MARUTOMO

Easy, high-grade multilingual site

with **shutto**

おもてなしを科学する

e-Agency

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Marutomo Viet Nam

About Us

■ Company: Marutomo Vietnam Ltd

■ Establishment date: July 31, 2020

■ Founder of the company: Keiji Oda

■ Vision & mision: "Contribute to the development of local companies in Vietnam by trade between Japan and Vietnam."

■ Main business:

◆ [IT consulting] Support for offshore development and support for Japan-style quality management.

◆ [Multilingual Solutions] Sales and support for web multilingual tools, web production.

◆ [Native translation] The native translation that makes use of the local region of Vietnam.

■ Address: Tang 16, Hanoi VietA, so9 Duy Tan, Q.Cau Giay, Ha Noi

■ Contact: 098-535-9077

■ Email: info@marutomo-jp.asia (shutto : shutto_support@marutomo-vn.asia)

■ Facebook：https://www.facebook.com/MarutomoVietnam

■ URL: http://www.marutomo-vn.asia

* "Shutto" is a multilingual tool from the developer, E-Agency Co., Ltd. We will provide commercial and technical support as a licensed dealer.

With Shutto, there are 3 multilingual site translation methods for ease and quality.

Shutto is a multilingual automatic service that utilizes the Google Translate API, which is a machine translation system.

- ■ **"Machine translation"** of the latest AI translation system utilizing neural network technology
- ■ **High-quality " Pro-translation" by professional translators** can property convey to overseas customers
- ■ With the **Self-translation function**, you can edit the text editing/image replacement function yourself and realize simple and high-quality multilingualism.

1. Machine translation within 3 minutes. Easy to install!

-Just set the translation settings from the Shutto management screen and set only one line of JavaScript tags on your site.. You can instantly multilingualism your site by machine translation without the hassle of developers.

2. Significantly reduced installation and operating costs

・ Besides the ease of achieving multilingualism just by installing labels on the customer site.

- Once defined, even though the content of the website is updated, it will automatically support multilingualism, which will reduce labour costs. The translation work is carry out on the management screen, reducing the burden on the customer.

Initial investment, operating costs
1/10
Reduced to (maximum)

3. Customize the layout

・ Shutto's unique function " content editing function " has collapsed due to multilingualism.

- You can customise the layout on the management screen.

4. 30-day free trial

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1. Machine translation within 3 minutes. Easy to install!

- Just set the translation settings from the Shutto management screen and set a <u>single line of JavaScript tags on</u> your site.

- The site can be made multilingual immediately by machine translation without the trouble of the developer.

最短 3分

Minimum 3 minutes

1

Member registration

http://shutto.com | **Registration**

2

Translation settings

Automatic translation | Self translation | Professional translation

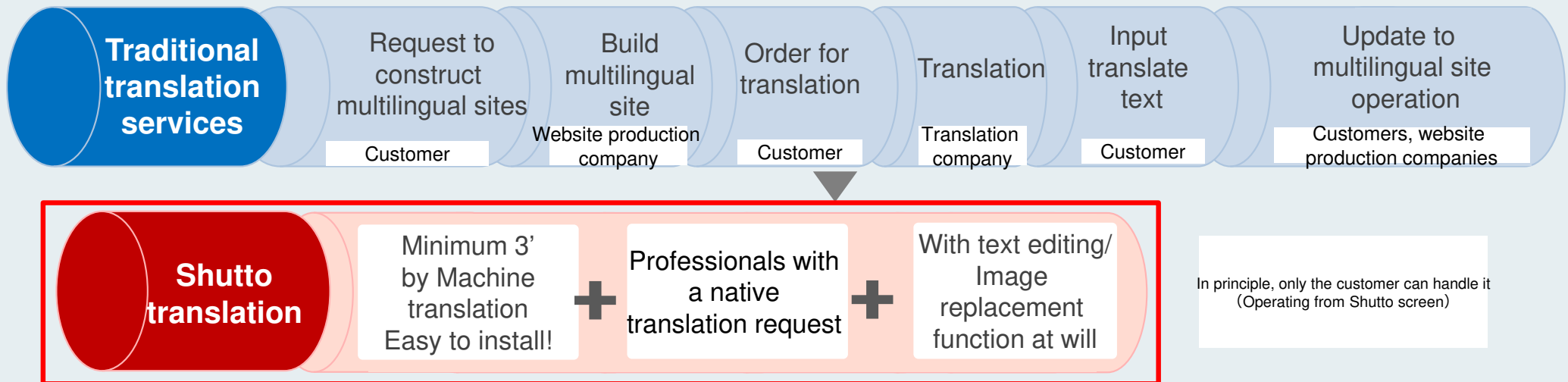**3**

Release

Insert JavaScript tags into your website

<script src="translation.js"></script>

2. Significantly reduced installation and operating costs

From now on, there is no need to develop and operate multiple multilingual sites.

Traditional translation services	Request to construct multilingual sites	Build multilingual site	Order for translation	Translation	Input translate text	Update to multilingual site operation
	Customer	Website production company	Customer	Translation company	Customer	Customers, website production companies

Shutto translation

Minimum 3' by Machine translation Easy to install!
+
Professionals with a native translation request
+
With text editing/ Image replacement function at will

In principle, only the customer can handle it （Operating from Shutto screen）

Initial investment and operating costs of the multilingual site construction **Reduced to up to 1/10**

* Excerpt from a questionnaire to 10 companies that have introduced the system

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3. Customize the layout

・ With the unique function "**content editing function**" of Shutto, CSS and HTML can be additionally edited on the management screen, so it is possible to adjust the layout that has collapsed due to multilingualism

-In addition, flexible adjustment is possible while looking at the preview screen such as "Dictionary registration function " and " Image replacement function".

* You need to prepare the image for the image replacement function in advance.

<Edit screen>
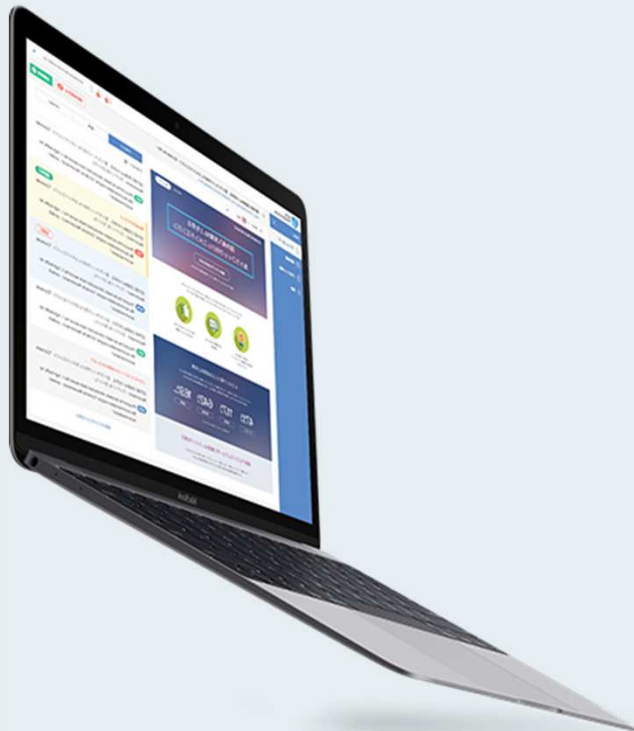
Tablet or also supports smartphone layout

4. 30-day free trial

・With other multilingual tools, there is no free trial in the first place or the language is English only, but Shutto **can verify all languages.**

-You can verify the dynamic sites (EC sites and search sites) and authentication pages you care about before making a contract.

-Although there are restrictions on the number of languages, pages, translated characters, and dictionary registration, **all pages can be verified on general sites.**

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1. Intuitive operation and ease of use

- Shutto has a "preview function" **that allows you to edit while viewing the multilingual screen** with automatic translation. Therefore, the multilingual situation is easy to understand and the management screen is easy to use.

- Since you can work intuitively, you can easily use it without any knowledge of the website.

2. Highly customizable

- "Content editing function" is a function that allows you to edit layouts that have collapsed due to multilingualism. Since you can edit while looking at the preview screen, anyone can easily use it.

- The content editing function is one of the major features of Shutto because the length and layout of translated sentences cannot be adjusted by ordinary automatic translation alone.

3. Easy-to-understand fee structure

・Shutto is offered at a **fixed fee**. The fee system is based on the number of languages, pages, and the number of translated characters per month, and can be used from 6,000 yen monthly.

・Therefore, we have received feedback from customers that it is easy to estimate the budget.

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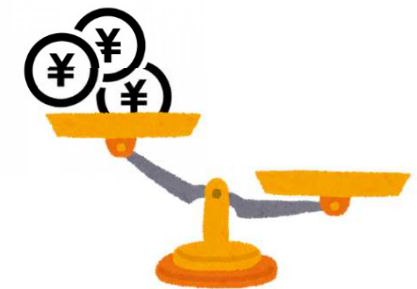
Supports over 100 languages

-Since "automatic translation" and "self-editing machine" support more than 100 languages, you can translate in any language.

・"Professional translation" will be expanded mainly in Asia and ASEAN regions in the future. * We will support Vietnamese

Machine translation

100 More than language

(As of March 2021)

+

Professional translation

4+1 language

Language expansion packned

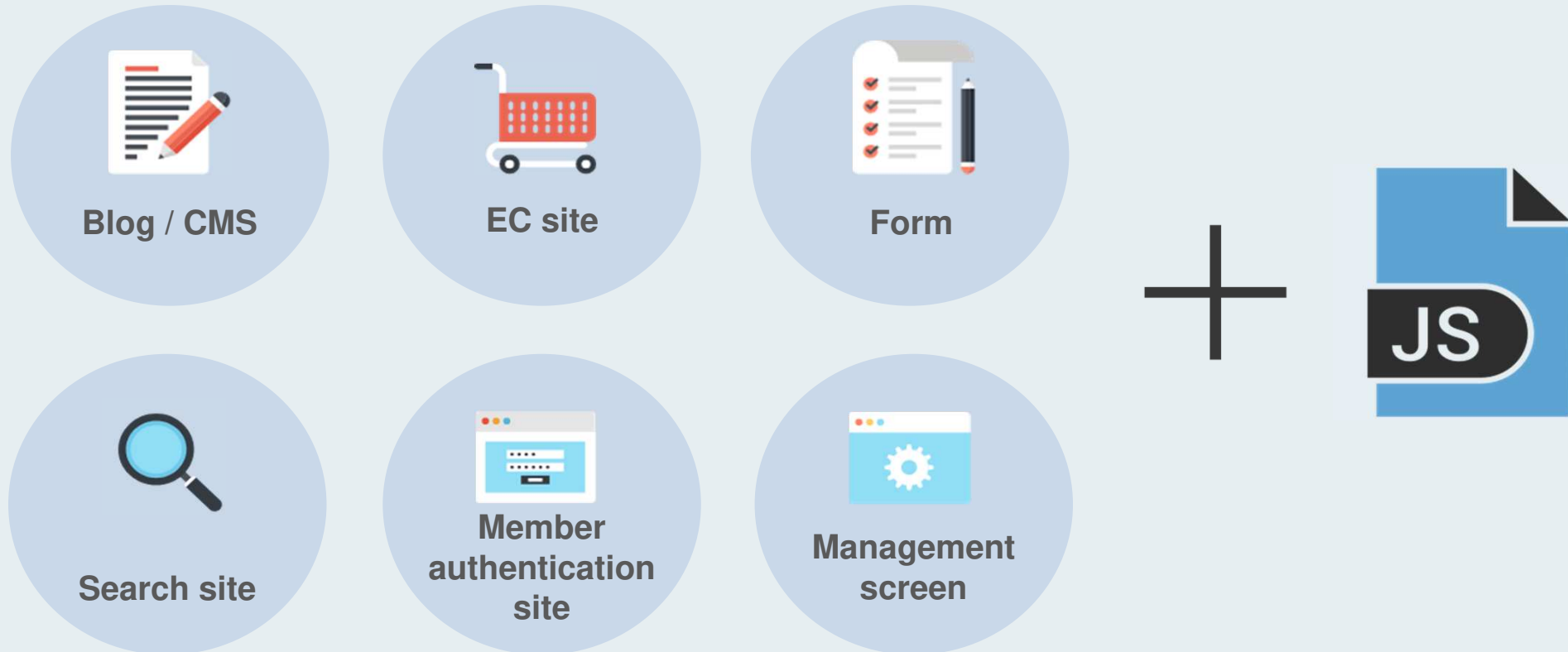(As of March 2021)

English/ Chinese (Simplified)/ Chinese (Traditional)/ Korean +

Vietnamese Original language is Japanese only

Supports translation of all static and dynamic content

・ Regardless of static content or dynamic content, you can translate all web pages and sites that output HTML, such as **blogs, EC sites, member sites, forms, and search sites**. (Content generated by JavaScript)

* Excluding some special cases

Blog / CMS

EC site

Form

Search site

Member authentication site

Management screen

+ JS

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All features available for all packs

■ Translation method

1.Automatic (machine) translation	2.Self-translation	3.Pro-translation	4.Content editing function **Unique function**
5.Image replacement	META／ALT Trans		

■ Translation-related functions

6.Dictionary registration function	Translation exclusion settings	Single / batch page settings	Domain switching function
Automatic page registration	Automatic page publishing	Automatic page deletion	

■ Convenient function

Google Analytics integration	7. Overseas search engine compatible function (SEO measures)	Authority management function	Account linkage function
Language switching bar display position change	Language switching display design customization	Initial display language setting function	

■ Preview function

Browser preview	Device preview

"Machine translation" develops rapidly due to the evolution of AI technology.

-Translation by the free translation system is called "machine translation" or automatic translation. The basic function of the multilingual tool is that other companies' tools also have this function, but Shutto uses **Google's AI translation engine.**

-Machine translation makes it easier to translate than traditional multilingual website production.

-If you register the page with Shutto, the **automatic translation automatically applies to all texts** so you can shorten the work time. However, depending on the sentence, the translation may not be as expected or mistranslation may occur. It can happen, so it is ideal to use "self-translation" and "professional translation" together.

■ **What you can do with an automatic translation**
  ⇒ **Machine translation of the text**

■ **Automatic translation is recommended for those who like this**
  ⇒ **I want to make the site multilingual with just letters at no cost**

無料翻訳システムによる
自動翻訳

"Self-translation" edited by the site owner (in-house)

- Based on "automatic translation", the site owner can edit the text and replace the image by himself.

・ Specifically, people who are fluent in internal languages and foreign nationals often take the form of "self-translation", and if you want to do translation well, although it is not enough to leave it to professionals, you can ask an external translator. It is also possible to leave it to us.

- You can adjust text and images on the spot while checking the preview screen of the page ("content editing function"). Therefore, translation work, website input work, and layout adjustment work can be performed on the spot at the same time, saving the trouble of work. ⇒ * Many of the multilingual tools of other companies cannot freely change the font size of the characters.

■ **What you can do with self-translation**
   ⇒ Edit text / Replace multilingual images
■ **Self-translation is recommended for those who like this ⇒ I want to keep costs down and support multiple languages by doing a translation and image editing by myself**

Ask a professional to translate "Pro-translation"

-From the shutdown translation management screen, you can request the translation of texts from professional translators

・Shutto provides cloud translation services by partner companies. It can be used when you want to translate a copy (expression) that is difficult with automatic translation, or when you want a company-specific translation. (Translation request is possible only for specific pages)

・Since the flow from "translation request", "payment", "confirmation", and publication to "website" can be seamlessly performed within the management screen, work and adjustment costs can be significantly reduced.

■ **What you can do with professional translation**
  ⇒ **Professional text translation**
* Images can only be translated with ALT sentences

■ **Professional translation is recommended for peopling like this ⇒**
I'm not confident in my foreign language ability, but I **want to support multiple languages so that even native people can understand it.**

* Currently suspended. Please contact us at any time regarding service provision.

④ Content editing

Clean up the layout that was broken by translation

・ With the "Content editing function" unique to Shutto, **CSS and HTML can be additionally edited** on the management screen, so it is possible to adjust the layout that has collapsed due to multilingualism.

- Many other companies' multilingual tools can't fine-tune the layout based on increasing or decreasing the number of characters after translation. Regardless of how the translation is correct, if it **does not sound good, the visitor will not see it.**
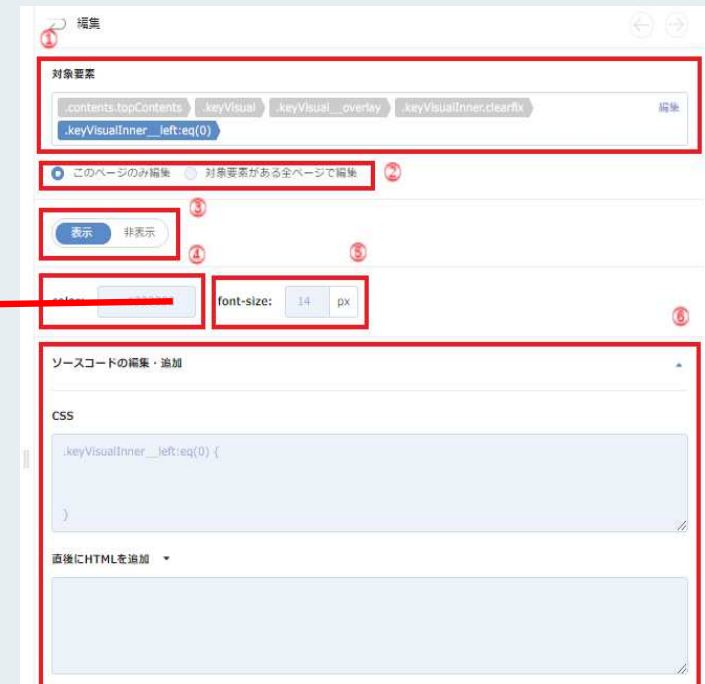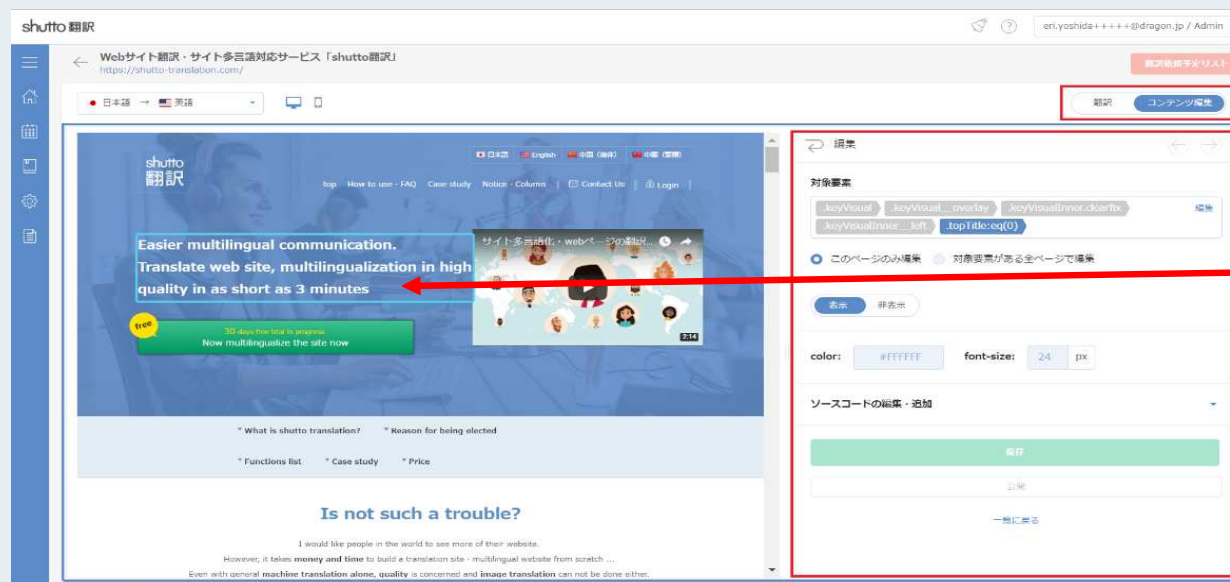
★ For example, if you change the font size, the screen on the left will change in real time.
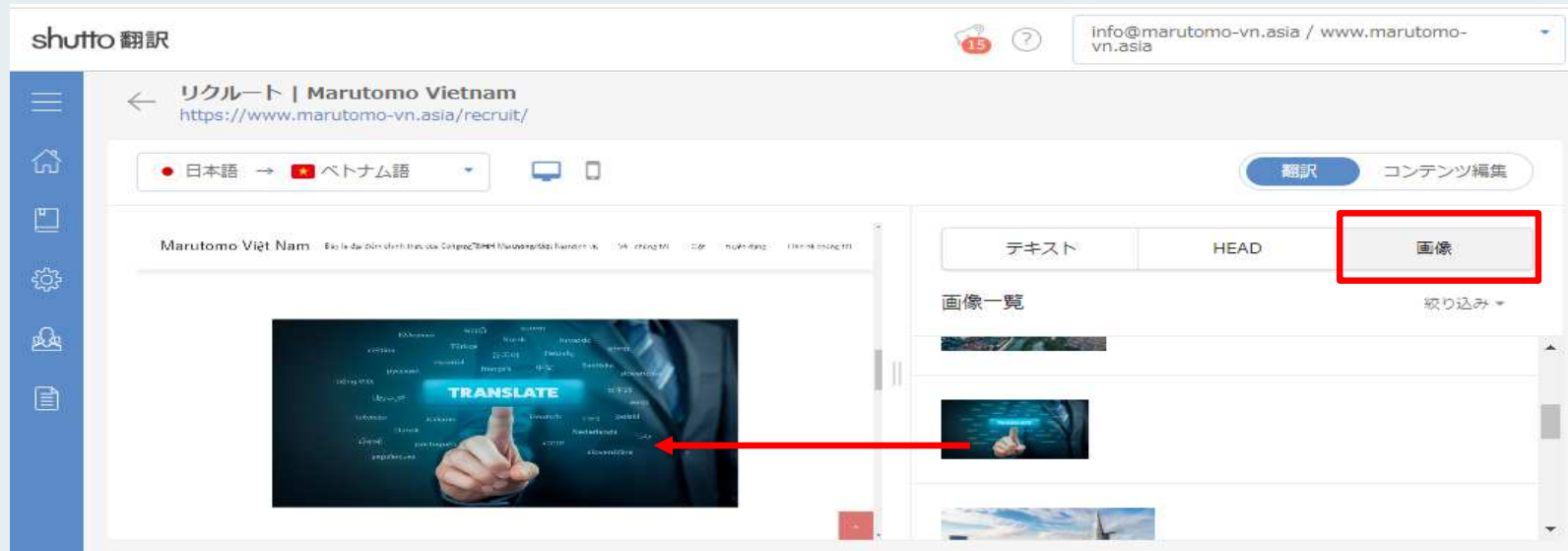
⑤ Image replacement

It can be replaced
by preparing images for each language

- If there are characters in the image and you want to handle each language, you cannot convert the characters in the image, but the image files for each language.

　It is possible to replace it by preparing.

-It is easy to specify the image from the management screen.

★ The left display changes in real-time, when you specify the image replaced

⑥ Dictionary registration function

Avoid incorrect translation of proper names and industry-specific vocabulary.

・It can automatically translate product names, company names, addresses, names, and other proper nouns and industry-specific vocabulary by registering them in a dictionary in advance.

You can prevent mistranslations and provide the correct translated text to your site visitors.

-Words can be registered collectively using CSV data.

-You may also check the page where the word in the dictionary is used.
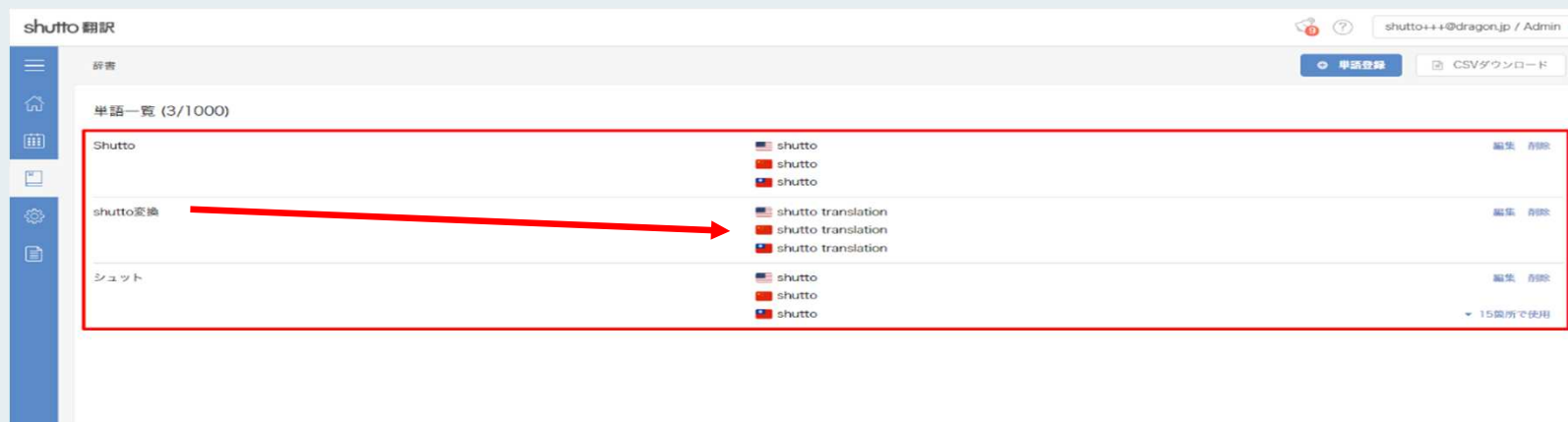
★ You can see how the word on the left (Japanese) is translated for each language on the right.

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You can search in your native language from abroad to improve access

- Since it can index into the search results of overseas search engines, access from overseas can be expected.

⇒ In many cases, indexing is not possible with other companies' tag-embedded multilingual tools.

No support for multi-language research

For a multilingual website which cannot find, etc.

Support to searching with Multi-language

For multilingual sites that can find from anywhere in the world.

★ Since it distributes to any subdomain for each language, it will display in overseas search

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Can be used with several functions and at a low cost in comparison to other companies.

Service	Shutto	A company	B company	Google trans
	Add javascript tag		O	
Japanese support	Yes	Yes	Yes	
Free trial	O (30 days)	No	Limited	
Target languages	Over 100 languages	Over 100 languages	27 languages	Over 100 languages
Price	~60$ ※10 languages	~360$/y ※4 languages	ASK ※High-cost	
Machine trans	O	O	O	O
Self-trans	O	O	×	
Pro-trans	4+1 languages	ASK	ASK	
Page registration	Automatic	Automatic	Automatic	
Dictionary registration	O	O	O	
Overseas SEO measures	O	△	×	
Support SSL	O	O	Non-free	
Image replacement	O	O	O	
Dynamic page support	O	O	×	

Usage fee

Pack Fee	Free trial	Entry pack ~60$/month	Basic pack ~300$/month	Business pack ~600$/month	Enterprise pack ASK
Number of supported pages	100 pages	~ 100 pages	~ 5,000 pages	~ 10,000 pages	More than 10,001 pages
Character limit	500,000 characters/month	500,000 characters/month	2.5 million characters/month	5 million characters/month	ASK
Number of dictionary registrations	100 words	1,000 words • Separate option for 1,001 words or more	1,000 words • Separate option for 1,001 words or more	1,000 words • Separate option for 1,001 words or more	ASK
Pro-translation	×	~0.15 $ ~ letters (varies by language)			

◆ Option

Pack	Language addition option		Pack	Character count option
Maximum number of languages	11 to 15	16 ~	Number of add-translation characters	500,000 characters/times
Fee	~200 $/month	ASK	Fee	~200 $/times

* All prices do not include tax. * Contracts are for each domain (Subdomains will be treated separately) * The contract period can be selected from 6 to 12 months

* The method of payment is bank transfer* At the time of renewal, automatic renewal will be applied unless requested in advance.

* You can register up to 1,000 words in the dictionary. If you would like to add it, please contact us separately.

* Large-scale sites with more than 50 million PV accesses per month may incur additional costs.

* The character limit refers to [the number of characters that can be translated in a month and it is digested each time it is translated into each language based on the number of characters in the original language. If you exceed the monthly character limit, please change to a higher plan or purchase an option.
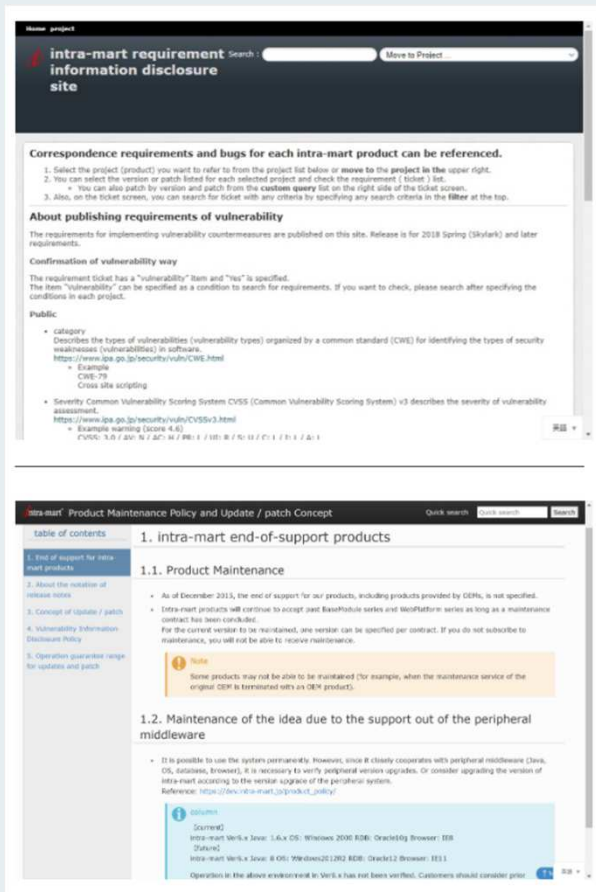
Case Study ① NTT DATA INTRAMART CORPORATION

**NTT DATA INTRAMART CORPORATION,
which mainly develops and sells common system infrastructure, introduced Shutto.**

**Easy to understand and operability of management screen, etc.
The deciding factor was the high-cost performance based on
the comprehensive judgment of the support system.**

This time, it is a condition that the Google Translate engine with high translation accuracy is used on the premise of replacement. Besides, we have focused on making the user interface screen easy to understand, making it easy to use for translators with low IT proficiency, and improving support.In addition to the expected replacement conditions, the cost of the multilingualism of translating traditional sites can reduce to about 1/10 compared to the machine translation system equipped with the translation engine of another company that initially uses.

Service name	NTT DATA INTRAMART CORPORATION
Service contents	・ "Intramart" software package sales ・ System development, maintenance, education, and operation of the above incidental ・ Intranet / Extranet Consulting ・ Other incidental businesses (sales of equipment attached to packages, etc)
URL	https://www.intra-mart.jp/ https://dev.intra-mart.jp https://issue.intra-mart.jp http://accel-archives.intra-mart.jp
Supported language	Japanese ⇒ English, Chinese (Simplified)

Case-study ② SBS Toshiba Logistics Corporation

SBS Toshiba Logistics Corporation, which provides various logistics services and solutions, introduced Shutto.
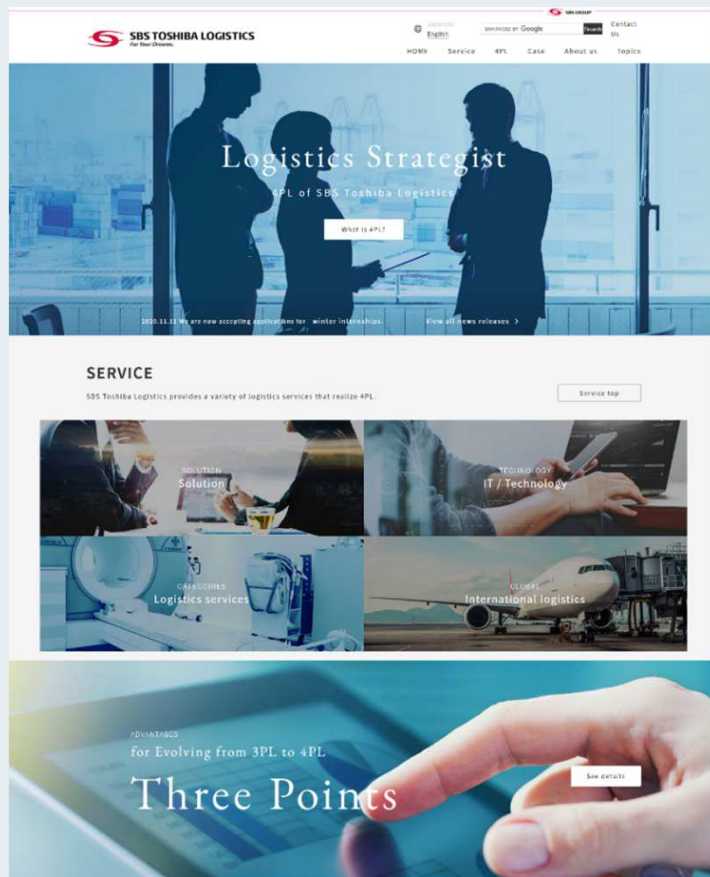
It is attractive that it can easily install/service, reduce operating load, and can customize. We have realized the reduction of translation many hours, which was an issue.

We have realized the reduction of translation many hours, which was an issue. In the past, we had sites for English and Chinese, and like the main issue, we need many hours for translation and maintenance. At the time of the renewal of the homepage, we considered introducing a machine translation tool to improve it. During real use, we were able to significantly improve some of the problems to reduce translation time.

Service name	SBS Toshiba Logistics Corporation
Service contents	Logistics services and solutions
URL	https://www.sbs-toshibalogistics.co.jp/
Supported language	Japanese ⇒ English

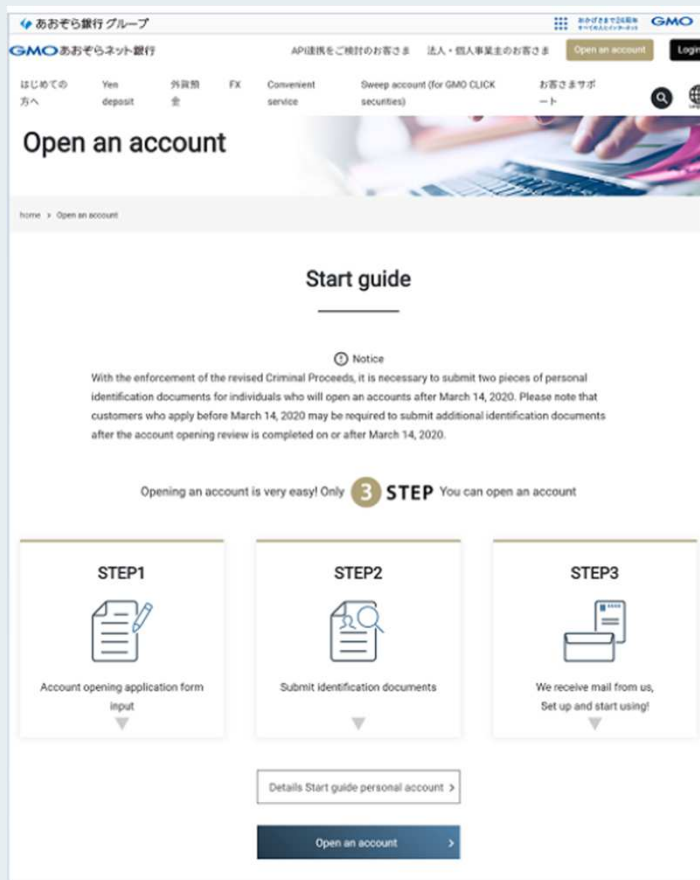# Case-study ③ GMO Aozora Net Bank

GMO Aozora Net Bank, Ltd., which provides Internet banking services, introduced Shutto.

The deciding factor was that the management screens were user-friendly and easy to use, which was significantly below the expected budget.

We were considering a multilingual tool to make it comfortable for foreign customers. The following but was squeezed with a four-point of view as the deployment requirements

(1) Cost reduction (2) Support for languages other than English (mainly Southeast Asia) (3) It is possible to reduce the burden of translation and website update work.(4) Unify the translation level and avoid profane translation work.

 In all respects, Shutto met the requirements and was under consideration. Also, it was overwhelmingly superior to other companies in terms of "cost" and "ease of use" of the management screen. I decided to use it because it was.

Service name	GMO Aozora Net Bank, Ltd.
Service contents	Internet banking
URL	Corporate site: http://www.shinx-corp.co.jp/
Supported language	Japanese ⇒ English / Chinese (Simplified) / Vietnamese / Burmese / Indonesian

Case-study ④

Daiwa House Industry Co., Ltd.

""Daiwa House Industry Co., Ltd." which is developing businesses such as housing business, rental housing business, and distribution store business, introduced Shutto. This time, among many companies, we introduced it to the site of "Premise", a co-ownership for sale in Daiwa House.
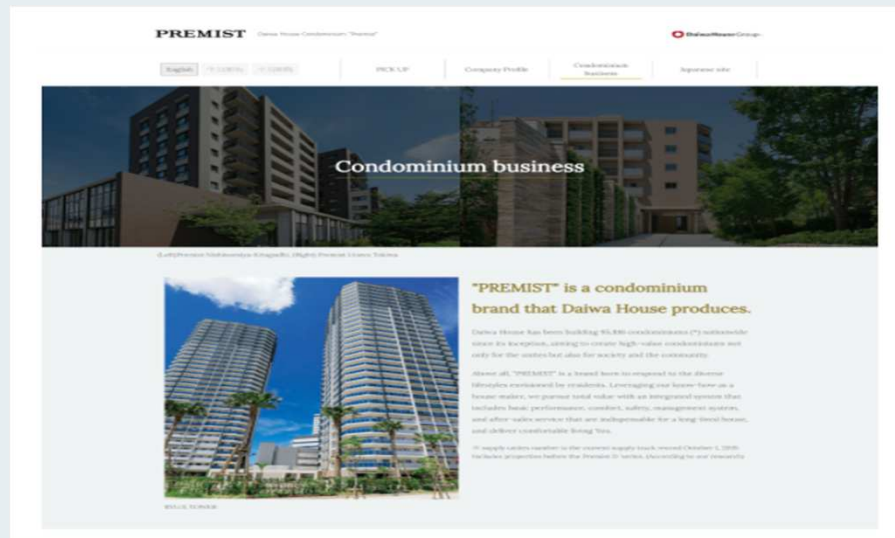

Service name	Daiwa House Industry Co., Ltd.
Service contents	Housing business, rental housing business, distribution store business, etc.
URL	https://www.daiwahouse.co.jp/mansion/eng/pickup.html
Supported language	Japanese ⇒ English, Chinese (Simplified/Traditional)

Marasaki Sports Co., Ltd.

Murasaki Sports Co., Ltd., which operates a sports store with numerous action sports products such as surf, bodyboard, snowboard, and BMX skateboard, has used Shutto.
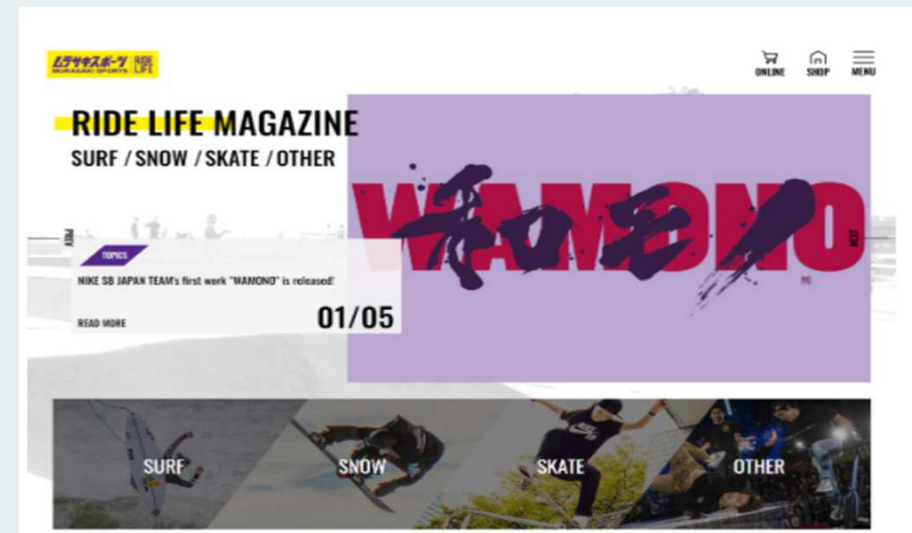
Service name	Marasaki Sports Co., Ltd.
Service contents	Running a sports shop
URL	https://www.murasaki.co.jp/
Supported language	Japanese ⇒ English, Chinese (Simplified), Chinese (Traditional), Korean

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Case-study ⑤

Japan Shogi Association

The Japan Shogi Association, a public interest incorporated association that manages Shogi player activities, has used Shutto. Currently, you are only using the machine translation and self-editing functions of the text.

Service name	Japan Shogi Association
Service contents	Public interest incorporated association that manages Shogi player activities. The purpose is to "promote the spread and development of Shogi and improve its technology, contribute to the improvement and transmission of Japanese culture, and promote goodwill with other countries through Shogi, thereby contributing to the improvement and development of traditional culture."
URL	https://www.shogi.or.jp/
Supported language	Japanese ⇒ English

Rinyu Tourism Co., Ltd.

Rinyu Tourism Co., Ltd., which is based in Hokkaido and carries out activities to expand the enjoyment of people's lives around the world through corporate activities where nature, people, and culture interact, has used machine translation, self-translation, and automatic page registration functions of Shutto.

Service name	Rinyu Tourism Co., Ltd.
Service contents	Daisetsuzan Sounkyo/Kurodake Ropeway, Kurodake Lift Sapporo Moiwayama Ski Resort Ski Lift Daisetsuzan Aizankei Onsen Spa & Eco Lodge Aizankei Club Travel businesses such as nature tours and hands-on tours
URL	https://www.rinyu.co.jp/
Supported language	Japanese ⇒ English

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Try it for free!

Start with a 30-day free trial.

You can try machine translation and self-translation with the free translation system.

FREE TRIAL

Please contact us by e-mail:

shutto_support@marutomo-vn.asia

【Contact Us】

Operating company: Marutomo Vietnam Co., Ltd.

shutto_support@marutomo-vn.asia