

# TAUS DQF Aggregated Solution

## Scoping document 1.0

Invitation to participate in defining an aggregated solution for TAUS DQF

**Initiative chaired by TAUS & Microsoft**

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Companies invited are all companies represented by TAUS Advisory Board:

**Cisco, Dell, eBay, Google, Lionbridge, Moravia, Oracle, PTC, VMware, Welocalize**

Plus the following TAUS enterprise members:

**Amazon, Intel, PayPal, SDL, Alpha CRC, LDS Church**

## 1. Motivation for this initiative

DQF is increasingly referenced and adopted as a framework for evaluating, tracking and benchmarking translation productivity and quality. In its current set-up all translated segments and metadata are sent to the DQF server where the scores are calculated and used to generate the reports on the TAUS Quality Dashboard. Microsoft and other TAUS members prefer an alternative set-up in which the scores are aggregated on their own side before being sent to the DQF server. The benefit of this set-up is that the translation data does not have to be transferred. Pre-condition of this alternative set-up is that the aggregated scores are calculated in the exact identical way to ensure that the reports on the Quality Dashboard are truly reliable and dependable.

The motivation for this initiative is to get consensus on:

- the **type of reports and level of granularity** that members and users like to see on the Quality Dashboard.
- the **IT architecture** that is required to support this set-up and use of DQF across different GMS, TMS and translation technologies.

The objective is to establish the foundation for a new solution for enterprises that wish to receive valuable and relevant reporting and industry benchmarking of translation productivity and quality through an IT infrastructure that is open, economic and scalable.

## 2. Consultation schedule

The consultation consists of three phases.

*Proposed schedule:*

- |                                    |   |
|------------------------------------|---|
| <i>April 8</i>                     | Invited companies confirm if they participate in the consultation.  |
| <i>April 8 till<br/>April 25</i>   | Participating companies respond to the survey about their requirement and preferences for reporting and benchmarking of translation productivity and quality. |
| <i>May 5</i>                       | A consolidated report, scoping out the data points and reports for the Quality Dashboard, will be shared with all the participants.                           |
| <i>May 10<br/>(8:00 AM<br/>PT)</i> | <b>Conference call</b> with participants to discuss the scoping document and agree on the agenda for the face-to-face meeting on June 9.                      |
| <i>May 17</i>                      | Proposal document, scoping out the Quality Dashboard reports and the IT architecture, will be shared with all participants.                                   |

June 8

Presentation and discussion of aggregated enterprise solution at QE Summit at Microsoft in Dublin.

June 9

**Breakfast face-to-face meeting** at Spencer Hotel in Dublin to discuss the proposal for the Quality Dashboard and the IT architecture and to kick off the development and implementation.

June 15

Scoping of Quality Dashboard and IT architecture completed. Document describing the standard aggregated enterprise solution of DQF distributed to all participants.

July 1

Start of development and implementation

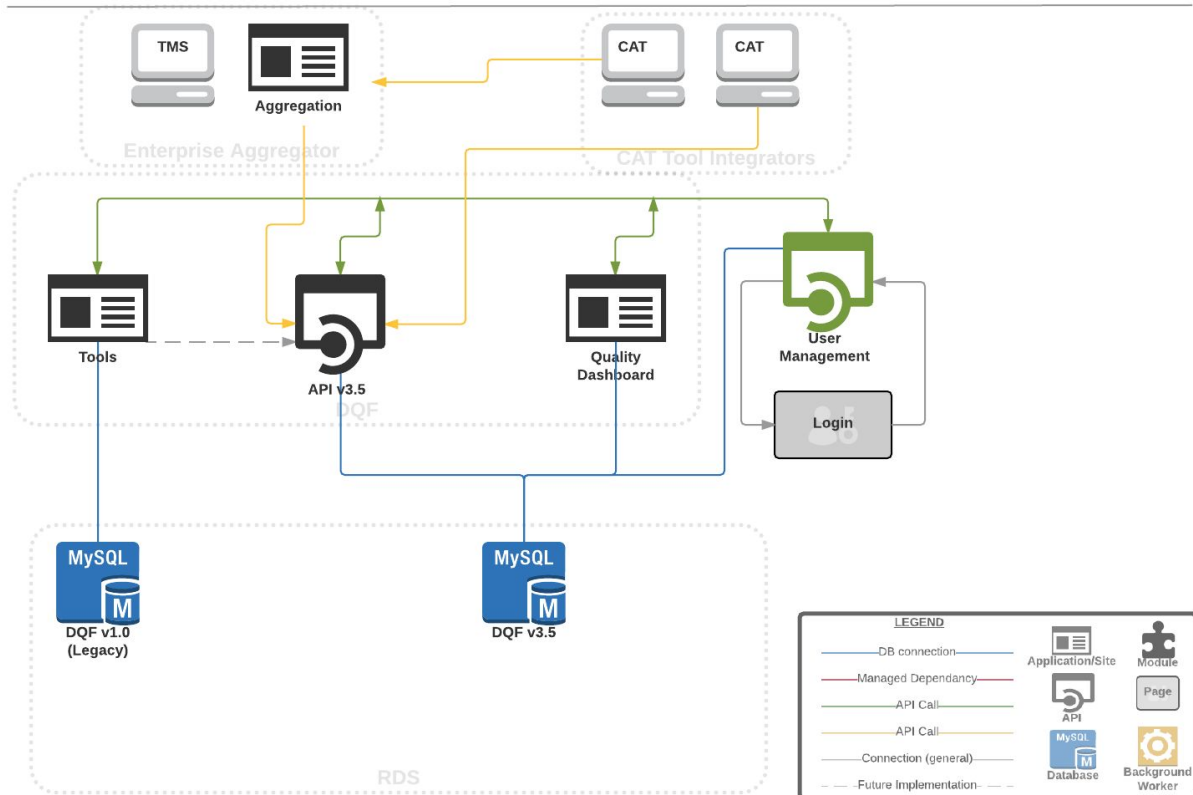
### 3. IT architecture supporting the aggregated enterprise solution

On request from large enterprise vendors we are planning an enterprise version of DQF where not all detail data is sent to TAUS. Based on our high-level plan and internal discussions this document describes the high-level architecture to accommodate this aggregated solution.

This architecture is an incremental change to DQF v3.0 currently under development. We would expand the API and database to a version 3.5 to also accept aggregated data.

#### DQF AGGREGATED SOLUTION

Achim Ruopp | March 30, 2016



(MyTAUS/main web site omitted for simplicity)

## **Aggregation Level**

Determining the level of data aggregation is the goal of this consultation. Aggregation means that we won't require the submission of every segment content detail, segment history and error detail, but some of this productivity and error data aggregated on the file/job/project level supplemented with meta-data. Aspects to consider for determining the right level of aggregation are:

- What data is necessary to create meaningful reports for the users?
- What data should be aggregated to avoid huge amounts of data duplication and large data traffic between a user CAT/TMS systems and DQF?
- Are certain levels of aggregation ensuring enough anonymization to address confidentiality/privacy concerns of some users?

## **Open Aggregation Methods**

We will define in an open way how productivity and error data should be aggregated and will, wherever possible use standards like GMX, the MQM-DQF harmonized error typology as well as well-established measures like edit-distance and edit rate. This is necessary to ensure the comparability of the data for industry benchmarking.

To aid this goal of consistent industry benchmarking we will provide detailed documentation around the necessary data and aggregation to enable users to gather the data in their TMS/CAT and submit comparable aggregated data to the DQF API. We will be available to consult with adopters on the implementation.

## **SDL WorldServer Connector and TAUS DQF for SDL Trados Studio Plug-in**

For users of our SDL WorldServer Connector for DQF and the TAUS DQF for SDL Trados Studio Plug-in we will release an expanded versions supporting the DQF Aggregated Solution. Like this users of the connector and the plug-in won't have to do custom development for the aggregated solution.

## **User Management**

We are confident that our current plans for user management are sufficient to model the organizational structures and workflows for the aggregated solution. All users will need taus.net accounts.

## **Quality Dashboard**

We will update existing quality dashboard reports to be usable with aggregated data and are exploring whether additional reports are needed for this use case of DQF.

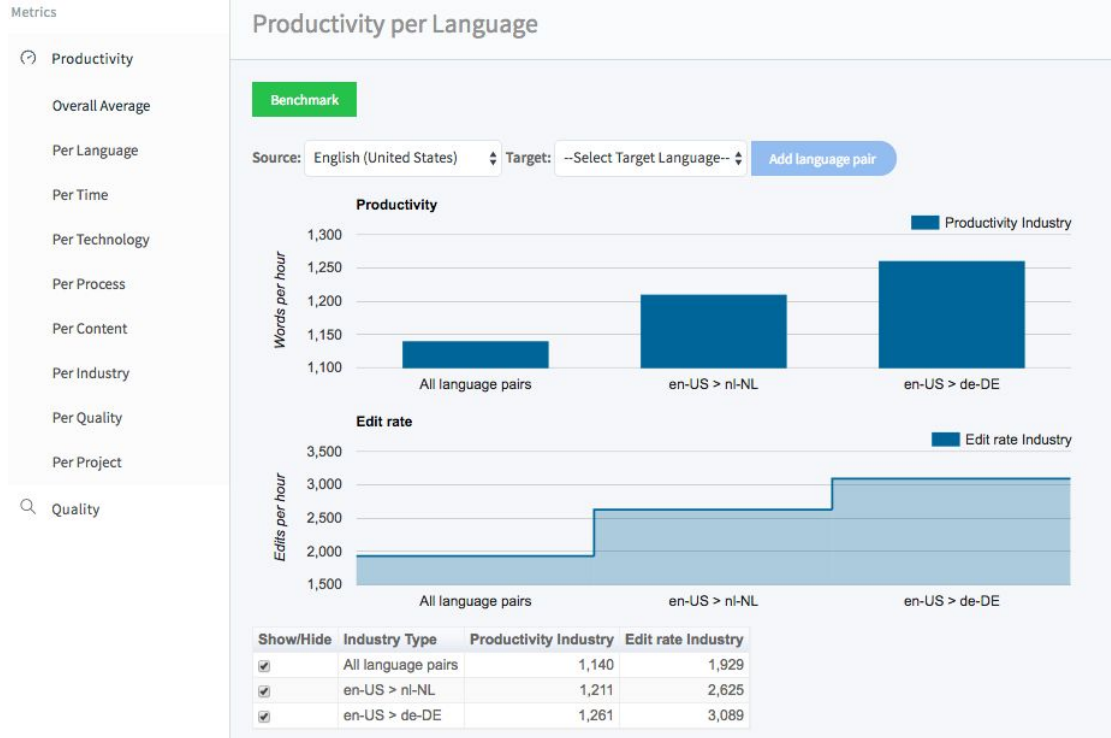
## 4. Reports on the Quality Dashboard

### 4.1 Productivity

The landing page of the Quality Dashboard displays the average productivity score across the whole industry in terms of words processed per hour as well as the average edit rate score.

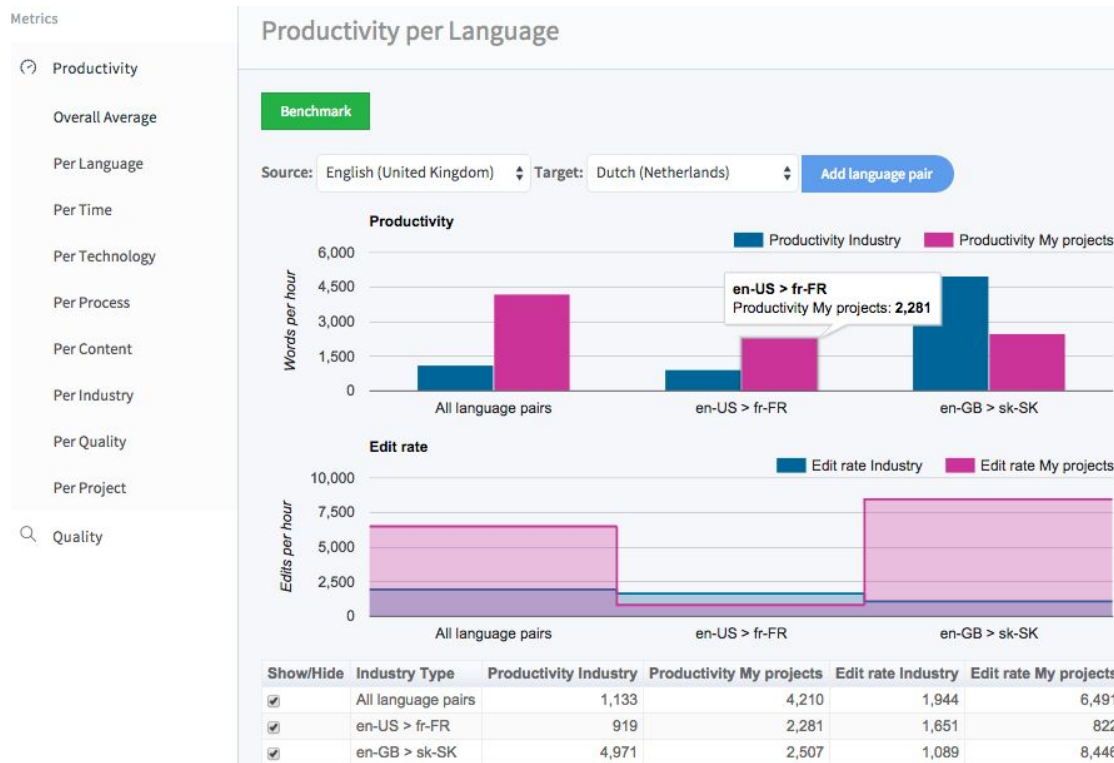


Users can then navigate through the available filters using the menu on the left hand-side. Each filter allows to highlight a specific parameter or property of the project such as the language pair, the process used, the technology involved and so forth.



These reports allow users to compare the industry averages for each of these more specific filters in terms of productivity.

Productivity is the throughput or speed expressed in the number of words per hour. This is currently the most common way of measuring translation performance. Productivity is an absolute score. The distinctive feature of the Quality Dashboard is the possibility to measure one's own performance against these average values. In order to access the benchmarking feature, users need to be logged in and need to have used DQF for their projects.



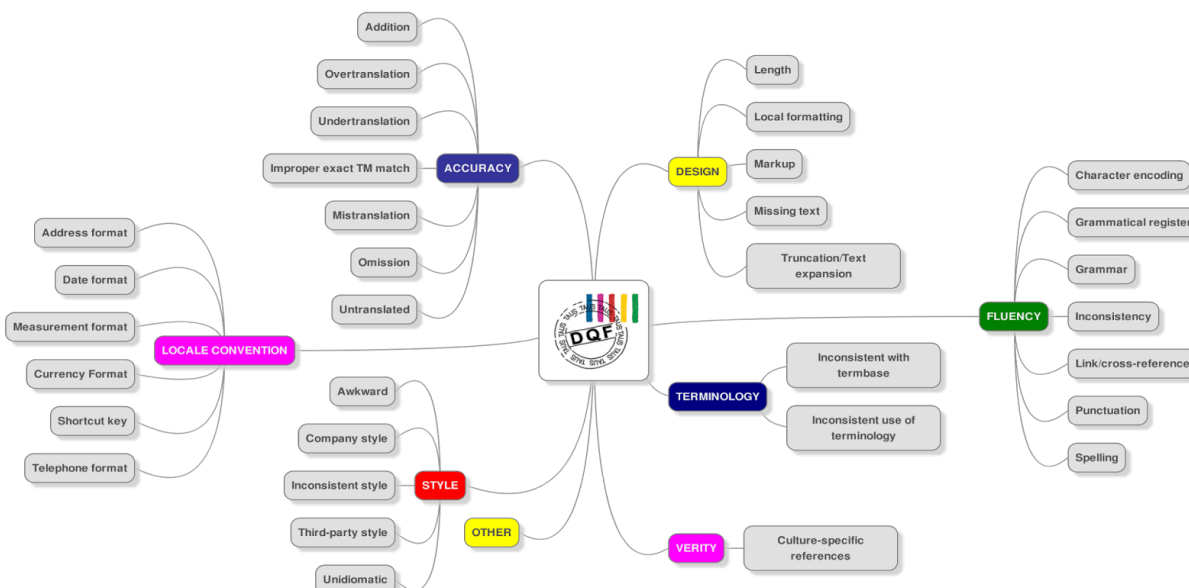
These project-based attributes will be complemented by filters to track the performance at the customer and vendor level as well. These filters will enable each stakeholder to access the relevant information for their role in the supply chain. This means that a translator will only be able to access data about his/her own performance with respect to the customer(s) he/she is working for. This data will be aggregated per customer but additional filters can apply.

Similarly, an LSP can monitor its own performance towards the companies they are working for. Because an LSP also works with vendors, they will be interested to see how their vendors performed for a specific project or aggregating data for a specific language pair. For an LSP the tracking goes both directions: towards the customers and towards the vendors.

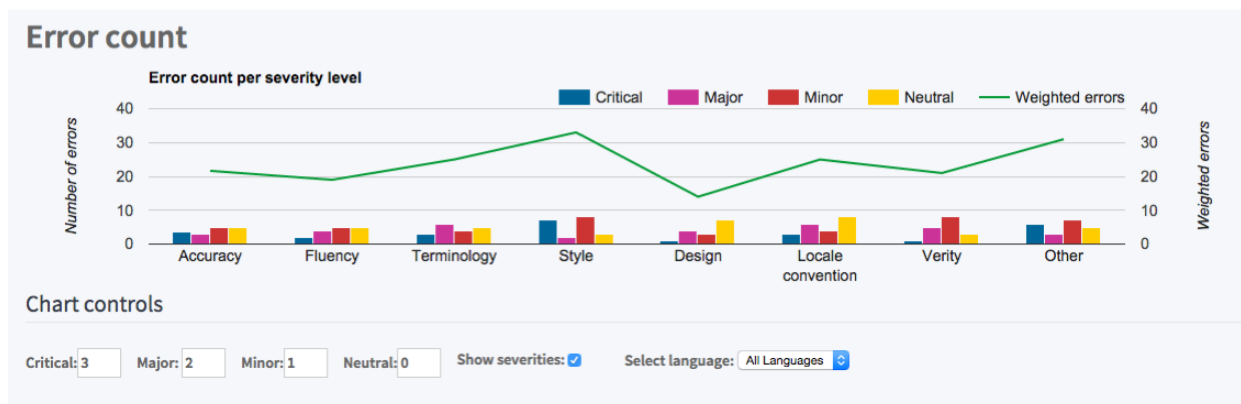
## 4.2 Quality

The Quality section provides stakeholders with quality-related information on their project. A quality review can consist of two main activities: flagging errors in a segment and/or correcting them. TAUS has adopted an industry-standard error typology which is the DQF-MQM harmonized model. This model is the result of a cooperation between TAUS and the DFKI institute who worked on developing the MQM error typology as a deliverable in the EU project QT21. MQM (Multidimensional Quality Metrics) is a framework for building task-specific translation metrics. It allows users to create custom metrics that can be used for various assessment purposes. By providing a master vocabulary of error types, users can describe metrics in a fully transparent fashion. MQM has been implemented in a variety of commercial and open-source tools and now the harmonized model DQF-MQM is available for quality measurement. The Quality reports of the Dashboard include similar filters to the ones under

productivity.

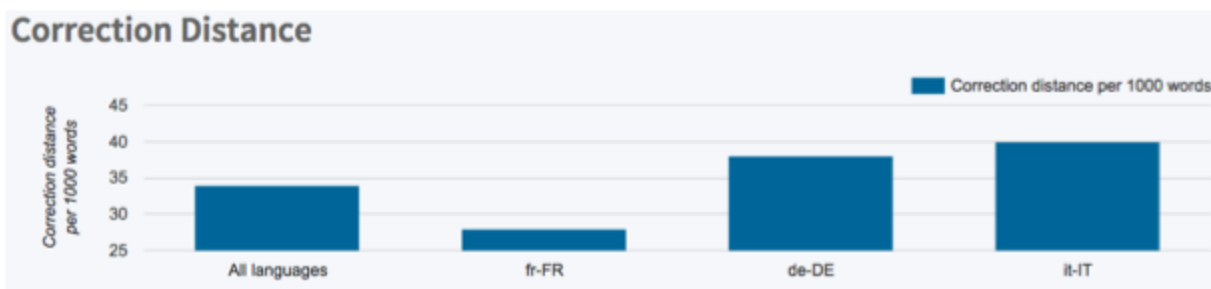
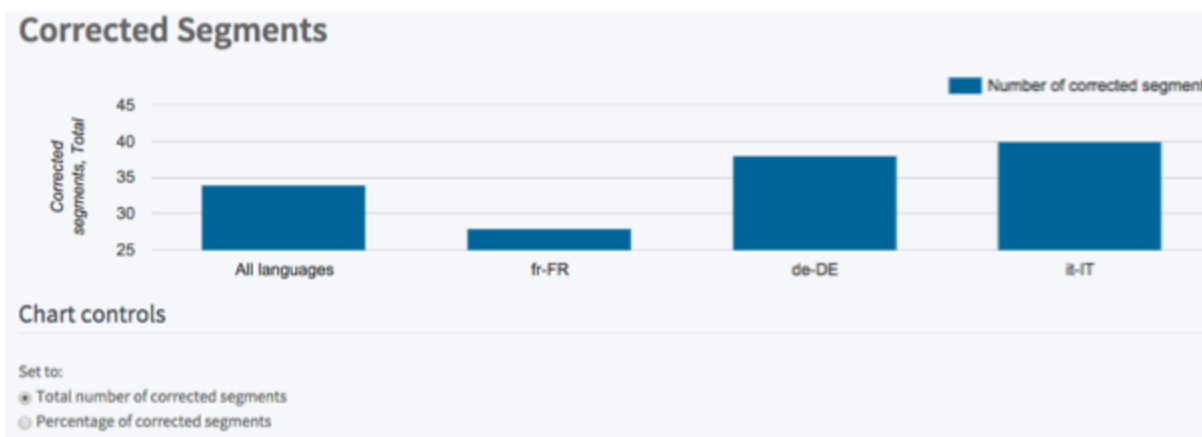
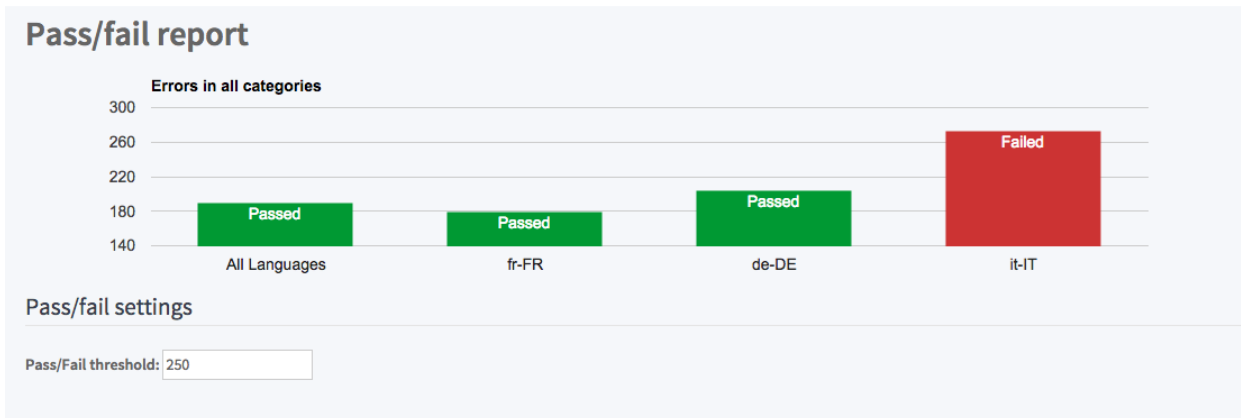


Under the quality sections, users can have an overview of the number and type of errors found in translation. Every error is also associated with a severity level which determines the weight each error has in the text.



Based on the final score a pass/fail threshold can be determined. Similarly to the productivity reports, quality reports will also offer a measure of the changes made to the translation in the form of “Correction Distance”.





## 5. More information on DQF and TAUS Quality Dashboard

For more information on DQF and the TAUS Quality Dashboard we refer to:

- The TAUS Quality Dashboard introduction video: <https://www.taus.net/evaluate/taus-quality-dashboard-introduction>
- The Quality Dashboard White Paper: <https://www.taus.net/think-tank/reports/evaluate-reports/taus-quality-dashboard-white-paper>
- The Quality Dashboard reports on the TAUS web site: <https://dqf.taus.net/quality-dashboard>