

ONE-PAGE SUMMARY

"MT & MTPE Reinvented" Walkthrough Overview

Boutique LSPs can stop competing with Big Tech on volume and start winning on their own terms using workflows that veteran translators actually trust.



Waypoint #1: Workflow

How to gain a workflow advantage that Big Tech can't copy or automate away

- Legacy MT and basic AI plugins are static, inconsistent, and produce untrainable, disjointed translations in a segment-by-segment framework.
- My **Generative AI Iterative Translation (GAIT)** uses human control mechanisms and a better technology to solve these problems and produce output in the "translator's own voice".
- Scaled for LSPs, **GAIT-Augmented MT (GAMT)** delivers higher-quality raw output than traditional MTPE at a much lower cost.
- **GAIT-Augmented MTPE (GAMT + PE)** pairs this better AI output with veteran linguists for premium human quality.

More information:

- [GAIT-Augmented MT & MTPE](https://cotranslatorai.com/gait-augmented-mt/)
cotranslatorai.com/gait-augmented-mt/
- [Survey of AI-Augmented Workflows that Outperform](https://cotranslatorai.com/reevaluating-translation-efficacy/)
cotranslatorai.com/reevaluating-translation-efficacy/



Waypoint #2: Services

How to repackage your services so your clients pay you more, not less

- Cover full market demand by offering **Tier 1** full-human translation, **Tier 2** premium MTPE, and **Tier 3** premium raw MT.
- Test this new three-tier model on your past clients first. Win them back by explaining the hidden costs of free MT and giving them clear options based on business risk.
- **Pro Tip:** Pitch a retainer at their previous spending level bundled with so much value that they stop counting words.

More information:

- [Three-Tier Service Model for LSPs](https://cotranslatorai.com/three-tier/)
cotranslatorai.com/three-tier/
- [Explain to Clients About Your Secure Data Pipeline](https://cotranslatorai.com/secure-data-pipeline/)
cotranslatorai.com/secure-data-pipeline/
- [Compete on Price: The 11 Hidden Costs of "Free MT"](https://cotranslatorai.com/you-can-compete-on-cost-against-google-translate-hear-me-out/)
cotranslatorai.com/you-can-compete-on-cost-against-google-translate-hear-me-out/



Waypoint #3: Translators

How to get your best translators on board so that your human-first approach means something

- Your veteran translators are rightfully cynical about MTPE. But you can't bypass them. Budget translators do not possess the expertise for premium **GAIT-Augmented MTPE**.
- Validate your translators' concerns and reframe the transition as a proactive partnership. Explain that you are working to capture new middle-market demand where their role remains critical. Emphasize that this collaboration keeps clients in-house, ensuring your team is positioned for both AI-augmented workflows and full-human projects when they arise.
- Prove your commitment by providing cleaner files and superior MT output from the start rather than just pushing the tedious work onto your translators. Allow them to post-edit in their preferred tools. Respect their integral role in the work by involving them in the iterative process.
- Coach them to let go of "my version of perfect." Instead, they must lean into the AI, watch the clock, and match their editing effort to the rate for each specific service tier.

More information:

- [How to Onboard Your Best Translators for Post-Editing](https://cotranslatorai.com/onboarding-your-best-translators/)
cotranslatorai.com/onboarding-your-best-translators/



Waypoint #4: Execution

How to get to the money faster by outsourcing the engineering—just like you do your translation

- You don't have to build a backend infrastructure today. Sell the service first, outsource the technical execution, and pay for it from the proceeds.
- My plug-and-play workflow handles any file format and language pair directly within your existing systems.
- I can integrate your translation memories and termbases to comply with project requirements.
- My service routes everything through a secure process. Your data is fully encrypted, discarded after processing, and never used to train future models.
- Your trusted translators handle the post-editing. I can help with free personalized coaching to guarantee their success.
- Starting at just a penny per word, you keep total control over your clients and profit margins.
- You can still scale later. When you do, I can train your team, if that's what you choose.

More information:

- [Outsourced Language Operations \(LangOps\) Engineering for Boutique LSPs](https://cotranslatorai.com/langops/)
cotranslatorai.com/langops/

Attend a 20-Minute Live Walkthrough—or bring your team.

I periodically announce open dates for the "MT & MTPE Reinvented" Live Walkthrough, but you do not have to wait for the next invite. I also offer private walkthroughs on demand. Whether you want a quick 1-on-1 session or want to gather your operations team and/or industry colleagues, simply reach out to get a time on the calendar.

