

Professional Translation
Services since 1998

apex
TRANSLATIONS®



SmartGrade™ –
Translations tailored
to fit your needs



ISO 17100:2015 &
18587:2017 CERTIFIED

Customer Review Rating
“Excellent” ★★★★★



SmartGrade™ – 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 match your expectations.

Translation buyers usually cannot directly verify whether a language service meets their requirements. A grading system can assist buyers by redirecting the focus on value for intended use. Grading accomplishes this by describing different sets of requirements depending on usage scenarios. When translation buyers know which grade best meets their needs, 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 is offering three distinct service level grades to best meet customer requirements. The table below summarizes the key features and characteristics for each service level grade:

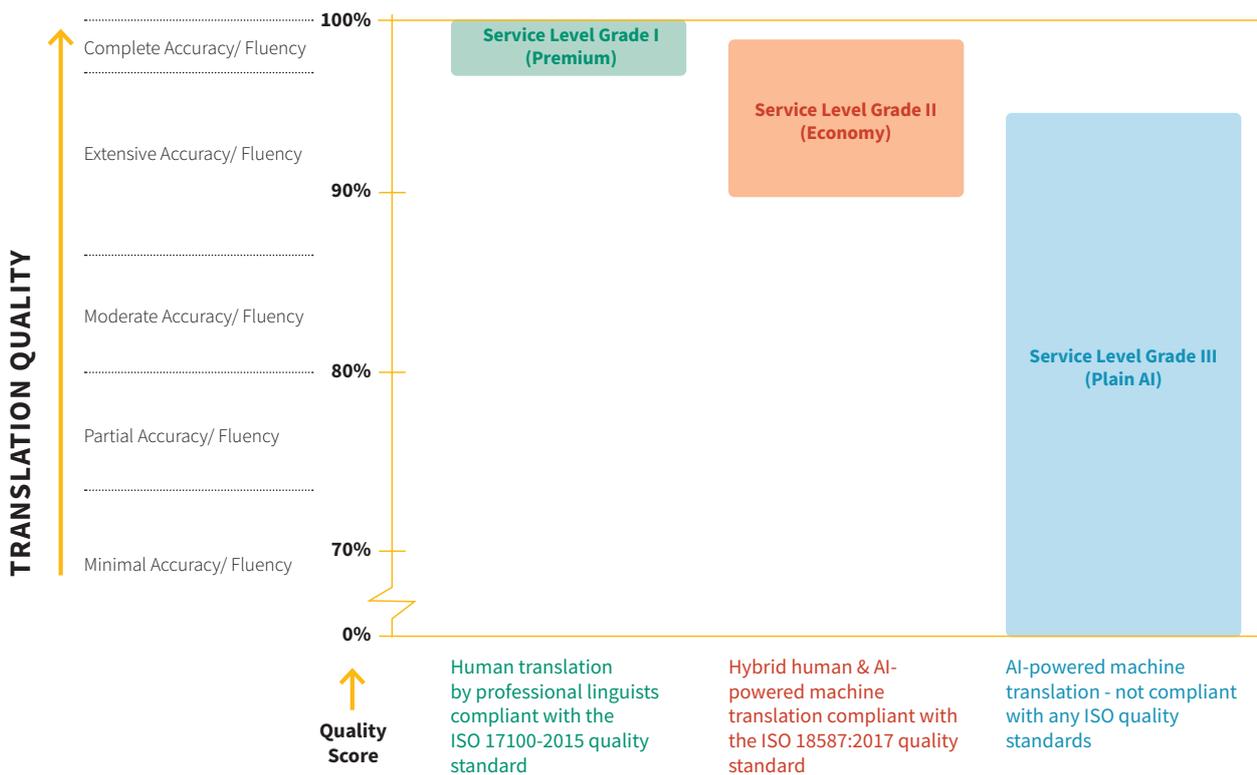
SmartGrade™ by Apex Translations

	Service Level Grade I Translations (Premium) DEFAULT	Service Level Grade II Translations (Economy)	Service Level Grade III Translations (Pure AI)
Definition	Human translation by professional linguists, our premium translation process.	Hybrid between AI-powered machine translation and human translation by professional linguists.	AI-powered 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 getting the meaning across is more critical than a highly polished document.	When your project needs to be completed rapidly and you need to get the gist of what is being said.
	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 completed using AI-powered 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 • AI-powered 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-powered translation software (machine translation) only using the following process steps:</p> <ul style="list-style-type: none"> • Project setup and document preparation • AI-powered machine translation • Final review by project manager
Complies with 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 (*)	1 to 2 % of baseline (*)

(*) Assuming the source document(s) are available in editable format, e.g., Microsoft Word and have an average level of complexity in terms of layout, graphics, etc., and the translation volume exceeds our minimum threshold.

SERVICE LEVEL GRADE VS. TRANSLATION QUALITY

The chart below graphically illustrates how the translation quality and score varies with the three different service level grades in terms of accuracy and fluency:



Our scoring model used in quantifying the quality score is highly adaptable and capable of meeting virtually any specific needs of our clients. Details about our scoring 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 (PREMIUM):**

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 according to international standards, Apex complies with the industry-specific ISO standards ISO 17100:2015. This certification holds great significance as it guarantees the integrity of the translated text and provides clients with the confidence that all processes were appropriately followed to produce first-class translation quality.

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

- 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 depending on project requirements:

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

→ **SERVICE LEVEL GRADE II TRANSLATIONS (ECONOMY):**

Translations in this category are produced by AI-powered machine translation software and include a process performed by professional human linguists commonly referred to as post-editing.

Post-editing is a process of refining machine translation results by professional linguists who are 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 your text 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. This certification holds great significance as it guarantees the integrity of the translated text and provides clients with the confidence that all processes were appropriately followed to produce the intended quality outcome.

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

- Project setup and document preparation
- Project review
- AI-powered 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 depending on project requirements:

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

Pricing - 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., and further assuming that the translation volume exceeds our minimum threshold, the cost is typically 50-60% of that required for our Service Level Grade 1 (Premium) translations.

Turnaround time - you should also expect a shorter turnaround time, which is ordinarily commensurate with the reduction in pricing.

→ SERVICE LEVEL GRADE III TRANSLATIONS (PURE AI):

These translations involve AI-powered machine translation 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. This service level is primarily engaged when a translation is needed on short notice and/or for the purpose of understanding the gist of the original text. Alternatively, this may be an ideal solution if your project budget is limited or if the time required to render an accurate, fully human-generated translation (Service Level Grade I), or a post-edited machine translation (Service Level Grade II) is simply not available.

This approach can produce translations rather quickly; however machine translations should not be considered fully reliable or on par with the quality of a human translation. For example, AI-powered machine translation software is often unable to discern subject matter-related context, thus producing a translation with varying degrees of inaccuracies that are usually not suitable for professional or business use. Additionally, since raw machine translation does not always consider the cultural context of a phrase or sentence, it may produce results that are confusing and potentially even offensive.

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

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

Pricing - 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., and further assuming that the translation volume exceeds our minimum threshold, the cost is typically 1-2% of that required for our Service Level Grade 1 (Premium) translations.

Turnaround time - you should also expect a shorter turnaround time, which is ordinarily 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 that any necessary 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!

Your Apex Team