# Language Intelligence

##### Session 2 (LI)

#### **Time:** 21 September 2023 - 15:00 to 15:15

#### **Chair:** Philippe Wacker, Executive Director, LT-Innovate

## **Sponsored Talk**

### How AI Helps Language Service Providers Shape into Language Solution Providers

A Language Solution Provider may appear similar to a traditional Language Service Provider in terms of their core purpose—to provide language-related services—but they differ significantly in terms of scope, technology integration, and solutions offered. What are the differences in detail and how does technology help to grow business for this new generation of LSPs?

Traditional Language Service Providers: These are organizations that primarily provide language translation and interpretation services. Their offerings may also include services such as transcription, localization, and linguistic consulting. These organizations typically depend heavily on human resources, i.e., professional translators and interpreters, for their services. While they may utilize software tools for tasks like translation memory or project management, their approach is relatively manual and less integrated with advanced technologies.

Language Solution Providers: These providers leverage advanced technologies to deliver a broader spectrum of language-related solutions. In addition to traditional services, they offer solutions such as machine translation, natural language processing (NLP), sentiment analysis, automated transcription, and speech recognition. They can also provide services like multilingual content management, machine-learning driven localization, and automated quality assurance. They focus on delivering comprehensive, scalable, and efficient solutions for businesses with complex, multilingual needs.

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