about 40 documents in French – around 500-600 pages overall – approached Ashish for help. He was able to process the whole package in less than 15 minutes.

"My colleague was impressed," he says. "He was convinced of the value."



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Results quantified

Two years since deployment, Wärtsilä has doubled the number of words passing through the system. The peak so far is six million characters processed at one time.

Reduction of initial translation time from around two weeks to around two days, with no pre- or post-processing, gives Wärtsilä up to 40% more time to dig deeper into bid requirements and provide better recommendations.

Given the scale and importance of this work, and the criticality of getting the details right, the ROI for the company is significant.

"RWS has removed our language barrier and given us time to process and analyze complex information captured in hundreds of technical documents," says Ashish.

"With more time to understand what's needed, my team can formulate more innovative and competitive responses, delivered efficiently and with high quality."

Discover more about Language Weaver

rws.com/language-weaver

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

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

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