

EVALUATION FRAMEWORK

KNOW YOUR OPTIONS.

These are the questions that determine which AI translation options are actually on the table - before the vendor conversations begin.



Most evaluation frameworks ask you to weigh a long list of criteria and arrive at a conclusion through careful deliberation. This one works differently. A small number of conditions are decisive.

One regulated industry requirement disqualifies two paths before the conversation goes any further. One honest answer about engineering capacity does the same.

The chart below maps your actual situation to the right path. If you find a "No" in a column that describes your organization, that path is off the table. Start there.

HOW TO USE THIS FRAMEWORK



Read down the left column and find every row that describes your organization.



Any column with a "No" in a matching row is eliminated. Remove it from consideration.



What remains after your "No" rows determines your actual options.

YOUR SITUATION	NATIVE PLATFORM	BUILD YOUR OWN	BEST-OF-BREED
low volume, low stakes, accuracy not critical	Yes	No	No
proof of concept, budget not yet approved	Yes	No	No
regulated industry (financial services, healthcare, insurance)	No	No	Yes
translation errors carry legal or financial consequences	No	No	Yes
complex language pairs (Japanese, Korean, Arabic)	No	No	Yes
more than five languages or active market expansion	No	No	Yes
when translation fails in a complex language, you need expert diagnosis	No	No	Yes
dedicated ML team with computational linguistics experience	No	Maybe	Yes
need production quality in under six months	No	No	Yes
agents are Salesforce-native, adoption is a real concern	No	No	Yes
handle time, CSAT and quality are actively measured	No	No	Yes
need quality measurement and feedback loops over time	No	No	Yes
IP ownership is a core business requirement	No	Yes	No
building a product where translation is a core differentiator	No	Yes	No
already tried native platform for DIY and hit the ceiling	No	No	Yes