

Simplifying & Scaling AI Translation Technologies



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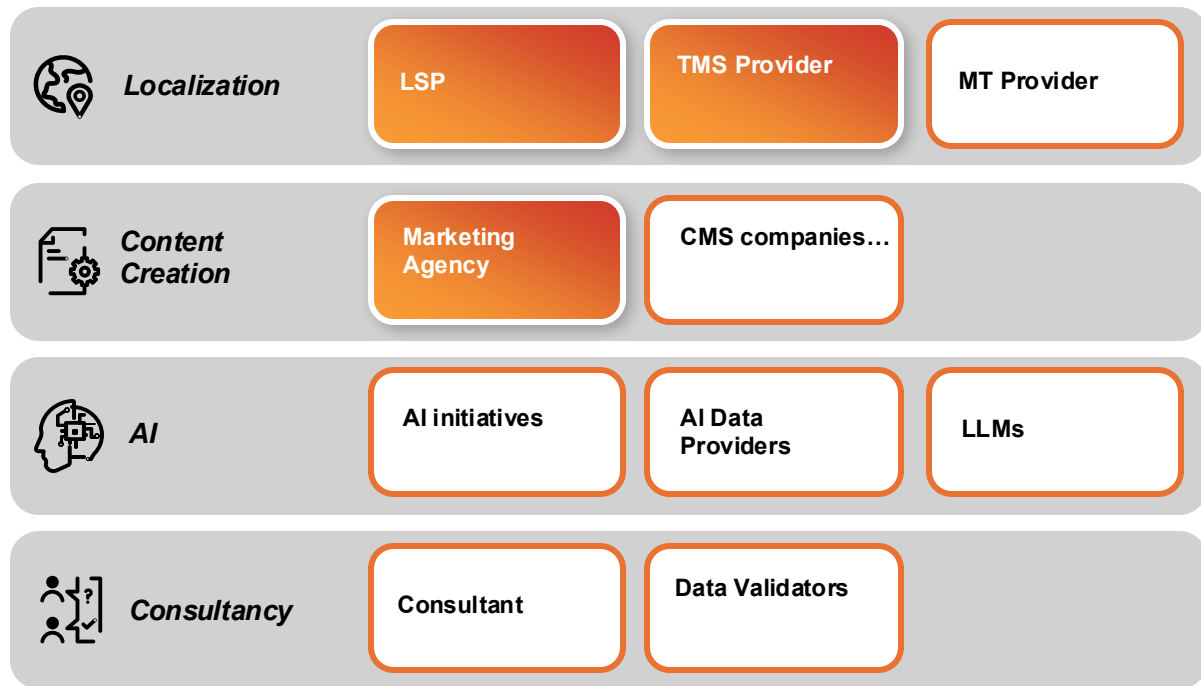
SIMONE LAMONT
VP Global Solutions,
Language AI
Lionbridge



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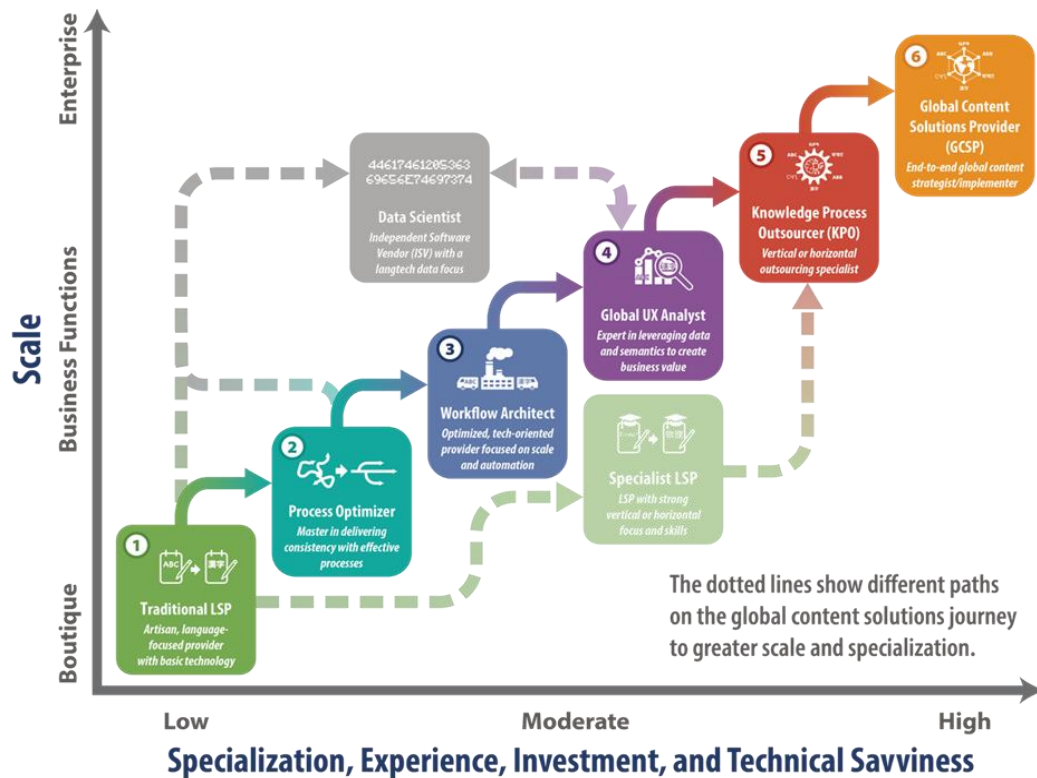
EVOLVING LANDSCAPE FOR AI CONTENT

Will consolidation or fragmentation be your enabler to growth?



THE LANDSCAPE HAS
BECOME MORE COMPLEX
AND FRAGMENTED.

SUPPLIER OFFERINGS ALONG THE GLOBAL CONTENT SOLUTIONS JOURNEY



THE HYDRA OF GLOBAL CONTENT FRAGMENTATION



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A **VERY** DISRPUTIVE TOOL...



WHAT IS AI?...

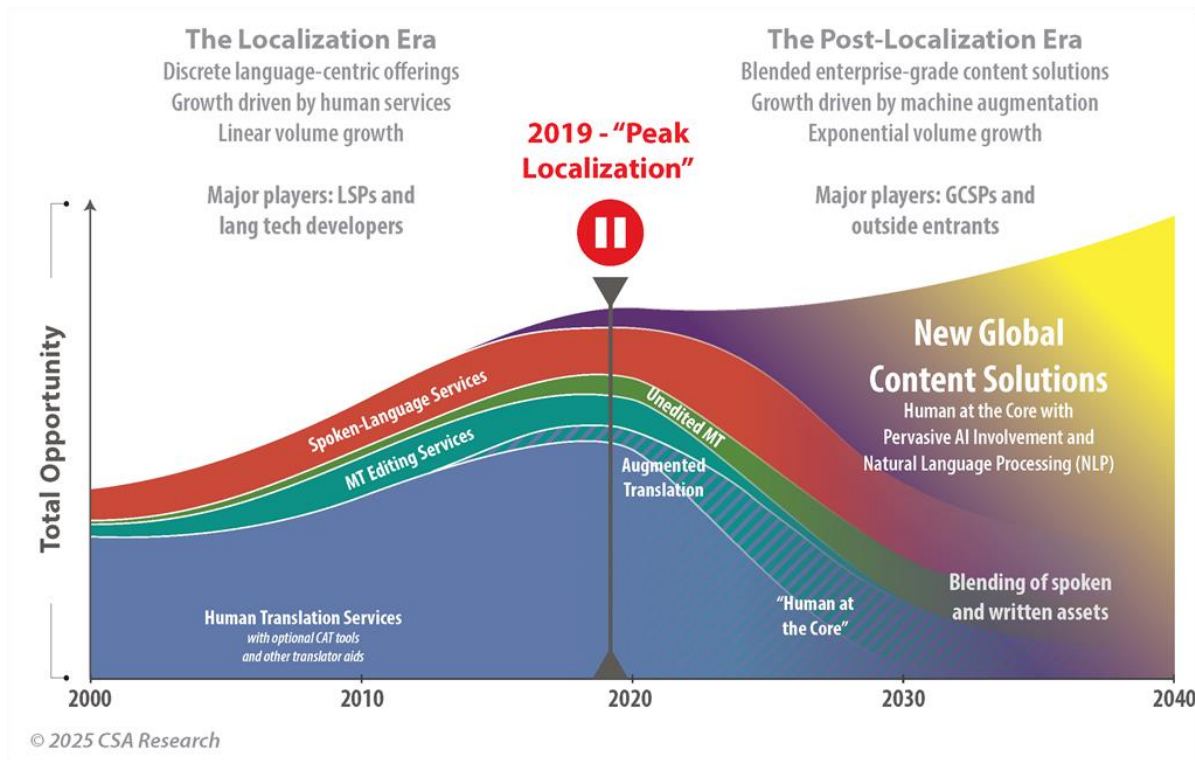
IT'S A TOOL.



Disruptive until it's used
to efficiently transform
how we work...



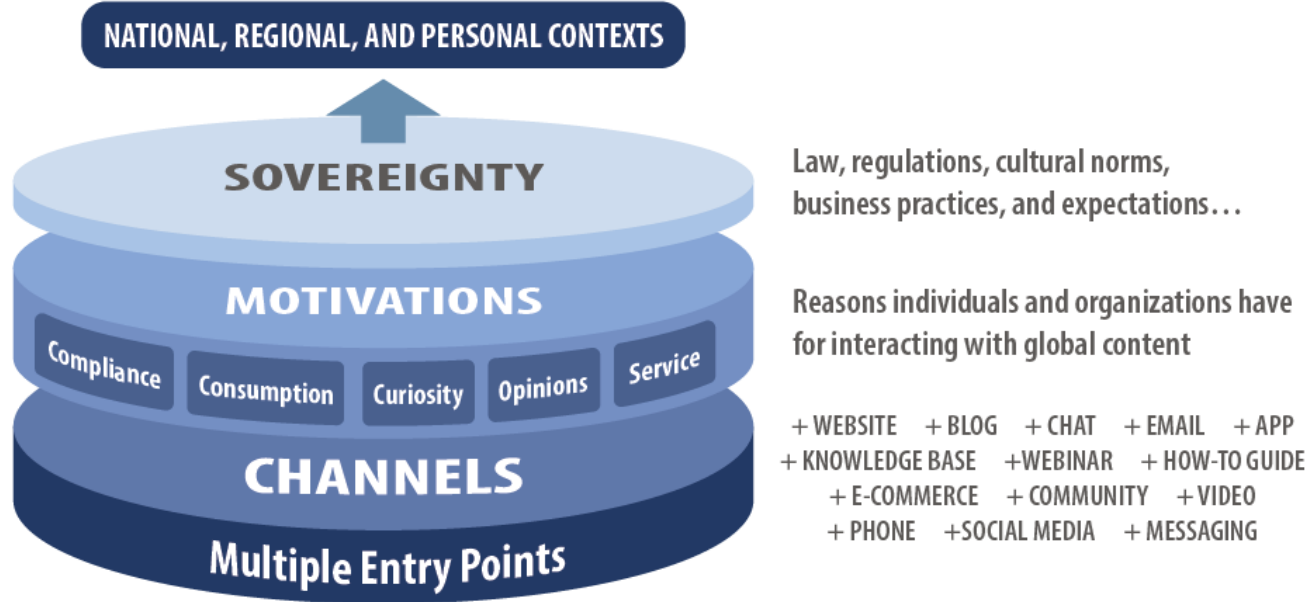
PASSAGE INTO THE POST-LOCALIZATION ERA



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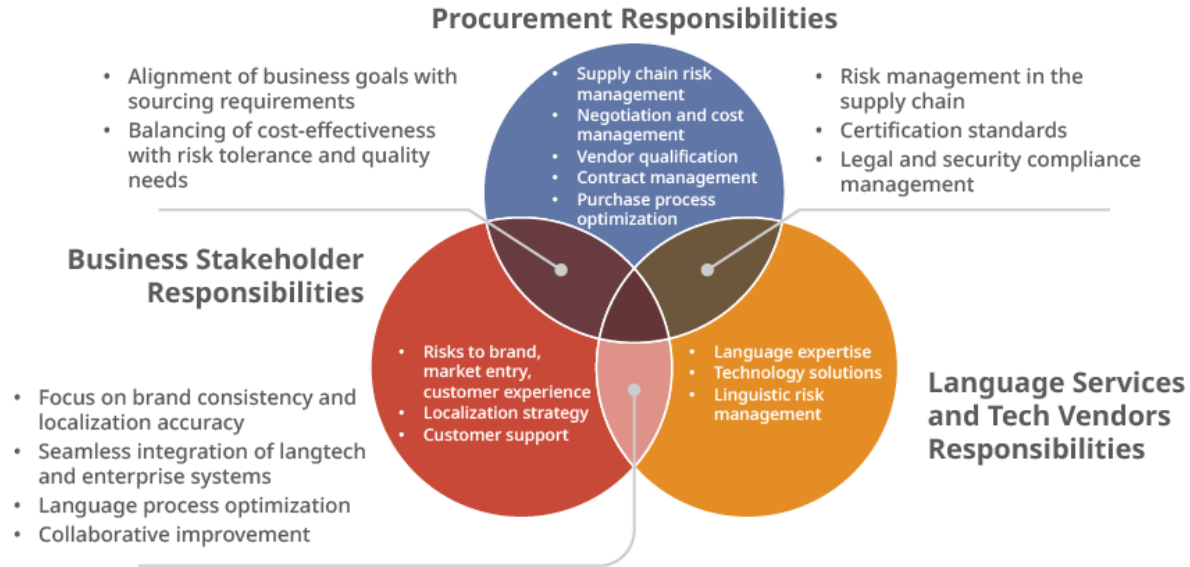
THE GLOBAL ENTERPRISE COMPLICATION STACK



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FIGURE 24: THE SOURCING CO-MATURITY MODEL

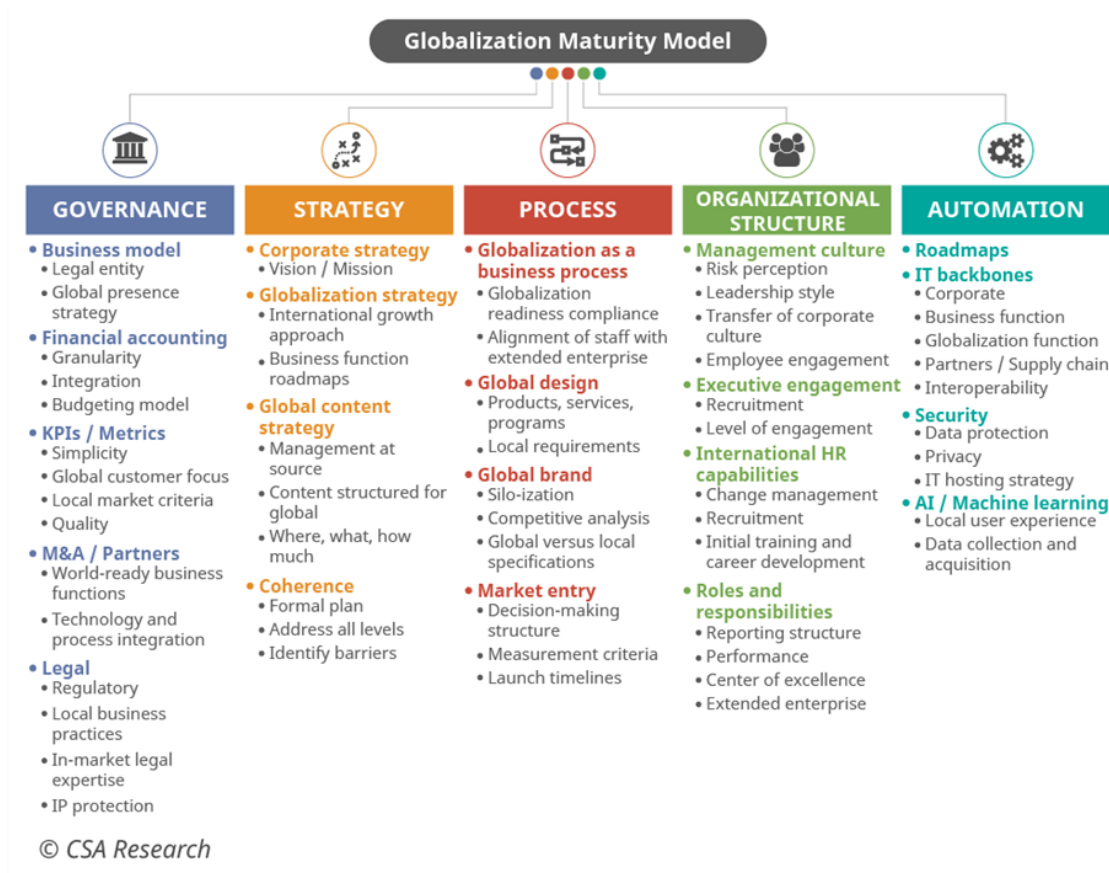
The Sourcing Co-Maturity Model



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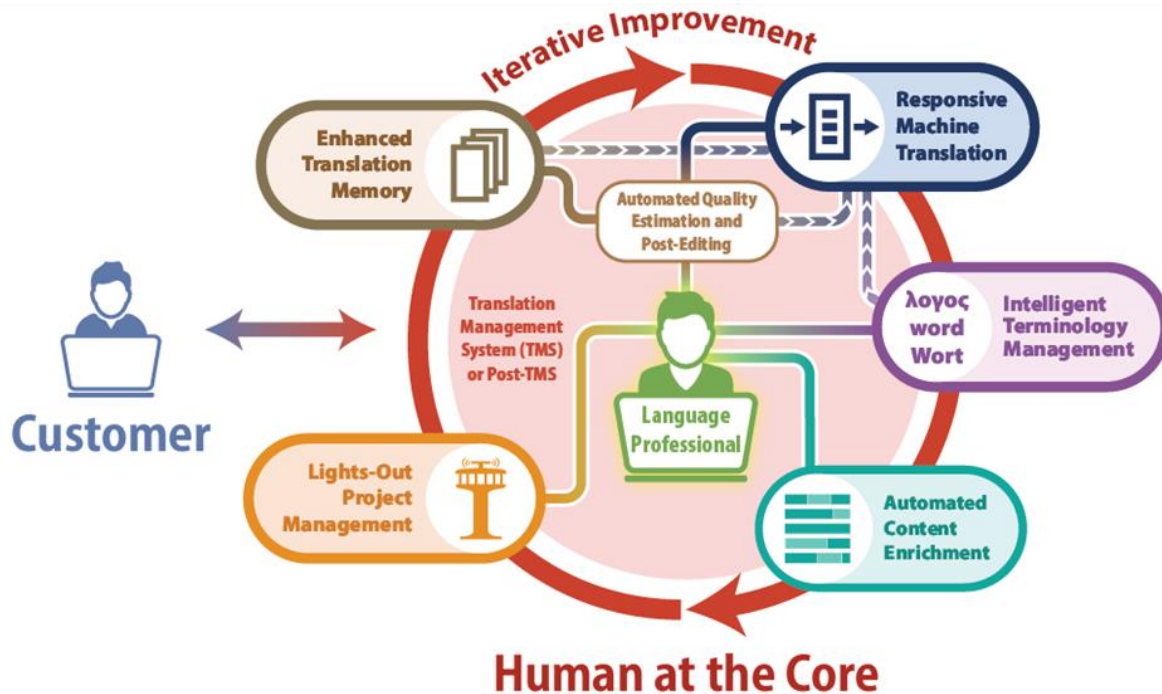
GLOBALIZATION MATURITY MODEL: SUMMARY DIAGRAM



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AUTOMATION WITH HUMAN EXPERTISE AT THE CORE



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