



Harnessing the power of human and machine

How 24translate uses DeepL to expand professional translation services and deliver industry-leading speed and flexibility to its customers

Key Takeaways

- 24translate, a 150-person team of translation specialists working side-by-side with software engineers, uses the DeepL API to provide translation services powered by artificial intelligence
- **What sets DeepL apart? Translation quality.** High-quality machine translations enable easier post-editing processes and faster turnaround times for customers
- By combining machine translation, the work of dedicated language experts, and top-notch quality assurance, 24translate continues to lead on speed, flexibility, and precision.

Our linguists really enjoy working with DeepL-powered translations because of the superior translation quality —particularly in key European languages such as German, French, Italian, and English.



Company Background

Industry

Language Service Providers (LSPs)

Key Markets

DACH (Germany, Austria, Switzerland)

Key Languages

German, French, Italian, English

DeepL Products

API

24translate: a technology-driven, premium translation agency

24translate is a premium translation agency with offices in Germany and Switzerland and several thousand customers in the DACH region. 24translate's work spans a range of industries, from finance and insurance, to legal, to telecommunications.

Technology has always played a central role in 24translate's growth and success. When it was founded in 1999, it was the first language service provider to let customers easily submit and manage translation projects via the web. With a combination of software engineers working alongside professional translators, 24translate delivers what matters most to their customers: speed and flexibility. "Companies come to 24translate when they need results quickly—within hours," said Christian Svendsen, CEO at 24translate GmbH. "It doesn't matter if the request comes in during business hours or at night with a deadline of the next morning. No one wants to wait. Projects need to be fast and easy, and that's what customers value most."

With its focus on technology and reputation for speed and flexibility, it's no surprise that 24translate was an early adopter of machine translation and artificial intelligence solutions.

24translate's machine translation journey

The agency and its customers had been monitoring the machine translation space since the mid-2010s, but it wasn't until 2019 that the quality of machine translation engines reached a standard where 24translate knew it was time to invest.

The DeepL API made it possible to integrate machine translation capabilities directly into 24translate's existing technology and service package, which was the start of 24|AI.

"Developing with the DeepL API was really, really easy," said Svendsen. "We have a software engineering team that's been building translation technology for 20 years. We were able to move fast with DeepL, and if we needed support, we could always get an answer."

Professional translators still play an essential role at 24translate, and the company's technology enables its experts to be more efficient while still delivering the level of quality and nuance that its customers count on.

Customers come to a language service provider to get exactly what they need in a translation project. And so we don't offer a one-size-fits-all service. By combining machine translation, professional quality assurance, customer-specific process automation, and the work of dedicated language experts, we are able to work quickly and flexibly."

To bridge the gap between human and machine, DeepL's translations are integrated with sophisticated post-editing and linguistic quality assurance tools.

"As part of our 24|AI-services, our linguists really enjoy working with DeepL-powered translations because the superior translation quality—particularly in key European languages such as German, French, Italian, and English—means a much easier post-editing process. And DeepL keeps making progress on this front. There's a growing list of supported languages, custom terminology via glossaries, and subtle yet important capabilities such as formal vs. informal tone."

Looking ahead

What's next for 24translate on its machine translation and artificial intelligence journey?

"We're excited to expand our capabilities alongside DeepL as it supports more languages and extends coverage for key features such as glossaries," said Svendsen.

"It's clear that DeepL is investing in its own customer relationships, and the collaboration up to this point has been great. We look forward to strengthening our partnership and working together to push the boundaries of what is technologically possible and best serve the translation market."

Get in touch

Want to learn how your team can create multilingual websites, apps, and more with the DeepL API?

[Contact our sales team](#)

