

# **DIGITAL ROAD MAP FOR SMALL AND MIDSIZE LSPs**

Presented by Krzysztof Zdanowski

**DO YOU REALLY,  
REALLY NEED  
TECHNOLOGY?**





Entrepreneurship

## Gary Vee Drops a Truth Bomb About Technology (and an Unpopular Opinion About Facebook)

By Anouare Abdou - April 6, 2018

Innovation is taking two things that already exist and putting them together in a new way.

**Tom Freston**



# BUZZWORDS DO NOT INNOVATE

**BUT THEY SELL....**

# TRY(IED) AT HOME

SUMMA  
LINGUÆ  
TECHNOLOGIES

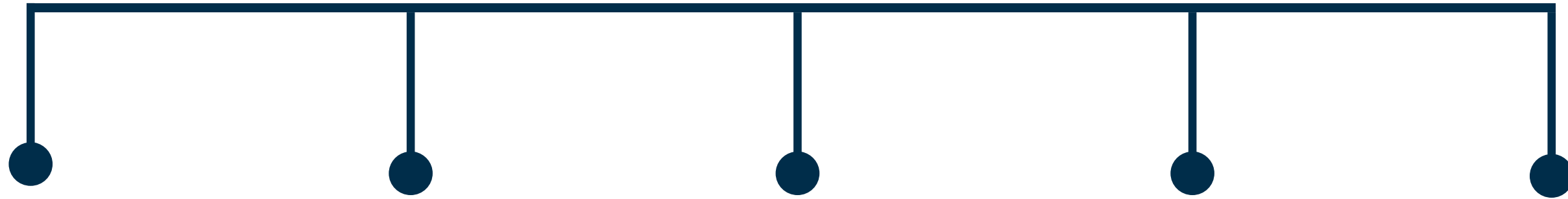


**MY  
EXPERIENCE**

**NOT ADVICE**



# AGENDA



**I WILL GO THROUGH 5 MAIN POINTS**

# **1. ARTIFICIAL INTELLIGENCE\***

**\*SORRY FOR THE BUZZWORD**



**WHEN IT  
WORKS, IT'S  
NOT AI  
ANYMORE**



# AI TIMELINE





**NARROW AI**



**SUPPORTS OUR DECISIONS**

# THE TRUE GENERAL AI

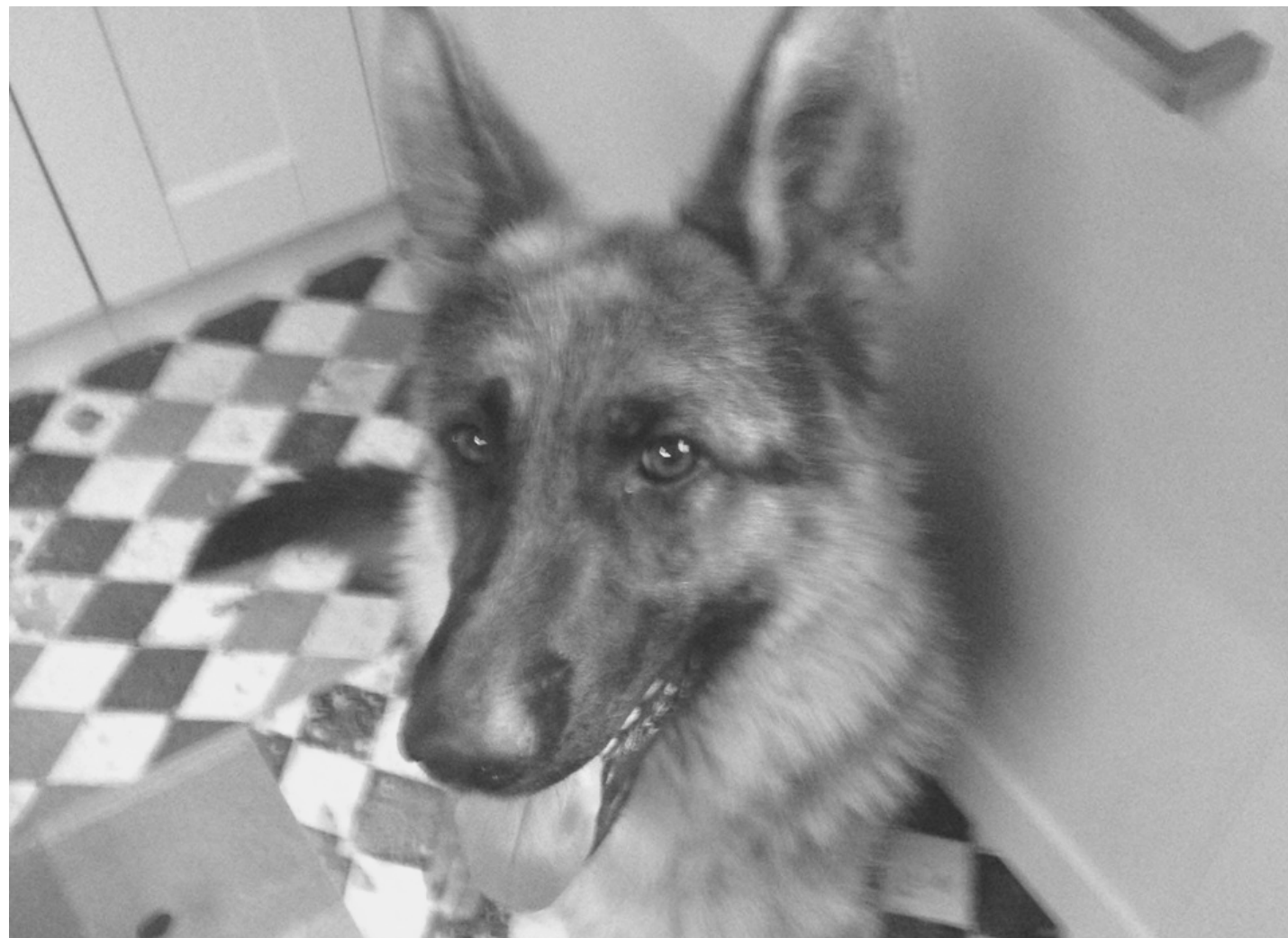
WHEN CHILDREN'S BOOKS ARE NOT  
A CHALLENGE ANYMORE







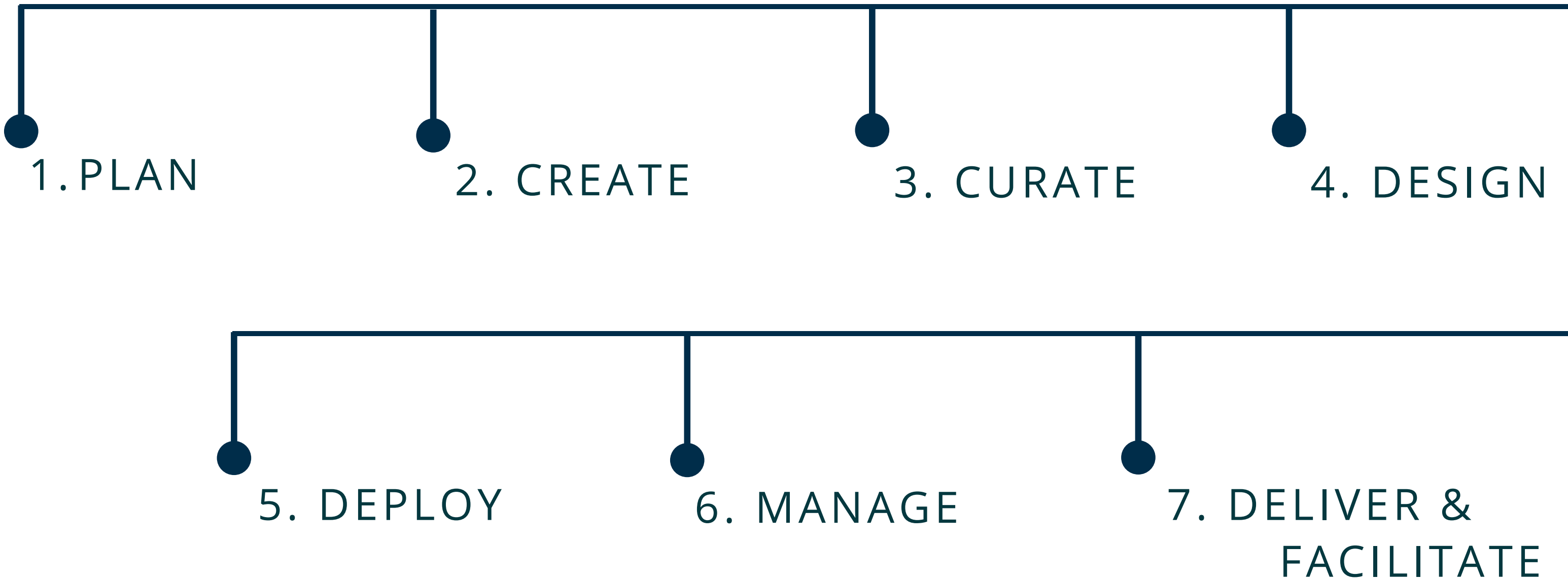
**SUPER AI**



**THE POST-HUMAN ERA**

# **2. CONTENT LIFE CYCLE / CONTENT SUPPLY CHAIN**

# CONTENT SUPPLY CHAIN



# **MULTILINGUAL SOLUTION**

**NOT A TRANSLATION SERVICE**

# 3. MINDSET(S)



**A)**

# **BENEFIT VS SERVICE**



# **B) SELLING VS HELPING**



# **4. SHOW ME THE MONEY**

# **INCENTIVIZE INNOVATION**

**MEASURED & OBJECTIVE**

# 5. YOU KNOW BETTER



**Phil Shawe**  
@PhilShawe

Everyone who pulled together to make the dream of [@TransPerfect](#) into a reality over the past 25 years should know this: We will continue to grow, to innovate, and to lead the market. We will continue to do so as a team, and always with our clients' best interests at heart.

[Przetłumacz Tweeta](#)

20:46 · 04 maj 18 · [Twitter Web Client](#)

**3** Tweety podane dalej **34** Polubienia



**Adolfo Hernandez**  
@adolfohf

W odpowiedzi do [@paulwrighttech](#)

Spot on Paul ! I am convinced the next performance jump for companies will be directly linked to how well they position/develop and engage the "next generation".... pressure is on 👍

[Przetłumacz Tweeta](#)

16:52 · 25 paź 18 z [Maidenhead, South East](#) · [Twitter for iPhone](#)



**Semantix Finland**  
@Semantix\_fi

[@patrikattemark](#): As an LSP we need to focus more on the customer interface and on making language technology more accessible to our customers. [#KIELI2018](#) [#language](#) [#technology](#) [#MT](#)

[Przetłumacz Tweeta](#)

10:45 · 03 wrz 18 z [Helsinki, Suomi](#) · [Twitter for iPhone](#)

**1** Tweet podany dalej **1** Polubienie



**THANK YOU!**

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