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THE LIONBRIDGE TRUST FRAMEWORK

Achieving confidence in AI with transparent, reliable, useful, scalable, and timely outcomes

How can you gain confidence in generative AI (GenAI) / Large Language Model (LLM) technology for your content generation and localization? Our TRUST framework provides guidance.

Elements of the Lionbridge TRUST Framework

When implementing GenAI/LLM technology into your content lifecycle, gain trust by ensuring the AI is transparent, reliable, useful, scalable, and timely.

T, TRANSPARENT

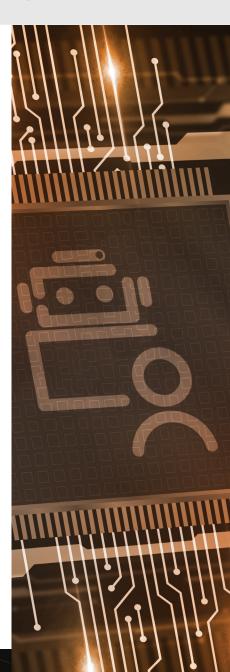**Ask: Are the AI systems' operations and decision-making processes justifiable and explainable?**
Transparency involves explaining why AI-generated translations appear as they do, documenting the decision-making process, and being accountable when something goes wrong. Gravitate toward vendors willing to share their technology choices and explain how they incorporate AI into localization workflows. This undertaking will go a long way toward assuring internal stakeholders that their content is processed and managed appropriately.

Some companies rely on a thorough legal review at the outset of any AI process to ensure compliance with regulatory requirements, maintain transparency, and foster confidence in the use of the technology.

R, RELIABLE

Ask: Do the AI systems perform consistently, resist error and manipulation, and uphold safety standards?
Take steps to enhance the reliability of AI translation output performance through regular Quality Assurance (QA), error monitoring, and fallback mechanisms. These measures will go a long way toward ensuring your content aligns with your goals.

U, USEFUL

Ask: Do the AI systems help you meet specified objectives and add value to human endeavors?
AI, for AI's sake, gets you nowhere. Be deliberate about identifying purposeful projects where AI can be applied to bring tangible business value. By pairing AI with relevant business metrics, you can determine its usefulness.

S, SCALABLE

Ask: Can the AI systems handle increasing workloads while maintaining performance and quality?
If you're expanding into new markets, the system must be able to handle additional languages or content volume. It is scalable if the AI can manage the requested workload without requiring a myriad of manual fixes.

T, TIMELY

Ask: Are the AI systems responsive and updated? Do they provide insights and the work product in a timely and relevant manner?
The content lifecycle moves fast. You lose a competitive advantage if AI is slow or requires extensive rework. Timeliness means your pipeline adapts quickly to new opportunities and shifting business priorities.

Why Trust Lionbridge
Lionbridge is an AI expert. We help some of the world's largest brands use this technology to gain a competitive advantage.

Fully transparent and technology agnostic, we're the partner you can trust to put your needs first and manage AI responsibly.

Get in Touch
Ready to put AI to work for you? Our data-driven approach will guide you in leveraging technology intelligently and purposefully, enabling you to unlock its full potential through consistent, high-quality output for any language.

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