

Professional Translation
Services since 1998

apex
TRANSLATIONS®



SmartGrade™ – Translations tailored to fit your needs



ISO 17100:2015 &
18587:2017 CERTIFIED

Customer Review Rating
“Excellent” ★★★★★





Translations tailored to fit your needs

Grades typically refer to categories assigned to products with the same broad functional use, but different technical requirements. For example, the automotive industry defines three grades of bolts – all of which fasten objects together, but which differ significantly in their strength and suitability for particular applications. This approach has been used successfully for many years and has proven to be highly effective in assuring that the performance of the product matches the requirements of the intended purpose.

Similarly, grading translations can also be a highly effective way to assure that translations provided by Apex matches your expectations.

Translation buyers usually cannot directly verify whether a language service meets their requirements. Grades can help this by redirecting the focus on value. Grading accomplishes this by describing different sets of requirements depending on usage scenarios. When translation buyers know which grade they need, they can also compare prices directly, knowing that they are applying an apples-to-apples comparison.

The service level grades outlined in this document – Grades I, II, and III – should not be confused with quality levels, which focus on typically undefined or ill-defined expectations - not uncommon in the translation industry.

Instead, the grades as they are applied here focus on the requirements for different usage scenarios and the type (grade) of translation most likely to meet them.

Different usage scenarios require different service level grades.

Apex offers SmartGrade™, an innovative concept that distinguishes between three distinct grades of translation services to best meet your translation requirements.

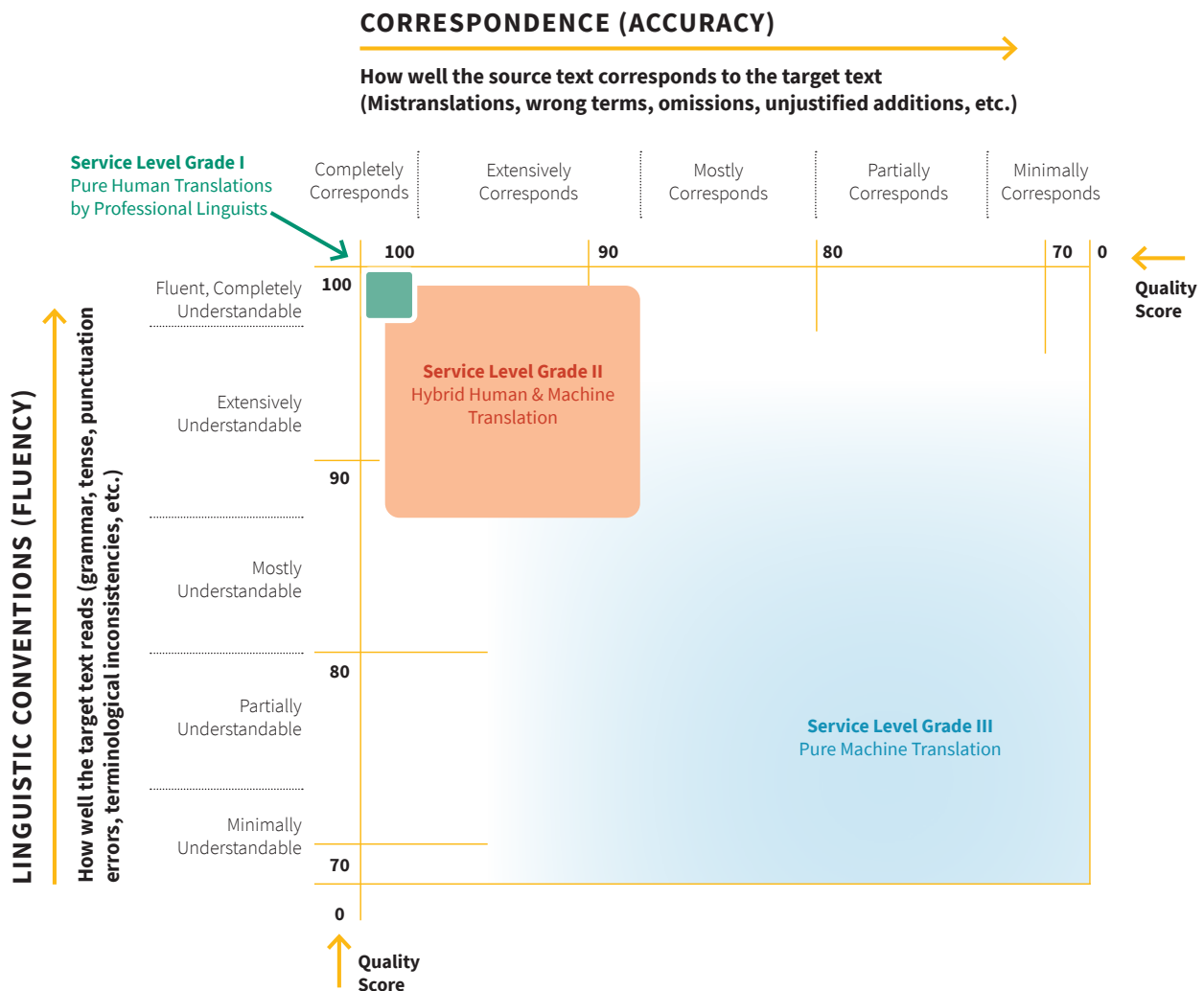
	Service Level Grade I Translations DEFAULT	Service Level Grade II Translations	Service Level Grade III Translations
Definition	Pure human translation by professional linguists - our standard translation process.	Hybrid between AI machine translation and human translation by professional linguists	Pure AI machine translation
When used	When first-class translation quality is required.	When an additional degree of flexibility for meeting limited budgets and/or tight deadlines is required and some quality degradation can be accepted.	When your project needs to be completed rapidly and translation errors do not play a significant role.
	Texts with a high risk of harm if there are substantial errors	Text with a moderate risk of harm if there are substantial errors	Texts with a low risk of harm if there are substantial errors
Translation process	<p>Translations are completed by a team of professional linguists (translators, bilingual editors and reviewers). This method produces the highest level in accuracy and fluency using the following process steps:</p> <ul style="list-style-type: none"> • Project setup and document preparation • Project review • Translation by professional linguist(s) • Bilingual editing (revision) of the translation by independent editor(s) • Final review by our professional proofreading team and project manager 	<p>Translations are typically completed using AI-supported translation software (machine translation) and post-edited by professional human linguists using the following process steps:</p> <ul style="list-style-type: none"> • Project setup and document preparation • Project review • Raw Machine translation • Post-editing of the machine translation by professional linguist(s) • Final review by our professional proofreading team and project manager 	<p>Translations are completed using AI-supported translation software (machine translation only using the following process steps:</p> <ul style="list-style-type: none"> • Project setup and document preparation • Raw Machine translation • Final review by project manager
Applicable ISO Quality Standard	ISO 17100:2015	ISO 18587:2017	NA
Applications	<ul style="list-style-type: none"> • Legal translations such as court filings or depositions, etc. • Patents • Medical texts such as diagnoses, prescriptions, or instructions for use (IFUs), etc. • Sensitive engineering documents • Software user interfaces • Marketing webpages, high-profile marketing content • Any translations that are required to be certified 	<ul style="list-style-type: none"> • Internal reports • Meeting minutes • Service documents or manuals • Informal emails <p>Certification of our translation is not available for this service level.</p>	<ul style="list-style-type: none"> • Triage (to decide whether to request a higher grade) • Gisting (to decide whether content is relevant to a particular task) • Corporate tech support articles • Automated data mining, e.g., information discovery • User-generated content of uncertain value <p>Certification of our translation is not available for this service level.</p>
Pricing & Turnaround Time	Baseline	50 to 60 % of baseline (*)	5 to 10 % of baseline (*)

(*) Assuming the source document is available in editable format, e.g., Microsoft Word and has an average level of complexity in terms of layout, graphic elements, etc.

The three different grades relate to the following two main error categories of a translation, which are the main contributors to translation quality:

- 1 **Correspondence (Accuracy):** How closely does the target match the source text? This category includes errors such as mistranslations, wrong terms, omissions, unjustified additions, etc.)
- 2 **Linguistic Conventions (Fluency):** How well does the target content read on its own and how well it is expressed? This category includes grammar, tense, punctuation errors, terminological inconsistencies, etc.)

The image below shows the relationship of the above error categories graphically:



The quality score indicated above is assessed based on Apex's analytical scoring model. Details about this model can be provided upon request.

The following provides additional details about the translation process associated with each service level grade:

→ **SERVICE LEVEL GRADE I TRANSLATIONS:**

The approach to translations in this category is our default approach and is based on the concept of “human translation”. This method produces the highest level in accuracy and fluency and involves a team of professional linguists to manually perform the translation and the associated quality assurance work (bilingual editing, review, etc.) that is required to produce a high-quality product. The linguists must be highly skilled and qualified in both the source language and the target language, as well as have an excellent understanding of the subject matter field addressed in the text.

In order to produce a high level of quality and accuracy as well as to ensure that the services provided are reliable and consistent, Apex complies with the industry-specific ISO 17100:2015 quality standard. This certification is important as it guarantees the integrity of the work and provides assurance to our clients.

The required steps as specified in the ISO 17100:2015 quality standard are as follows:

- Project setup and document preparation
- Project review
- Translation by professional linguist(s)
- Bilingual editing (revision) of the translation by independent editor(s)
- Final review by our professional proofreading team and project manager

The following services can be included at no additional cost depending on project requirements:

- Collaboration with client’s reviewer
- Terminology management
- Translation memory management

→ **SERVICE LEVEL GRADE II TRANSLATIONS:**

Translations in this category are typically produced by AI-supported computer software (machine translation) and includes a process commonly referred to as post-editing which is performed by professional human linguists.

Post-editing is a process of refining machine translation results by a professional linguist to make the translation more accurate and natural in the target language. The post-editor has the same skills and qualifications as a linguist used for human translations used for Service Level Grade I translations. The linguist corrects mistranslations, typos, omissions, syntax and context issues, etc., in the machine translation output, thus ensuring that the end result is of a higher quality.

The translation process is described in detail in the ISO quality standard 18587:2017 with which Apex complies. It is designed to produce an acceptable level of quality and accuracy. This certification is likewise important, as it guarantees the integrity of their work and provides assurance to our clients.

The required steps as specified in the ISO 18587:2017 quality standard are as follows:

- Project setup and document preparation
- Project review
- Raw machine translation
- Post-editing of the translation by professional linguist(s)
- Final review by our professional proofreading team and project manager

The following services can be included at no additional cost depending on project requirements:

- Collaboration with client's reviewer
- Terminology management
- Translation memory management

The pricing for machine translation plus post-editing depends on a variety of factors such as the file format of the source document, the complexity of text, language combination, presence of graphic elements that may need to be localized, formatting requirements, etc. Assuming the source document is available in editable format, e.g., in Microsoft Word and has an average level of complexity in terms of layout, graphic elements, etc., the cost is approximately 50-60% of a human translation that is applied to Service Level Grade 1 translations. You should also expect a shorter turnaround time, which is typically commensurate with the reduction in pricing.

→ SERVICE LEVEL GRADE III TRANSLATIONS:

These translations typically involve pure machine translation, which is AI-supported software that produces translations of text directly from its source language to the target language, without any editing or post-translation review by a professional linguist (machine translation). It is typically used when a quick translation of the original text is needed (gisting), or when there are not enough resources available to produce an accurate, human-generated translation.

This approach can produce translations rather quickly, but its results should not be considered as reliable. The translations it produces often do not discern the context based on subject area thus producing a translation with varying degrees of inaccuracies that are usually not suitable for professional or business use. For example, since raw machine translation does not consider the cultural context of a phrase or sentence, it can produce results that are confusing and may even be offensive.

The required steps to translate content using the machine translation approach are:

- Project setup and document preparation
- Raw machine translation
- Final review by our project manager

The pricing for machine translation depends on a variety of factors such as the file format of the source document, the complexity of the text, language combination, presence of graphic elements that may need to be localized, formatting requirements, etc. Assuming the source document is available in editable format, e.g., in Microsoft Word and has an average level of complexity in terms of layout, graphic elements, etc., the cost is approximately 5-10% of a human translation that is applied to Service Level Grade 1 translations. You should also expect a significantly shorter turnaround time, which is typically commensurate with the reduction in pricing.

There may be nuances and complexities in certain translation projects that would benefit from a more tailored approach. In such cases, we encourage you to discuss your specific requirements with us so adjustments can be made. This ensures that the translated content will meet all of your expectations before finalizing an agreement.

We look forward to working together with you on your next translation project!

The Apex Team