



# 4 Ways to Build Up Your Company's Natural Language Processing Capabilities

Need to streamline processes around natural language text? Here are 4 ways to get your ideas going.

1



## TAP INTO YOUR INTERNAL DATA SCIENCE TEAMS

**Benefits** —

- No additional developer cost.
- Developers are familiar with internal processes.

**Downside** —

- Not all data teams have NLP talent.
- Your project may not be a priority.

2

## USE FREELANCERS (E.G. UPWORK, TOPTAL)

**Benefits** —

- Can develop solutions on the cheap.
- Development speed.

**Downside** —

- Quality can be a hit or miss.



3



## USE EXPERT NLP CONSULTANTS OR AGENCIES

**Benefits** —

- High quality solutions.
- Development speed.
- Support.

**Downside** —

- Need to allocate a decent budget.

4

## DO IT YOURSELF

**Benefits** —

- No additional developer costs.
- Familiarity with your own data and processes.

**Downside** —

- Steep learning curve.
- Long development cycles.

