

Simplifying & Scaling AI Translation Technologies



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EVOLVING LANDSCAPE FOR AI CONTENT

Will consolidation or fragmentation be your enabler to growth?



Localization

LSP

TMS Provider

MT Provider



Content Creation

Marketing Agency

CMS companies...



AI

AI initiatives

AI Data Providers

LLMs



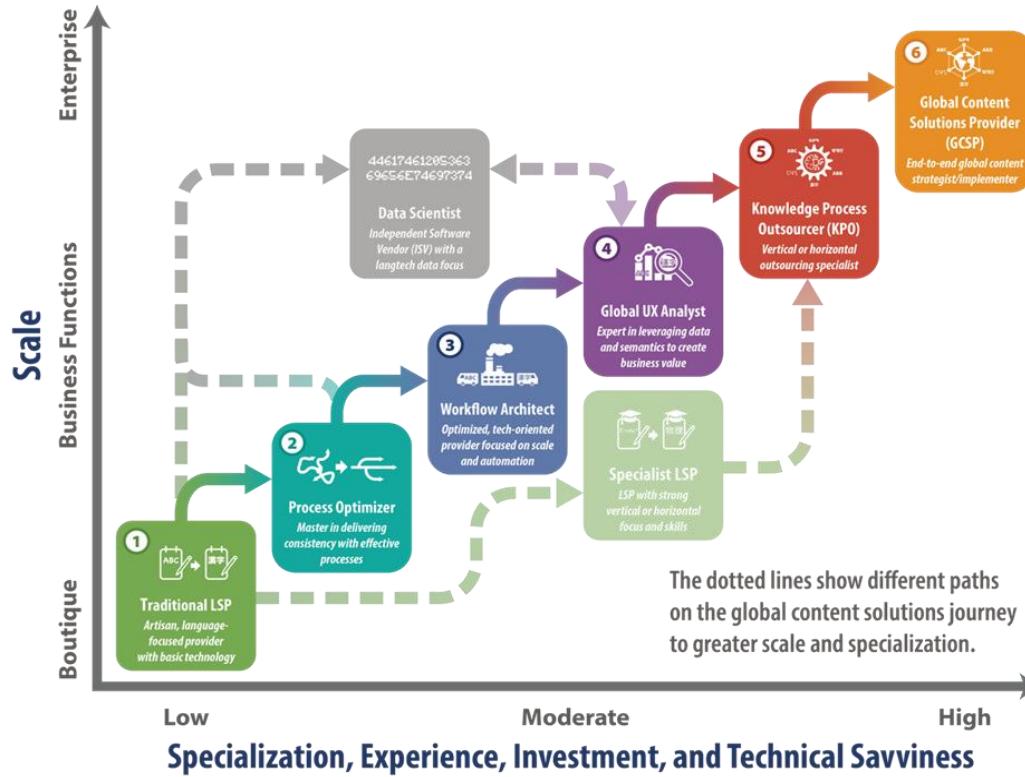
Consultancy

Consultant

Data Validators

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** DISRUPTIVE TOOL...



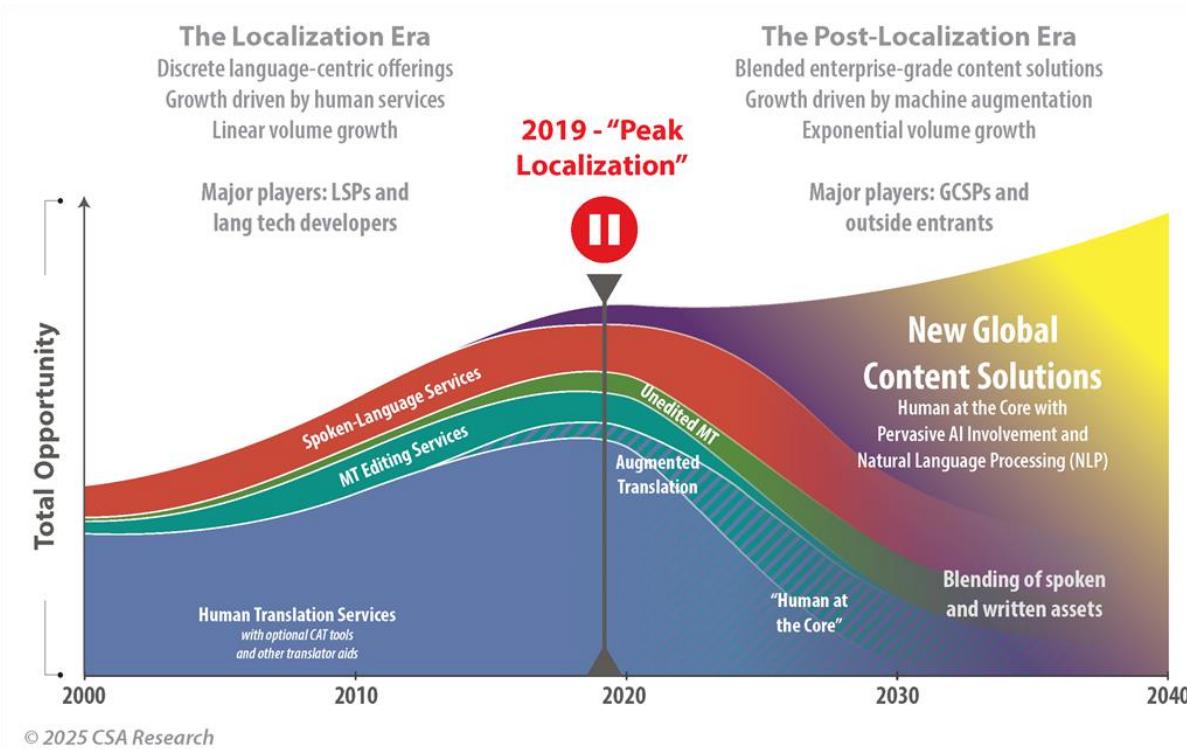
WHAT IS AI?...
IT'S A TOOL.



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



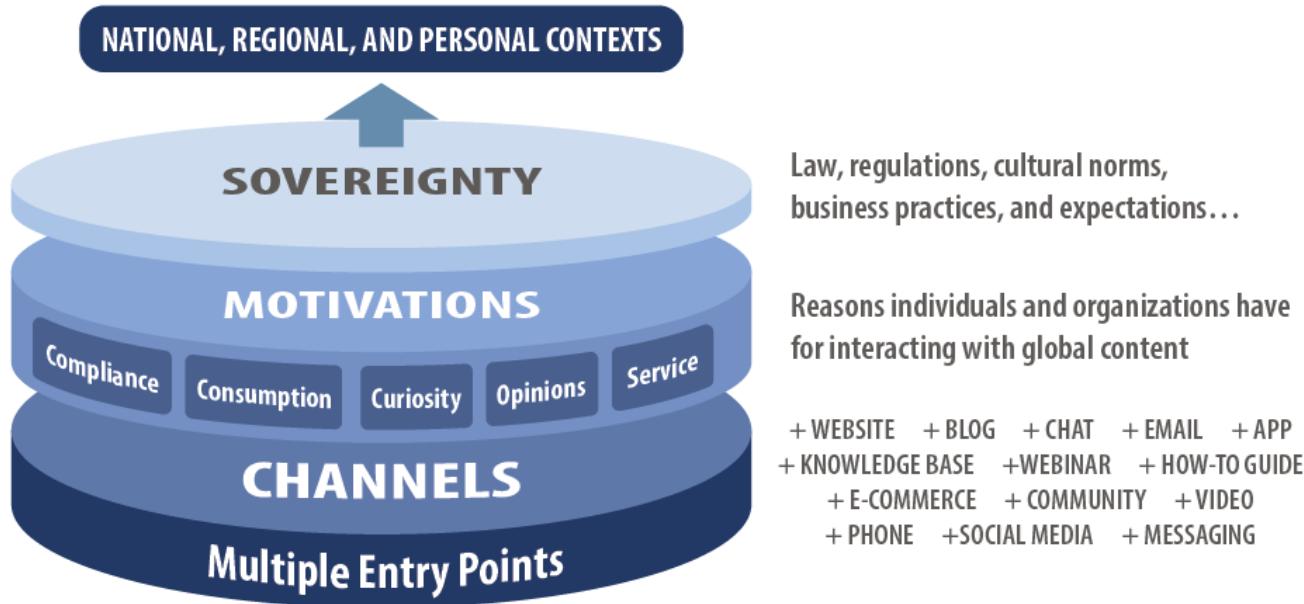
PASSAGE INTO THE POST-LOCALIZATION ERA



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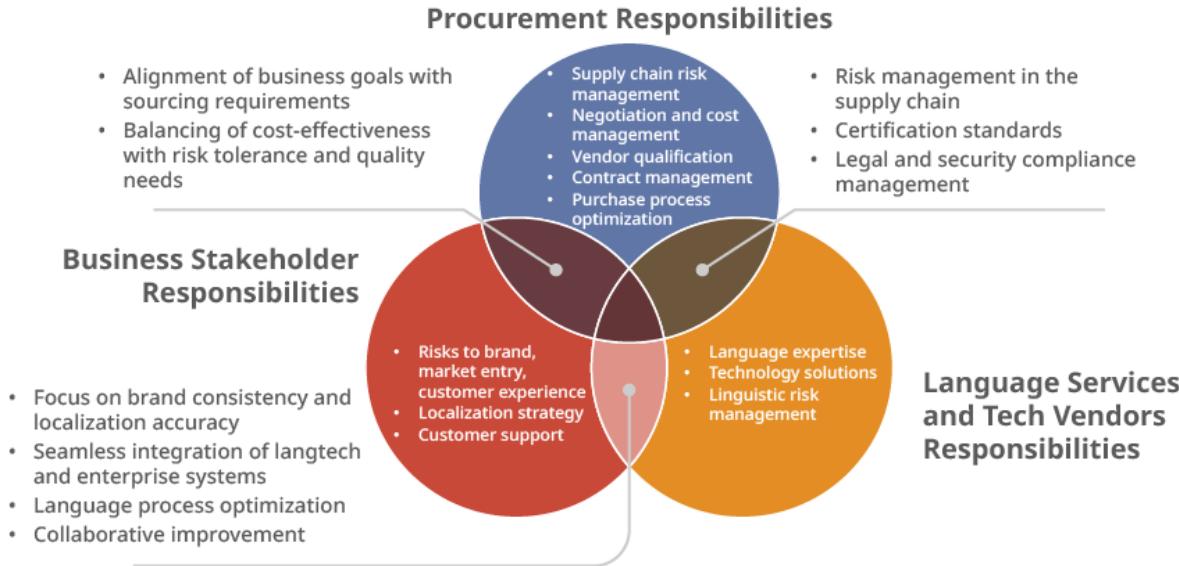
THE GLOBAL ENTERPRISE COMPLICATION STACK



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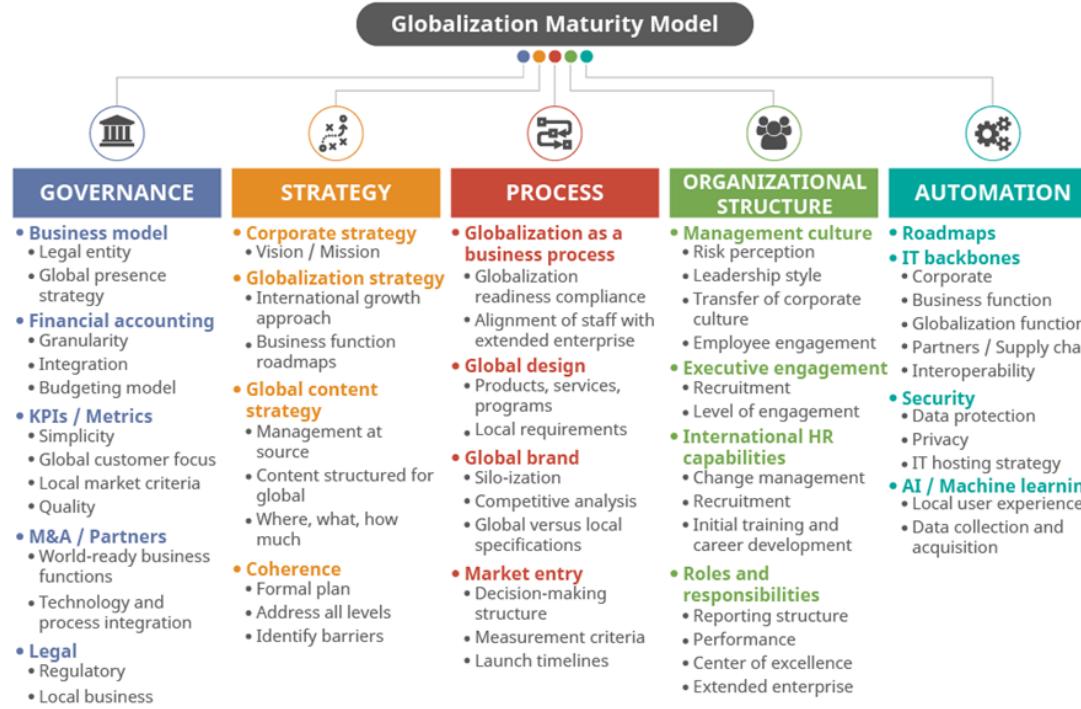
FIGURE 24: THE SOURCING CO-MATURITY MODEL

The Sourcing Co-Maturity Model

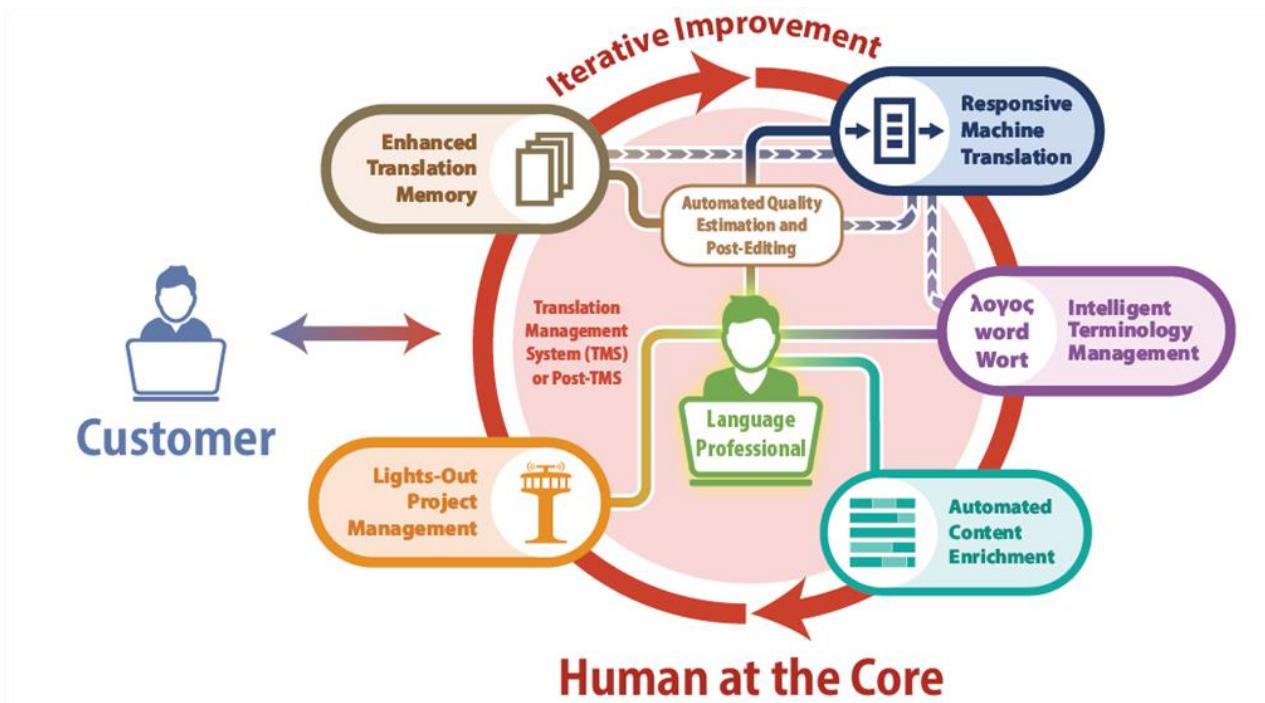


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GLOBALIZATION MATURITY MODEL: SUMMARY DIAGRAM



AUTOMATION WITH HUMAN EXPERTISE AT THE CORE



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