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# MOSES CORE

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Deliverable D 4.6  
Industrial Outreach Web Presence and e-Communications Report

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## **Executive summary**

In 2014 main efforts of the online outreach were put into e-Bulletins, on-going Moses users research in the form of surveys and interviews, creating awareness about use cases, and creating a comprehensive summary of the MT Moses market in the form of a report that can be a valuable legacy beyond the MosesCore project.

This document gives an overview of the Industry Outreach activities. These activities comprised of user surveys among the participants in MT Showcase events as well surveys among broader circles of Moses users. Very interesting are the specific responses to a qualitative survey about the benefits of Moses included in the appendix to this report. All respondents are in agreement that Moses MT boosts the productivity of the translators and shortens the time to market. Over the period of the MosesCore project a total of 52 MT showcases have been presented (22 in 2014). All the presentations have been shared publicly and have had 28,000 viewers. In 2014 six e-bulletins have been published. The Moses online tutorial has had 6,348 views in 2014.

At the end of the MosesCore project the conclusion can be drawn – and testified through the outreach activities – that Moses has gained an undisputed position in the translation industry.

## **Participants**

TAUS is a leader of Work package 4 “Industry Outreach” and is supported by UEDIN and ALS (now Capita Translation and Interpreting).

## 1 Communications

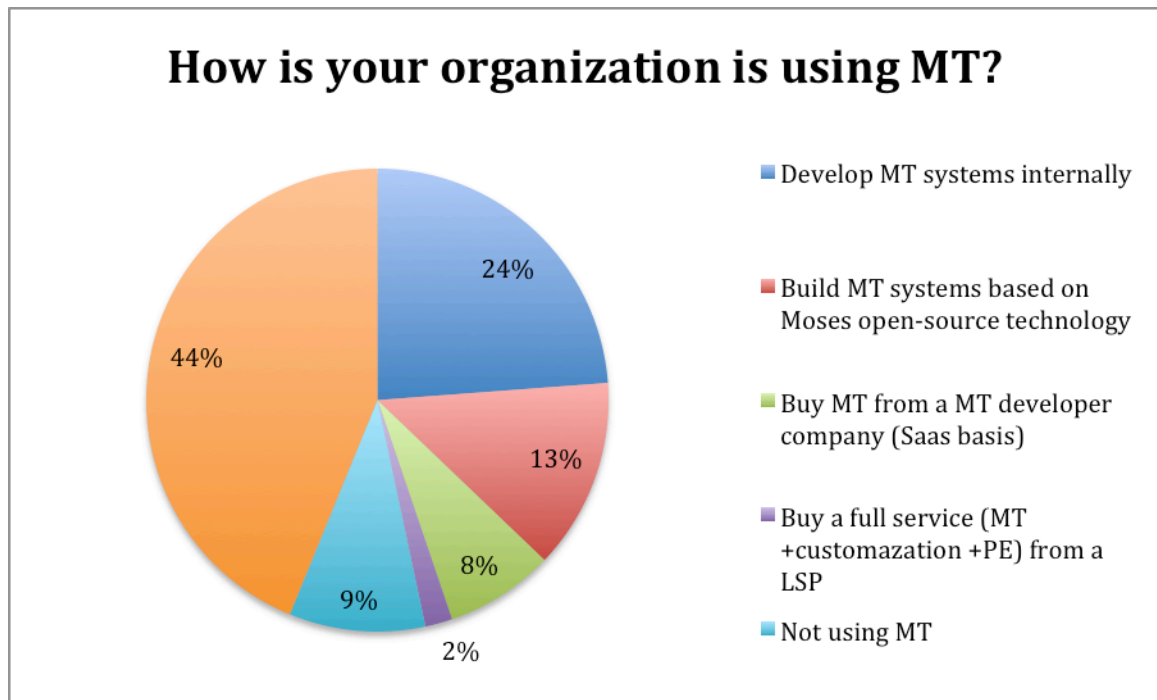
### 1.1 Market research and reporting

Taking into consideration remarks from the previous reviews, in 2014, in addition to the annual Moses user survey, we added short surveys that were carried out during MT Showcases in Dublin and Vancouver. These surveys had an aim to collect supplementary feedback about the Moses audience and the way it is currently used.

For more extensive information about the market for Moses MT we refer to deliverable 4.8.

#### 1.1.1 Moses Users Survey among participants of the MT Showcases

56 participants out of 102 filled in the surveys either during the events or in the digital follow up format. To avoid the confusion, it should be noted here that a number of participants gave multiple answers to the single questions.



**Chart 1.** How do you use MT?

Chart 1 shows that a majority of those who answered the surveys in 2014 deploy MT systems internally or build MT systems based on Moses open-source technology.

#### 1.1.2 Moses Audience Survey 2014

To continue the tradition of the annual research of the Moses audience, on the use of MosesCore resources including the Machine Translation and Moses Tutorial, Machine

Translation needs and how these can be addressed with an open source toolkit like Moses, we carried out the “MT and Moses Tutorial Moses users survey” in September 2014.

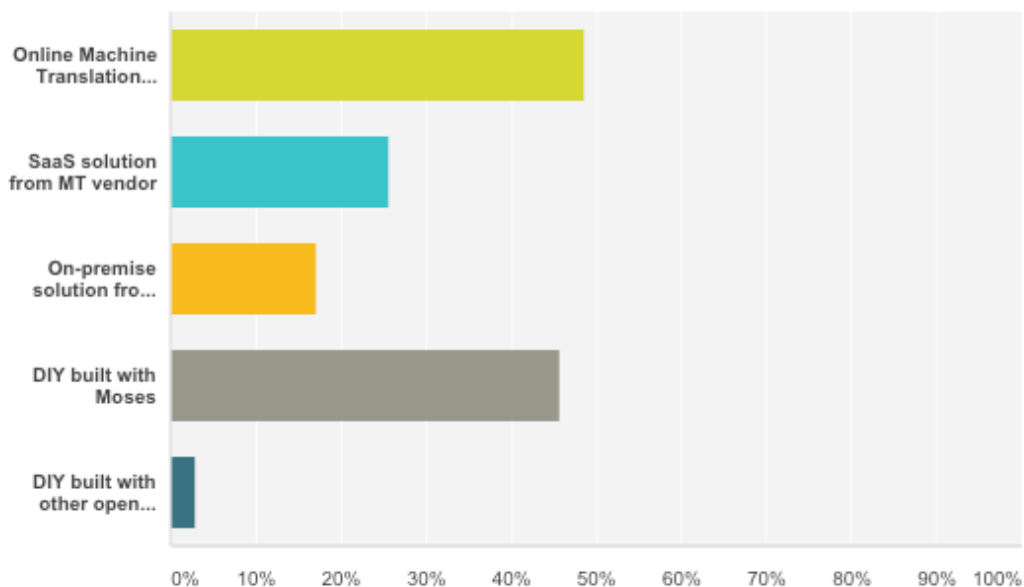
Two e-campaigns were organized in September and October to attract the respondents.

	Mailing	Unique open rate	Click and respond
September e-campaign	799	25,9%	6%
October e-campaign	842	25,2%	

Unfortunately, in spite of follow up emails and promotion of the survey on Social media, only 40 respondents took part in this online research.

### What Machine Translation System(s) are you using?

Answered: 35 Skipped: 5



Answer Choices	Responses
Online Machine Translation Provider (Google, Microsoft, Yandex, Baidu)	48.57% 17
SaaS solution from MT vendor	25.71% 9
On-premise solution from MT vendor	17.14% 6
DIY built with Moses	45.71% 16
DIY built with other open source system	2.86% 1
Total Respondents: 35	

Chart 2. What MT systems are you using?

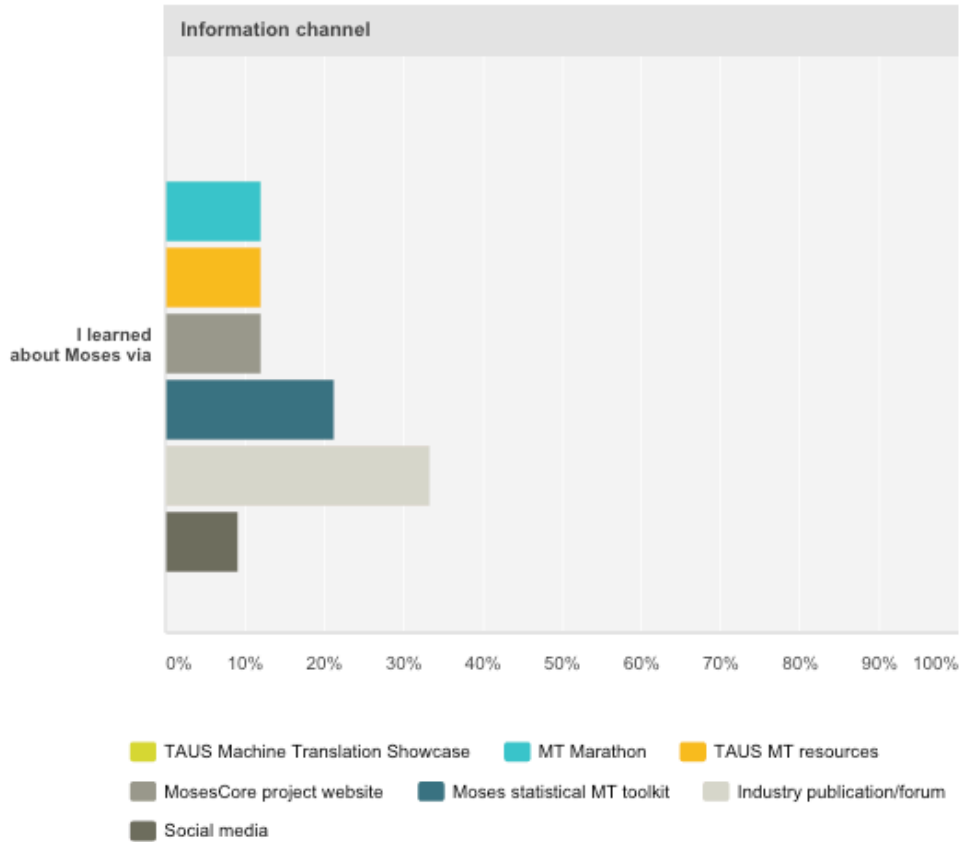
In the previous years we already noticed clear adoption patterns of the Moses open source package:

Model 1	Model 2	Model 3	Model 4
<b>Moses out-of-the-box</b>	Moses with open source/free add-ons	Commercialized Moses	Hybrid MT
<b>Download and build Moses and associated components yourself</b>	Pre-built installation to make getting started easier Additional scripts to support language industry needs	Web-hosted or self-hosted UI to build MT engines and translate documents Various add-ons for data cleaning, post-editing, language support etc	Moses combined with other MT technologies (e.g. RBMT engines) to provide high-quality MT output
<b>Numerous translation buyers, research institutes, software developers, language service providers and a technically savvy translator or two</b>  <b>Internal Users:</b>  <ul style="list-style-type: none"> <li><b>Adobe</b></li> <li><b>CrossLang</b></li> <li><b>eBay</b></li> <li><b>EMC</b></li> <li><b>European Commission</b></li> <li><b>Logrus</b></li> <li><b>SAP</b></li> <li><b>WIPO</b></li> </ul> <b>And many more (not publicly known)</b>	DoMY Moses for Mere Mortals Moses for Localization Capita TI MosesCore packages	Solutions:  <text> Alpha Engines DoMT IPTranslator Globalese KantanMT.com Language Studio Let's MT myMT PangeaMT Smartmate SmartEngine Sovee	EMTGlobal ProMT Translation Server Safaba Systran Enterprise Server

**Table 1.** Moses adoption models

## How did you learn about Moses?

Answered: 33 Skipped: 7



Information channel								
	TAUS Machine Translation Showcase	MT Marathon	TAUS MT resources	MosesCore project website	Moses statistical MT toolkit	Industry publication/forum	Social media	Total
I learned about Moses via	0.00% 0	12.12% 4	12.12% 4	12.12% 4	21.21% 7	33.33% 11	9.09% 3	33

**Chart 3.** How did you learn about Moses?

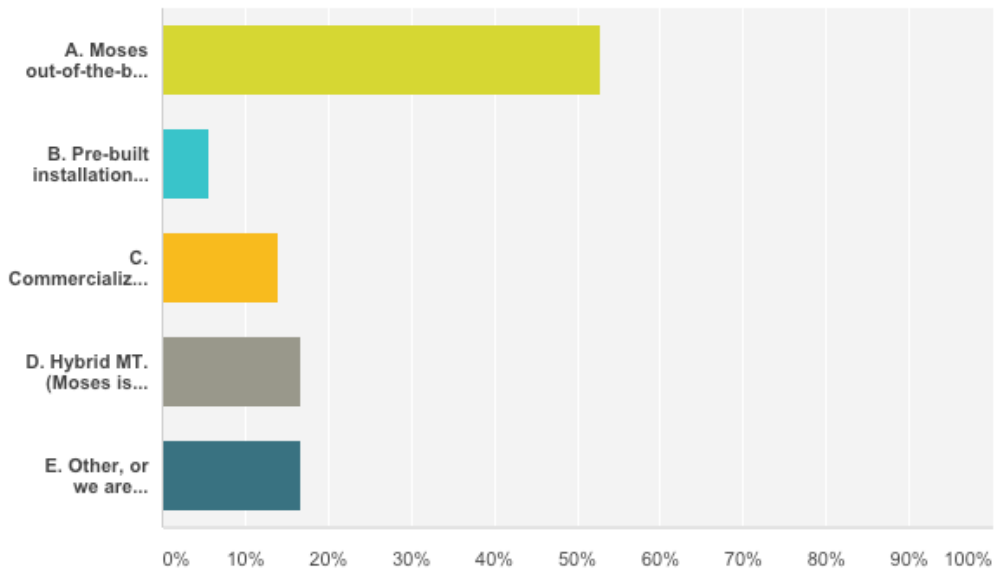
### 1.1.3 Short Moses Audience Survey, 2015

In January 2015 we started yet another Moses survey with an aim to get additional answers on how companies use Moses and what are the possible benefits as a result of using this open-source MT. On January 21, 36 personally invited industry representatives took part in this study. We see that a majority of these representatives are using Moses-out of the box

and that they are using MT as a productivity tool for translation production, combined with post-editing. See charts 4 and 5 for detailed results.

### How are you using Moses?

Answered: 36 Skipped: 0



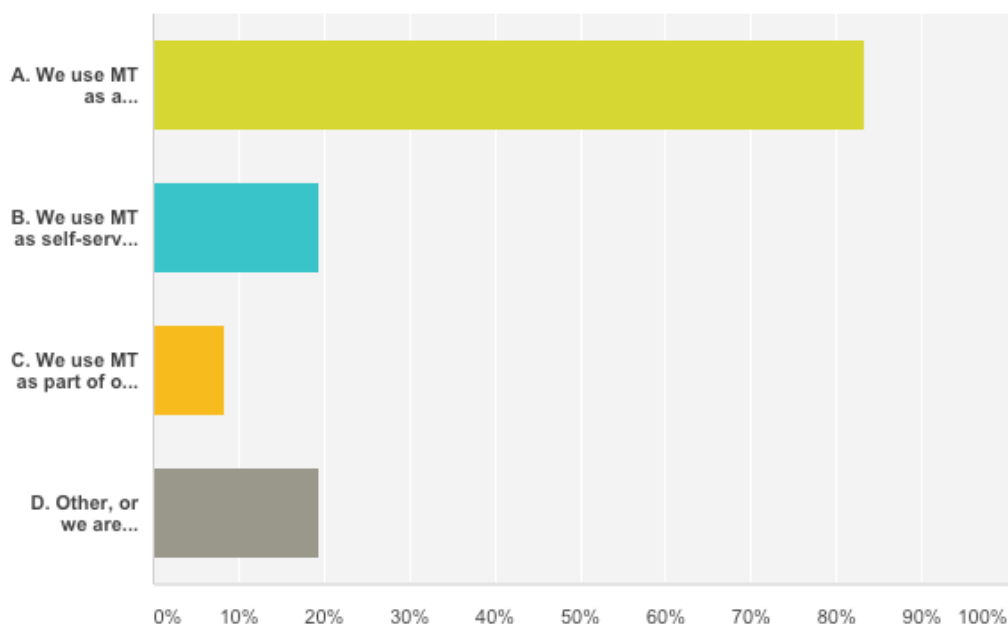
Answer Choices	Responses
▼ A. Moses out-of-the-box. (We download and build Moses ourselves.)	52.78% 19
▼ B. Pre-built installation. (We work with a Moses integrator and run it in-house.)	5.56% 2
▼ C. Commercialized Moses. (We use a commercial version of Moses from a MT vendor.)	13.89% 5
▼ D. Hybrid MT. (Moses is somehow built in a MT solution we are using.)	16.67% 6
▼ E. Other, or we are undecided. Please add comment below	16.67% 6
Total Respondents: 36	

**Chart 4:** Moses Survey 2015: how are you using Moses?



## What is your use case?

Answered: 36 Skipped: 0



Answer Choices	Responses
<input type="checkbox"/> A. We use MT as a productivity tool for translation production, combined with post-editing.	83.33% 30
<input type="checkbox"/> B. We use MT as self-service for our users on our web platform.	19.44% 7
<input type="checkbox"/> C. We use MT as part of our information discovery and analysis.	8.33% 3
<input type="checkbox"/> D. Other, or we are undecided. Please add comment below.	19.44% 7
Total Respondents: 36	

**Chart 5:** Moses Survey 2015. What is your use case?

Other questions we asked were:

- What are the benefits of using Moses for your organization?
- Can you share (approximate) data about the ROI that you are getting as a result of using Moses?

These questions were open, so we received many different answers. We see the comment that it saves time and cost and it increases the translator's productivity recurring many times. Other benefits named were that it supports any language combination and that it includes great support from the Moses community.

Many people were not able to share their ROI from using Moses. The ones that did ranged from 10 to 30%. Some of the people that weren't able to share concrete data did mention that using Moses was certainly profitable for them.

### 1.2 MT Showcases

Two MT Showcases took part in 2014.

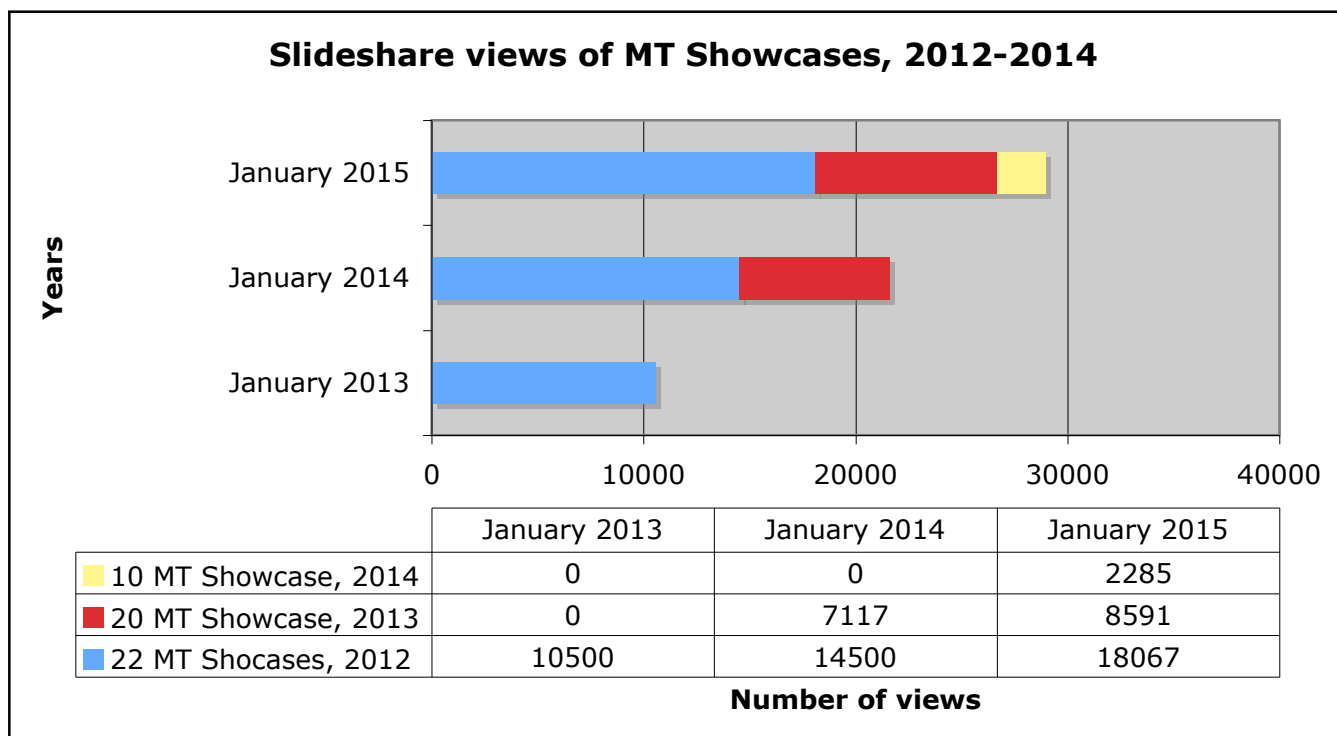
- MT Showcase in Dublin, Ireland, 4 June 2014
- MT Showcase in Vancouver, Canada, 29 October 2014

Ten use cases demonstrating various options of Moses implementation are publicly available on [Slideshare](#)<sup>1</sup>, [the MosesCore project website](#)<sup>2</sup> and the [TAUS translation section](#)<sup>3</sup> (see also D4.7: Report on third year’s industry outreach events). All presentations have a clear branding of MosesCore project in the form of a logo and the EC funded project description. Use cases are open for download and include an embedded contact form for any questions and remarks about the MosesCore initiative. In 2014 we started using Leadshare for the first time to capture feedback. We managed to extract 2 leads from this campaign.

Ten use cases from 2014 had been viewed a total of 2,285 times, making an average of 210 views per talk (21 January 2015).

Chart 6 shows an overview of the use case views in the period of 2012-2015 (data collected before 21 January 2015). It is worth to note that use cases from the previous years are still relevant and interesting to the audience and keep attracting new viewers.

**Chart 6.** Slideshare views of MT Showcases, Year 1-3



In addition to the MT Showcase we have also published four presentations from the Moses Industry Roundtable that took place on 26 October as part of AMTA Conference in Vancouver, Canada.

These presentations had a total of 518 views, making an average of 129,5 views per talk (data collected in the period of 16/10/2014-21/01/2015).

<sup>1</sup> <http://www.slideshare.net/search/slideshow?searchfrom=header&q=mosescore&sort=&co=&in=&at=>

<sup>2</sup> <http://www.statmt.org/mosescore/index.php?n=Main.Videos>

<sup>3</sup> <https://translate.taus.net/translate/mosescore/mosescore-resources#use-cases>

### **1.3 Publications**

Moses MT Market Report will be published at the end of January 2015. It gives an overview of the landscape of Moses Machine Translation: the history, its adoption by industry, estimates of market size and demographics, types of users and usages, the research agenda and future scenarios. It's a valuable source of information for everyone who is interested in MT and specifically in the Moses open-source MT system for use in government and industry.

### **1.4 E-Bulletins**

In year 3 of the MosesCore project we have released six e-bulletins, in the period from August 2014 to January 2015. The shortage of digital publications in the first half of 2014 was due to the lack of recent MosesCore resources and updates that were ready for public access.

In the summer of 2014 TAUS reassessed the communication strategy in relation to the Moses e-bulletins. As a result, from August 2014 these newsletters were not only about the news, but they also included inspiring MT use cases and technical updates of the Moses toolkit, when possible. Combining various newsworthy aspects in one monthly digest, Moses team targeted an audience that is interested in multiple aspects of MT adoption (development, operation, research).

To collect newsworthy use cases, we carried out 1-1 interviews with the industry leaders around the globe about their experiences with MT and Moses in particular. Results of these interviews were published in each issue of the MosesCore bulletin in the second half of 2014.

Issue	News covered	Use Case	Recipients	Unique Open rate
August	New on Moses toolkit 1 <sup>st</sup> half 2014; upcoming events; new publications	<a href="#">Trusted Translations</a> <sup>4</sup> (USA)	807	20,6%
September	New publications and upcoming events	<a href="#">LexWorks</a> <sup>5</sup> (France/USA)	388	29,1%
October	Moses User Survey; MT Marathon; Moses in Vancouver	<a href="#">Moravia</a> <sup>6</sup> (Czech Republic)	1031	31,8%
November	Moses presentations in Vancouver	<a href="#">bmmt</a> <sup>7</sup> (Germany)	946	28,5%
December	Introduction of MT talks; Moses V03; WMT15	<a href="#">Citrix</a> <sup>8</sup> (USA)	831	25,1%
January 2015	Moses toolkit update; Interesting facts about MosesCore; Moses in 2015	<a href="#">KantanMT</a> <sup>9</sup> (Ireland)	831	25,7%

**Table 2.** Overview of e-bulletins, 2014

January use case featuring KantanMT and their experience with Moses is republished on the [company blog of KantanMT](#)<sup>10</sup> with a monthly coverage of 691 unique views.

<sup>4</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=11a2b0b2101f2fd&cd=14ee099f36e7e20>

<sup>5</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=129de78302d834&cd=14ee099f3716059>

<sup>6</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=129de782f36155&cd=14ee099f3721027>

<sup>7</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=11a2b0b1eb5e89e&cd=14ee099f374a063>

<sup>8</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=11a2b0b20222ef3&cd=14ee099f37849f0>

<sup>9</sup> <http://zc1.campaign-view.com/ua/SharedView?od=11287eca3d591d&cno=11a2b0b203e4a42&cd=14ee099f37874f4>

<sup>10</sup> <http://kantanmtblog.com/2015/01/21/moses-use-case-kantanmt-com/>

## 2 Multimedia

### 2.1 Moses tutorial

Since 2014 the Moses tutorial is publicly available on [YouTube](#)<sup>11</sup>. Since this platform is mainly used for entertainment it might remove some of the context of the online learning environment. However it makes the tutorial content more discoverable and accessible.

In the period of July 2014-January 2015 eleven demos of tutorial were viewed in total of 2,306 times. This is in addition to views through the originally published tutorial on the TAUS website.

In 2014 the Moses tutorial on the TAUS website had 6,348 page views. On 21 January 2015 a list of users who have access to Moses tutorial grew to 1,233 contacts (590 unique registrations selectively for the Moses tutorial on the TAUS website, 643 registrations in combination with other resources).

During the MT Showcase 2014 we asked participants to identify their familiarity with the Moses Tutorial.

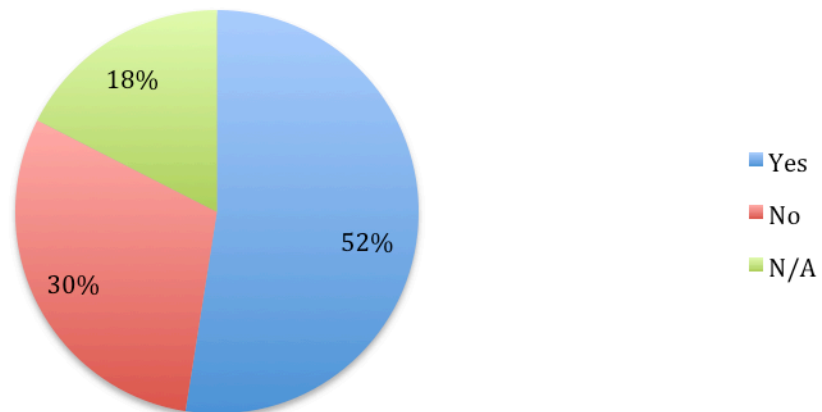


**Chart 7.** Familiarity with the TAUS MT and Moses tutorial, 2014

A similar question was stated as a part of the annual Moses Survey carried out in September 2014.

<sup>11</sup> <http://www.youtube.com/playlist?list=PLVjXYOjST-AokmIxpCr4GexcdtpeOliBc>

## Moses User Survey 2014: Are you familiar with MT & Moses tutorials?



**Chart 8.** Familiarity with the TAUS MT and Moses tutorial, Moses User survey 2014

As we have noticed in the results from 2013, a majority of respondents, being advanced in employing Moses technology, was not aware of Moses tutorial. In 2014 we have managed to attract attention of the digital audience to the tutorial. According to our surveys, more and more industry representatives became familiar with this free online study resource.

The tutorial TAUS compiled in collaboration with University of Edinburgh is also rated very well by respondents to our survey "MT and Moses Tutorial Users Survey 2014" – 77% rate it "good" or "very good" (scale: "very good", "good", "average", "poor").

### **2.2 MT Talks**

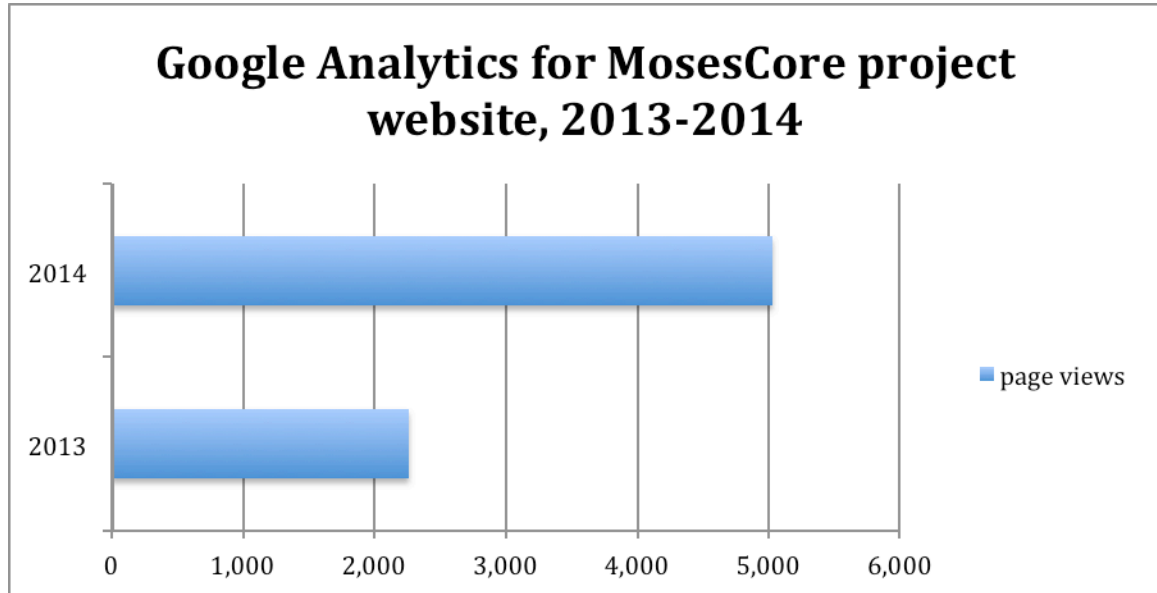
In December 2014, Consortium partner, Charles University (CUNI), has started recording a series of short talks to popularize MT and explain various aspects of the field in a compact and hopefully entertaining way. The initial three talks are publicly available on YouTube, accompanied with a [wiki](#)<sup>12</sup> for further details and pointers to other materials, as well as exercises. On 21 January these talks had in total 323 views on YouTube.

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<sup>12</sup> [http://mttalks.ufal.ms.mff.cuni.cz/index.php?title=Main\\_Page](http://mttalks.ufal.ms.mff.cuni.cz/index.php?title=Main_Page)

### 3 MosesCore website

In 2014 the MosesCore project website was used as a main platform to communicate about progress and results of the MosesCore project. This year we doubled the total number of page views (see Chart 9. Google Analytics for the MosesCore project website)



**Chart 9.** Google Analytics for the MosesCore project website, 2014

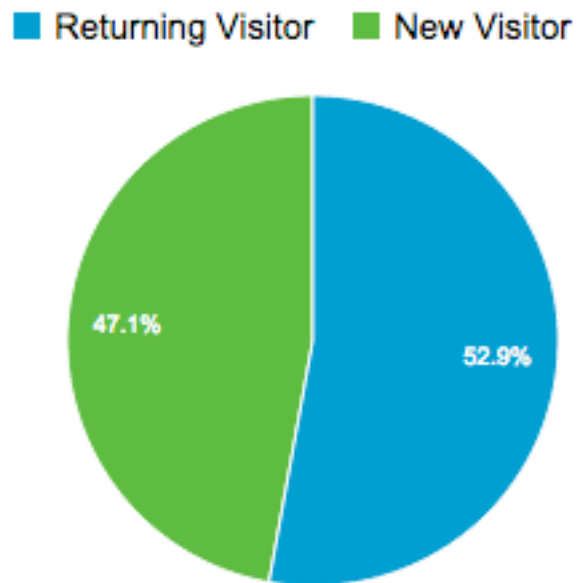
Table 3 presents an overview of site pages and the relative page views. Similar to the 2013 results, web search for information about the Moses events is on top of visitors' interests.

**Table 3.** In page Google Analytics, MosesCore project website, 2014

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	<b>5,028</b> % of Total: 100.00% (5,028)	<b>3,425</b> % of Total: 100.00% (3,425)	<b>00:01:13</b> Avg for View: 00:01:13 (0.00%)
1. <a href="#">/mosescore/</a>	<b>1,472</b> (29.28%)	<b>1,232</b> (35.97%)	00:01:07
2. <a href="#">/mosescore/index.php?n=Main.Events</a>	<b>752</b> (14.96%)	<b>576</b> (16.82%)	00:02:19
3. <a href="#">/mosescore/index.php?n=Main.MosesReleases</a>	<b>397</b> (7.90%)	<b>216</b> (6.31%)	00:01:25
4. <a href="#">/mosescore/index.php?n=Main.Publications</a>	<b>291</b> (5.79%)	<b>193</b> (5.64%)	00:01:16
5. <a href="#">/mosescore/index.php?n=Main.Videos</a>	<b>247</b> (4.91%)	<b>153</b> (4.47%)	00:01:32
6. <a href="#">/mosescore/index.php?n=Main.Tutorials</a>	<b>225</b> (4.47%)	<b>141</b> (4.12%)	00:01:12
7. <a href="#">/mosescore/index.php?n=Main.HomePage</a>	<b>194</b> (3.86%)	<b>131</b> (3.82%)	00:01:15
8. <a href="#">/mosescore/index.php?n=Main.Deliverables</a>	<b>180</b> (3.58%)	<b>111</b> (3.24%)	00:01:43
9. <a href="#">/mosescore/index.php?n=Main.News</a>	<b>179</b> (3.56%)	<b>122</b> (3.56%)	00:00:49
10. <a href="#">/mosescore/index.php?n=Main.Partners</a>	<b>157</b> (3.12%)	<b>125</b> (3.65%)	00:00:39



MosesCore site: Returning vs. New visitors

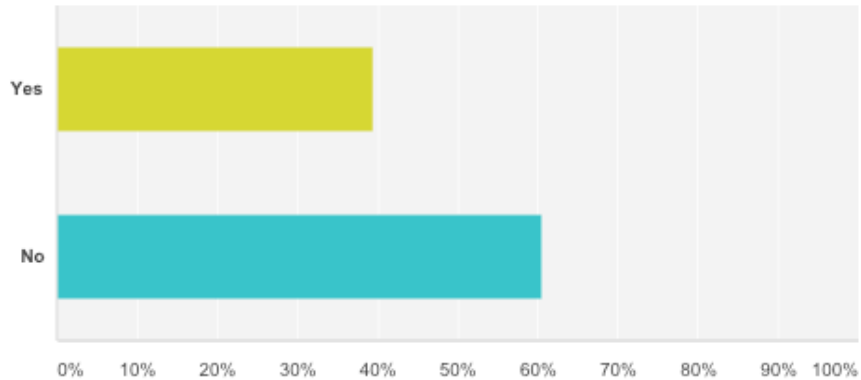


**Chart 10.** New vs. Returning visitors on the MosesCore project website, 2014

In spite of the fact that we continue to attract more visitors to the MosesCore website, the survey results show that 60% of the respondents who use Moses resources, use them from the MosesCore website. Site usability and Google search optimization are the attention points for our future MT related projects.

**Are you using the MosesCore online resources  
(<http://www.statmt.org/mosescore/>)? If yes,  
which documents specifically?**

Answered: 33 Skipped: 7



Answer Choices	Responses	Count
Yes	39.39%	13
No	60.61%	20
Total		33

**Chart 11.** Are you using MosesCore online resources?

To support the online presence of the MosesCore resource, in 2014 we carried on with the Moses dedicated pages on the TAUS website. Pages dedicated to Moses tutorial (6,348 page views), MT resources (663 page views) and MT newsletters (110 page views) are the top three mostly visited pages dedicated to Moses on the TAUS site.

In addition to the above-mentioned online resources on Moses, Consortium representative Professor Philipp Koehn, together with his colleagues from University of Edinburgh, used and periodically updated a number of complimentary wiki sites dedicated to SMT and Moses in particular.

	Description	Annual Page views 2014
<a href="http://www.statmt.org/moses/">http://www.statmt.org/moses/</a> <sup>13</sup>	Wiki site dedicated to Moses toolkit	290,095
<a href="http://homepages.inf.ed.ac.uk/pkoehn/">http://homepages.inf.ed.ac.uk/pkoehn/</a> <sup>14</sup>	Personal page of Philipp Koehn, featuring his SMT projects and research	11,771
<a href="http://www.statmt.org/ued/?n=Public.Publications">http://www.statmt.org/ued/?n=Public.Publications</a> <sup>15</sup>	Website of the SMT	6,548

<sup>13</sup> <http://www.statmt.org/moses/>

<sup>14</sup> <http://homepages.inf.ed.ac.uk/pkoehn/>

	group at University of Edinburgh	
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**Table 4.** Dissemination activity by Consortium partners

The image below shows the statistics for the MosesCore web site from the start in 2012 until the date of writing this report (26 January 2015).



<sup>15</sup> <http://www.statmt.org/ued/?n=Public.Publications>

#### 4 Social media campaigns

In 2014 TAUS continues to use social media to promote Moses and the MosesCore efforts in spreading of open MT. All consortium members were encouraged to use #MosesCore to promote Moses publications and events. This hashtag was used on Twitter 80 times in 2014.

In July 2014 TAUS created a dedicated LinkedIn Group with an open access for everyone who is interested in SMT.

Posts	Members	Comments
19	49	3

[Moses Google+ Group](#)<sup>16</sup> did not get a momentum unfortunately. This group did not have any audience activities rather than activities from the TAUS administrators.

Posts in 2014	Follower	Views
53	12	5, 245

Twitter (@MosesSMT)

Tweets	Follower	Retweets
8	523	41

Twitter activity by Consortium members

Consortium partner	Twitter accounts	Tweets	Retweets
TAUS	@T21Century @Yulia_TAUS @TAUS_Data @AchimRuopp @AnneMaj_TAUS @tausdqf	66	2
University of Edinburgh	@bazril	10	2
Charles University			
Capita TI			
FBK			

<sup>16</sup> <https://plus.google.com/108294242360153392968/posts>

## 5 General conclusions

### Progress on Action points for 2014

Actions	Status	Comments
We will make all MosesCore related TAUS reports downloadable directly from MosesCore page without registration	Done	
We will make the Machine Translation and Moses tutorial videos visible/searchable on YouTube	Done	
We will continue to make the slides from the MosesCore events (organized by TAUS) publicly available on Slideshare	Done	
We will add lead generation to the slides to encourage leaving contact information voluntarily in order to be able to follow up with interested parties for in-depth feedback requested by the consortium	Done	We received feedback from 2 people
We will add the slides from Tilde for the October 2013 MT Showcase	Done	
To increase discoverability of resources we add and maintain links on the MosesCore site to related projects and the numerous Moses-based industry solutions ( <a href="http://statmt.org/mosescore/index.php?n=Main.OtherProjects">http://statmt.org/mosescore/index.php?n=Main.OtherProjects</a> )	Done	
To improve the tracking of the impact of the different outreach activities we are planning to improve the user tracking across different online properties by improving user tracking on statmt.org and track users across the statmt.org and taus.net domains using Google Analytics. This also includes adding robots.txt rules to statmt.org to improve the analyzability of web server access logs.	Partly	Gained access to Google analytics for statmt.org/moses; analyzed server access logs and requested robots.txt change
Supplementary TAUS will continue to be actively involved in social media for the MosesCore project. Optimization of social media channels remains a challenging task. As Facebook and LinkedIn groups had a private character and did not have much weight in our communication campaigns, we have decided to focus our effort on Twitter and Google+ only in 2014 (Q1, 2). The private character of the LinkedIn group is due to a technical limitation we cannot fix. We intend to encourage users to join the Google+ group and close the LinkedIn group.  (Q3, 4) Increase public interaction and improve community management on Twitter and Google+. Through mutual efforts of the consortium members in generating the relevant and up-to-date content about MosesCore and Open MT, we strive to grow our presence on Twitter (@MosesSMT) to 500, and 100 followers on Google+ till the end of 2014. To support these plan TAUS will approach its members with a special request to follow and engage in Moses activities on social media.	Partly	In the summer of 2014 consortium decided to disconnect Google + page and focus on the new Linked in page and personal twitter activity.
Attract existing Moses community to the MosesCore website. At the moment the average number of visits is 159 a month. In 2014 we plan to increase it to 200 by means of cross-references with Social media channels and TAUS Labs, as well as by improving the CEO.		

<p>With the market developments we observed in the Moses User Survey reports in past years and in order to capture more qualitative feedback requested by the MosesCore project leader, Barry Haddow, we plan to interview internal users of Moses (mainly at large companies like Oracle and large organizations like the European Commission) and Moses integrators (for a list see section 1.1.1). We also plan to interview more individuals or SMB users of Moses, although they are hard to come by. The interview responses and additional original market research by TAUS will be compiled into a comprehensive Moses Market Report, which will take the place of the smaller scoped deliverable D4.8.</p>	Done	Interviewed 20 industry users of Moses
<p>We will add communication to the Moses user base and the larger industry community advertising the tutorial. We will later survey the existing tutorial users and newly recruited users on the tutorial and feedback on Moses in general and feedback for novice users in particular.</p>	Done	
<p>Our communication activities will keep their informative character. In 2014 we will carry on e-bulletins focused on the Moses use case stories, reports and research results.</p>	Done	

## Appendix: Benefits of using Moses

### Benefits of using Moses

In January 2015 we conducted another short survey about the benefits of using Moses. We sent requests to 70 companies to fill in this short survey and 37 (53%) people filled in the questionnaire. Of the 37 respondents 22 companies requested that we do not mention them in the report. Below are the responses from 15 diverse types of users of Moses all based in Europe, except for one translation service provider who is working in Japan but is cooperating with a Europe bases Moses integrator.

<b>Company/country</b>	Citrix / UK
<b>Type of use</b>	We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	Cost and time benefits
<b>Return on Investment</b>	For some languages, translation cost and time can be reduced to one third of human translation - applies to romanic languages es. and fr.

<b>Company/country</b>	Alpha CRC / UK
<b>Type of use</b>	We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	Moses allows us to have MT within the production system at Alpha CRC, in a transparent and unaligned way. It benefits from being both free, and it supports any language combination. Another benefit is the support from a broad and well-funded development community. Alpha CRC prefers the fact that it is a statistical machine translation system, despite the fact that it takes a background in computational linguistics to operate Moses (we have a team of 5 full-time staff working on the development). We see Moses as a very flexible and powerful collection of software modules rather than a single system. We use that fact and build out the modules in innovative ways.
<b>Return on Investment</b>	Sadly this data is not shareable for the moment - mostly due to the fact that it is a work in progress which we are measuring over a long period of time - and is a compilation of lots of different types of usage.

<b>Company/country</b>	Unbabel / Portugal
<b>Type of use</b>	We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	We use Moses as our Translation Engine on a Post-Edit translation service.
<b>Return on Investment</b>	We don't have the data yet since we are still in development on the pipeline that uses Moses.

<b>Company/country</b>	KantanMT / Ireland
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.)

<b>Benefits aimed for</b>	We use MT as a productivity tool for translation production, combined with post-editing. Moses allows our clients translate more, faster! A localization strategy based on human-effort alone is not a practical solution for many of our clients. This is why they've invested heavily in Translations and Process automation. Moses adds velocity to translation speeds, improved productivity to editing and review and significantly adds to the translation capacity of any organization.
<b>Return on Investment</b>	The number #1 benefit our clients get from investing in a KantanMT engine (which is based on a modified MOSES Core project) is translator productivity and this can range from 30% - 300% depending on content type, domain and customized engine. This impacts other indirect savings such as savings on L10N budgets ( in the range of 30% - 70%)., time-to-market (critical for all our clients) in the range of 30-50% and an increase their organizational capacity to translate additional volumes of texts (which otherwise would not be translated.).

<b>Company/country</b>	Lingua Custodia / France
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.)
<b>Benefits aimed for</b>	We use MT as a productivity tool for translation production, combined with post-editing.
<b>Return on Investment</b>	Moses is a core element of our business model.

<b>Company/country</b>	Tilde / Latvia
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.)
<b>Benefits aimed for</b>	We use MT as a productivity tool for translation production, combined with post-editing. We use MT as self-service for our users on our web platform. It allows us to create best MT solutions for our clients.
<b>Return on Investment</b>	At the moment it is hard for us to give you such an information.

<b>Company/country</b>	Memsources / Czech Republic
<b>Type of use</b>	We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	Translation productivity boost.
<b>Return on Investment</b>	Our customers report on average 10% cost savings..

<b>Company/country</b>	Euroscript / Luxembourg
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.)
<b>Benefits aimed for</b>	We use MT as a productivity tool for translation production, combined with post-editing. We use MT as self-service for our users on our web platform.
<b>Return on Investment</b>	Faster turnaround, lower translation costs

<b>Company/country</b>	Crosslang / Belgium
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.)



	We are building Moses systems for clients. We use MT as a productivity tool for translation production, combined with post-editing. We use MT as self-service for our users on our web platform. We use MT as part of our information discovery and analysis.
<b>Benefits aimed for</b>	Clients realise that customisation fees with commercial systems are high on top of paying usage fees or licence fees. In the case of Moses implementations the customisations fees remain but clients own their systems and are not "punished" for their own success
<b>Return on Investment</b>	There are too many parameters for measuring ROI and too many different use cases to provide a meaningful answer

<b>Company/country</b>	Centrum Lokalizacji C&M / Poland
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.) We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	We are translation vendors for companies that does not have their own engines, but insist on using MT. This is our industry advantage.
<b>Return on Investment</b>	around 100k usd yearly

<b>Company/country</b>	Capita / UK
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.) We use MT as a productivity tool for translation production, combined with post-editing. We use MT as self-service for our users on our web platform.
<b>Benefits aimed for</b>	We have built SmartMate as a stand-alone MT solution, providing both an on-premise version and a cloud solution. We also use Moses as part of our MT and Post Editing process
<b>Return on Investment</b>	We are currently measuring our return both on productivity and direct sales of SmartMate and the combination is giving us an ROI of 14%, including all running costs of our SmartMATE team.

<b>Company/country</b>	Global Textware / Netherlands
<b>Type of use</b>	Moses out-of-the-box. (We download and build Moses ourselves.) We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	The use is still limited but we're planning to integrate it into our workflow system in 2015.
<b>Return on Investment</b>	No exact data yet but due to the limited use the ROI is still minus.

<b>Company/country</b>	Hunnect / Hungary
<b>Type of use</b>	Hybrid MT. (Moses is somehow built in a MT solution we are using.) We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	Cost-efficiency
<b>Return on Investment</b>	600,000 words processed with MT

<b>Company/country</b>	Kawamura International / Japan
<b>Type of use</b>	Commercialized Moses. (We use a commercial version of Moses from a MT vendor.) We use MT as a productivity tool for translation production, combined with post-editing.
<b>Benefits aimed for</b>	Moses is open source platform and therefore the cost is less expensive.
<b>Return on Investment</b>	We started the investment on MT +PE solution in this fiscal year, so we are not able to estimate the actual ROI or whatever KPIs yet.

<b>Company/country</b>	tauyou language technology / Spain
<b>Type of use</b>	Hybrid MT. (Moses is somehow built in a MT solution we are using.) We use MT to help translation companies.
<b>Benefits aimed for</b>	Good state-of-the-art technology we've been using for 7 years. It reduced our time to market in 2008. It's easy to integrate our own tools and processes to improve the engines. It's the de-facto standard and lots of research published
<b>Return on Investment</b>	