SDL*

Linguistic AI empowering transformation in automotive

André Schlotz, VP Global Automotive & Manufacturing Solutions

Brussels, 24 June 2019

V1.5

SDL*

Founded in 1992

Publicly traded company **(LSE:SDL)**

SDL powers customer experience for **90 of the top 100** global brands

59 offices

£323M annual revenue

4,100+ employees worldwide

4,500 enterprise customers

39 countries

World-leading Innovative Translation Management Technology

75% of the global localisation supply chain use SDL translation software

30+ BILLION words translated every month by SDL language services and technology

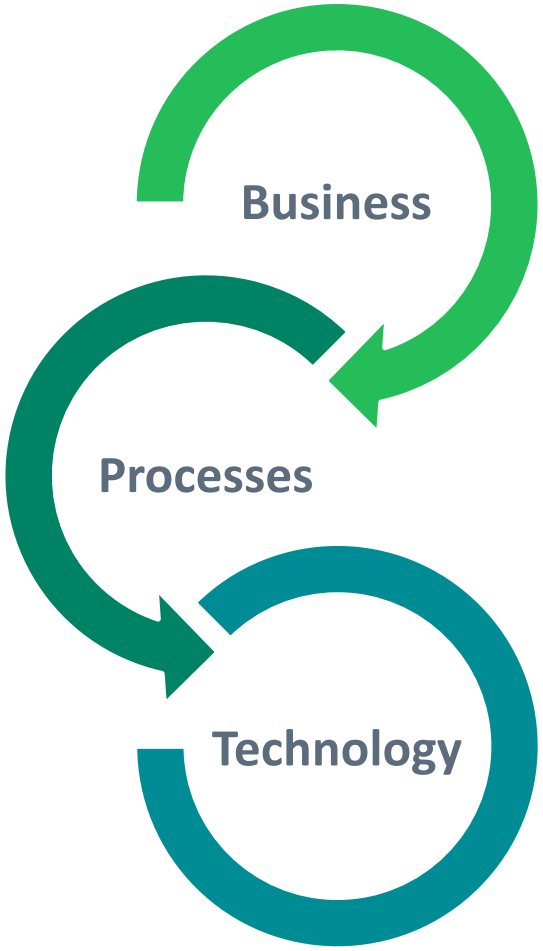
1,300+ In-house Translators and 15,000 Freelancers

Enabling companies to communicate in **180+** languages

Multi-Dimensional Transformation of the Automotive Industry

FROM

- selling cars
- producing cars
- device/hardware driven
- dealer managed
- gas/diesel/hybrid
- human-driving



TO

- … providing mobility services
- … managing an IoT platform with connected devices
- … services and software driven feature and functions
- … OEM managed customer relationships
- … electric/hydrogen
- … autonomous-driving

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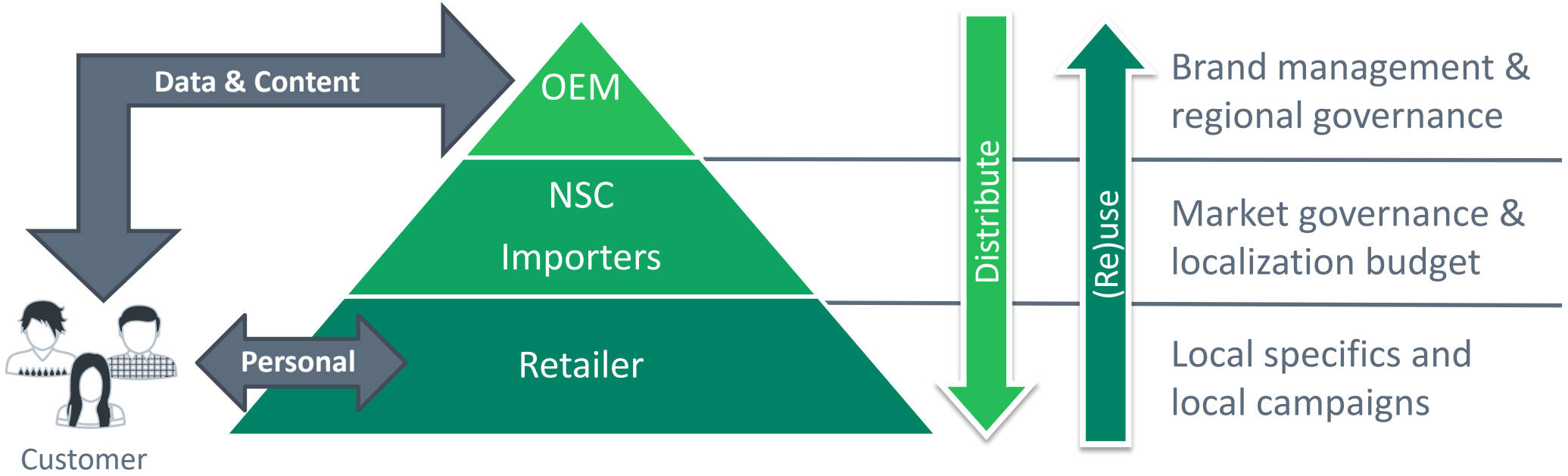
. . . Impacting Content and Translation Mgmt. Governance



The connected vehicle and its backend-services establish a direct relationship of the OEM with the Customer.

The future Digital Experience needs to be Data-Driven with the OEM acting as a **Data Broker** and **Content Service Provider** across the Sales and Service Distribution Chain.

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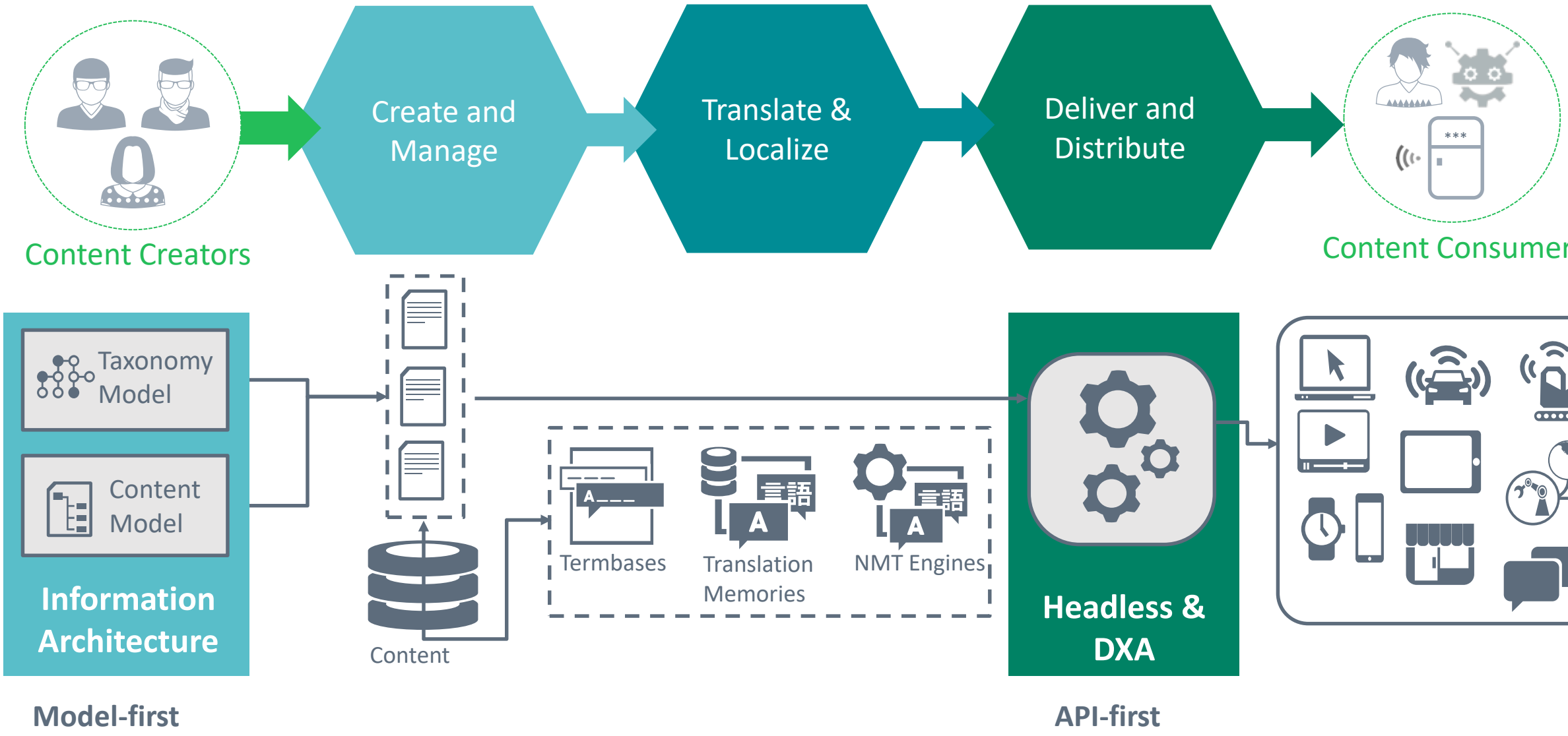
A Data-driven Content Distribution Chain . . .

Removes friction and redundancies across the distribution chain

Accelerates by automation and integration

Leverages knowledge with Linguistic AI

Building a Global Content Operating Model



SDL Solution Suite for Automotive

Tech Writer

Technical Communications

Customer Support

SDL* Tridion Docs

Structured Content Management

SDL* Tridion Sites

Web Content Management

Web Designer

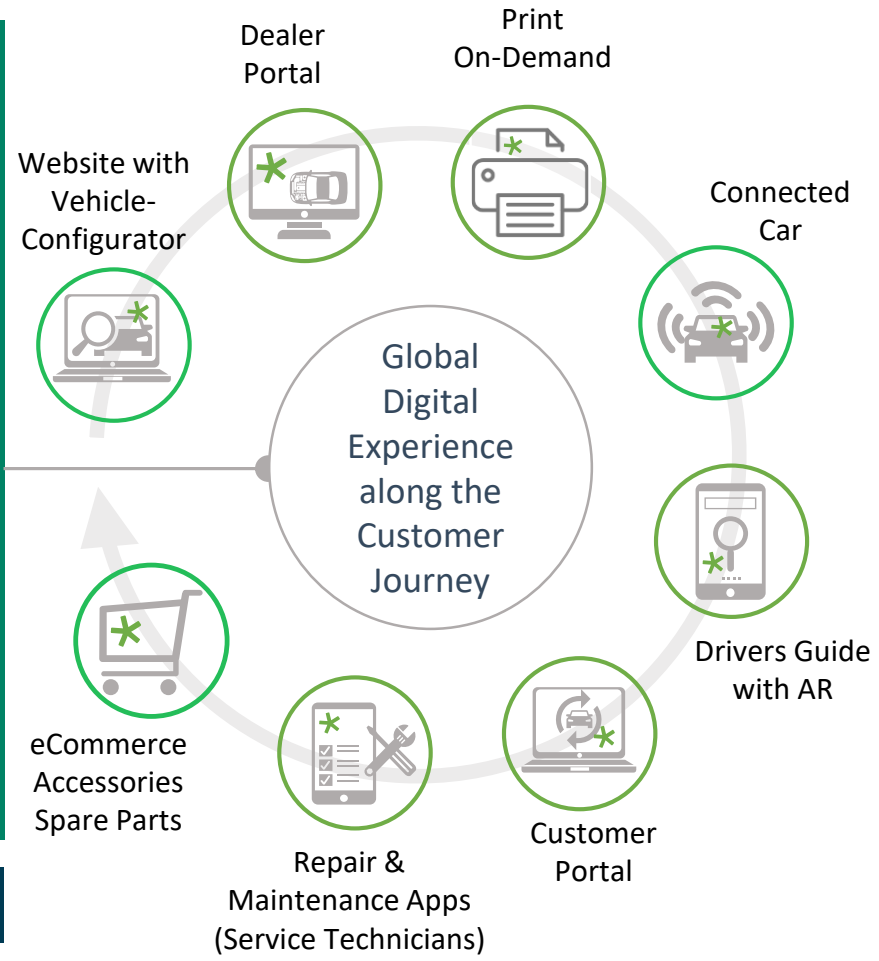
Content Marketing

Global Field Marketing

SDL* Language solutions

SDL* Tridion DX

Global Digital Experience Delivery



Integrations

CONTENT

DATA

TRANSACTIONS

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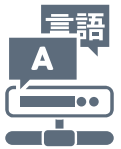
How Digitalization impacts Content and Localization Mgmt



Digitalization Drivers	IoT with Smart Services	Voice Assistants & Chat Bots	Augmented & Virtual Reality	Product differentiation by Software

Create & Manage

- MicroContent – small & smart
- across enterprise disciplines & departments
- Rich-Media

Translate & Localize

- Continuous Localization applying agile DevOps best practices

Deliver & Distribute

- shorter intervals & incrementals
- globally simultaneously
- synchronous across channels and touchpoints
- Mash-Up MarCom & TecDoc

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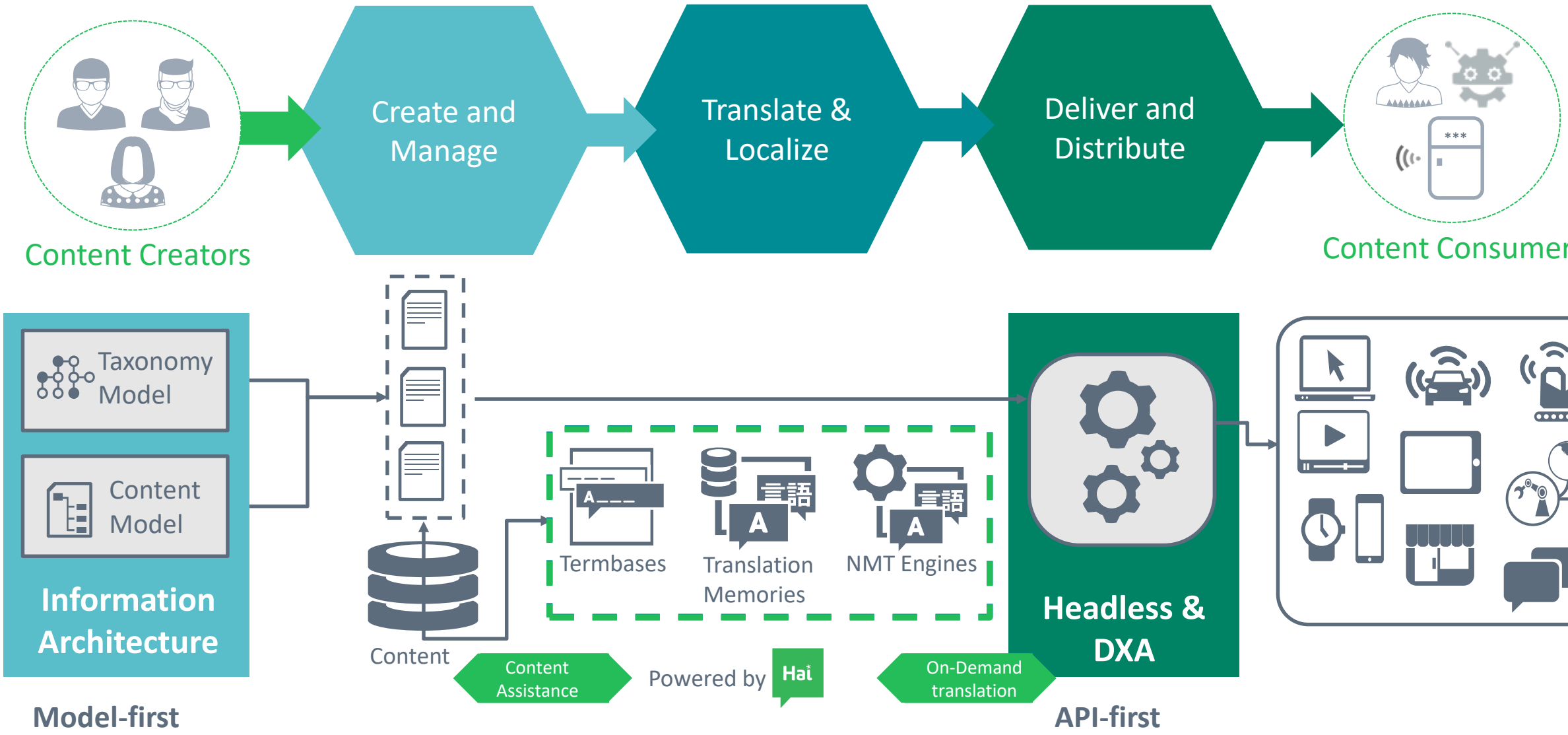
Empowering Global Content Operation with Linguistic AI



Linguistic AI → Products

- Neural MT 2.0
- MT Suitability
- Language Modelling
- Keyword Extraction
- Entity Recognition
- Domain Identification
- Complexity Analysis
- Dependency Parsing
- Language Identification
- Summarization

SDL* Machine Translation

SDL* Tridion DX

SDL* Language Cloud

SDL* Content Assistant

Powered by Hai*

Linguistic AI

Neural MT 2.0

MT Suitability

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Products

SDL Machine Translation

Powered by

MT Development Focus

Quality Improvements

Neural MT 2.0

Powered by Hai

Lower TCO

NMT on CPU
Hardware Based
Optimization

Deployment Flexibility

On-Premise, Secure Cloud
Converged (Edge-Cloud)

Adaptability

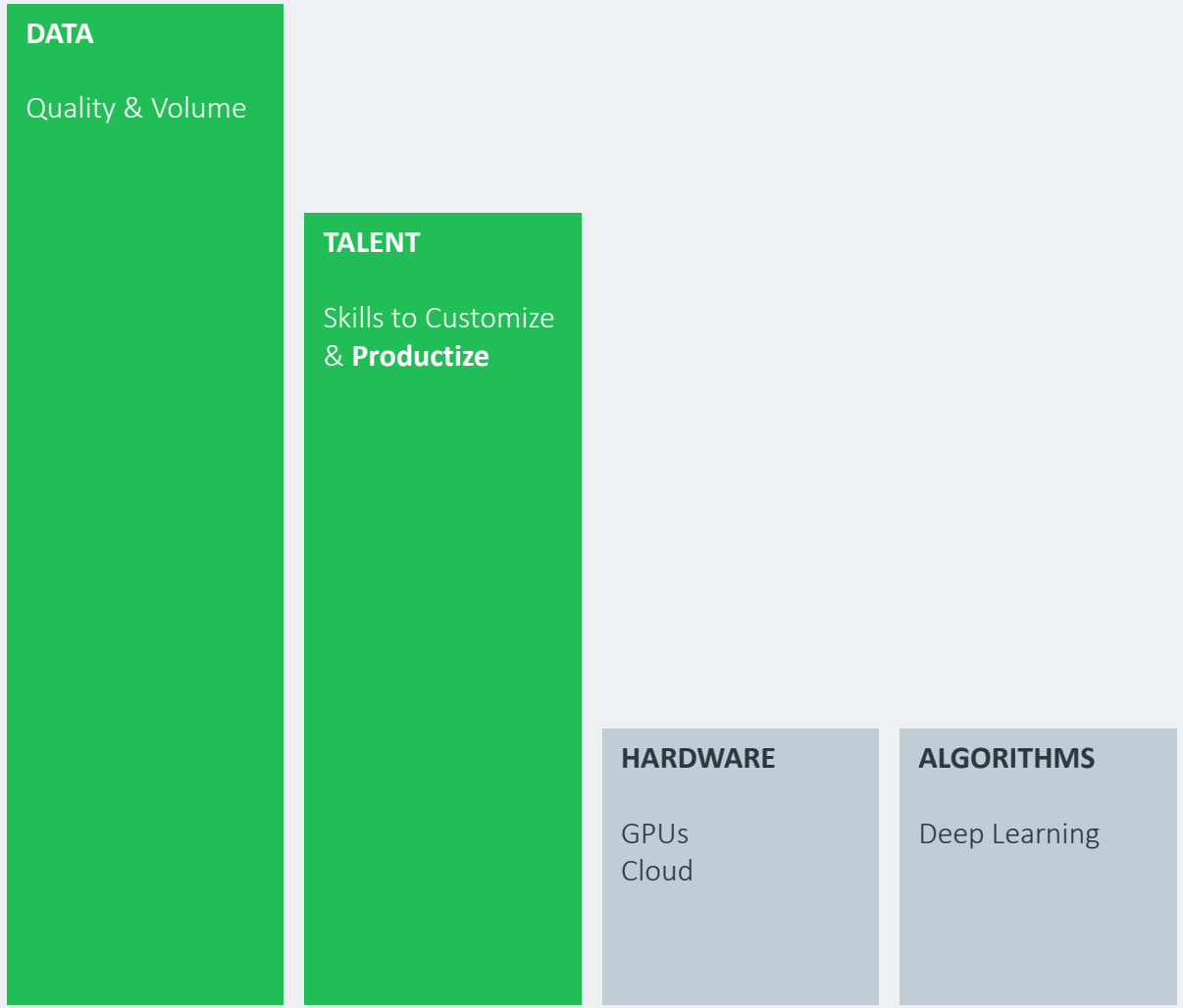
NMT Dictionaries
NMT Adaptive LPs

“After understanding what AI can and can’t do, the next step for executives is incorporating it into their strategies. That means **understanding where value is created and what’s hard to copy.** The AI community is remarkably open, with most top researchers publishing and sharing ideas and even open-source code. In this world of open source, the scarce resources are therefore:

DATA
Among leading AI teams, many can likely replicate others’ software in, at most, 1–2 years. **But it is exceedingly difficult to get access to someone else’s data.** Thus data, rather than software, is the defensible barrier for many businesses.

TALENT
Simply downloading and “applying” open-source software to your data won’t work. AI needs to be customized to your business context and data. This is why there is currently a war for the scarce AI talent that can do this work.”

Andrew Ng



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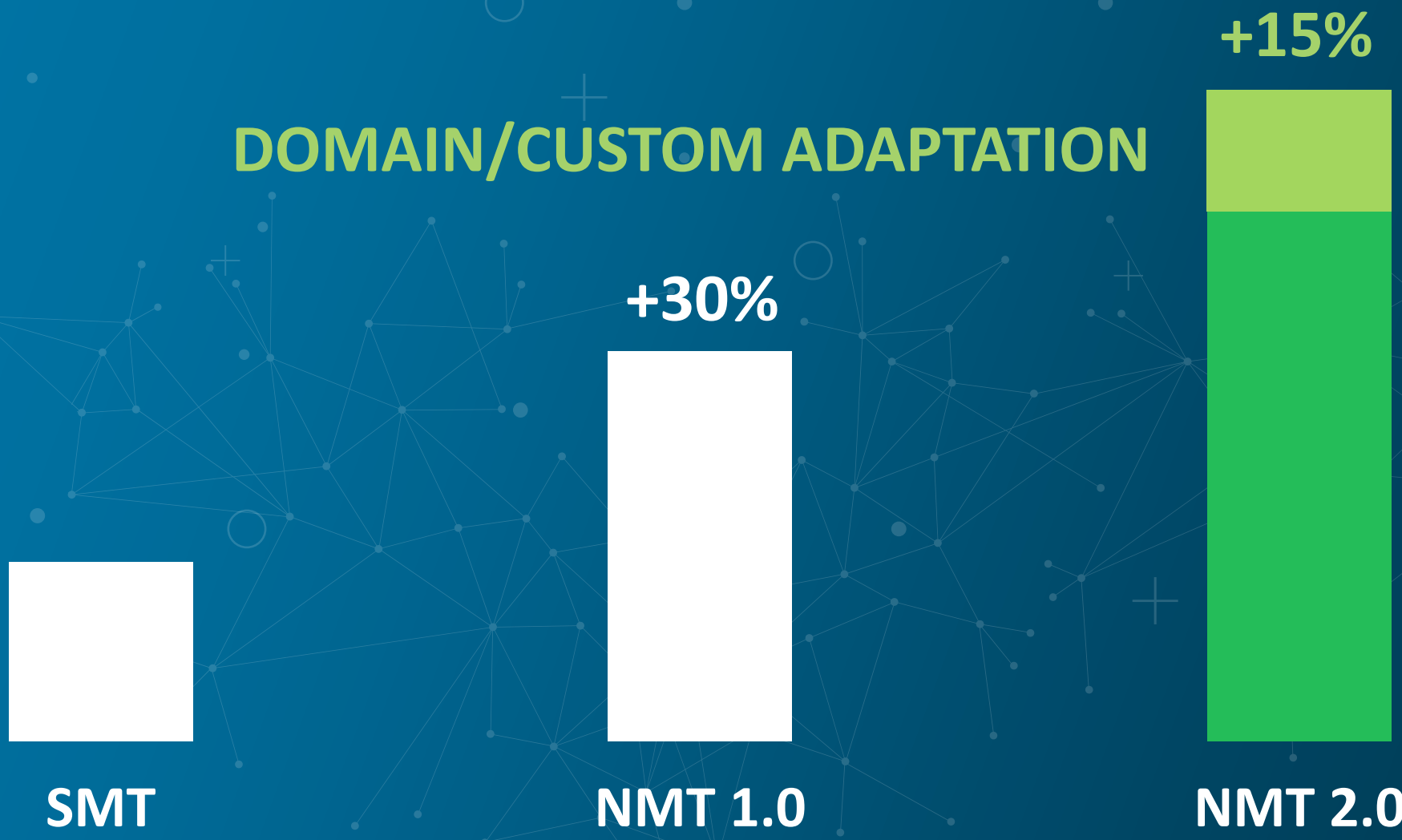
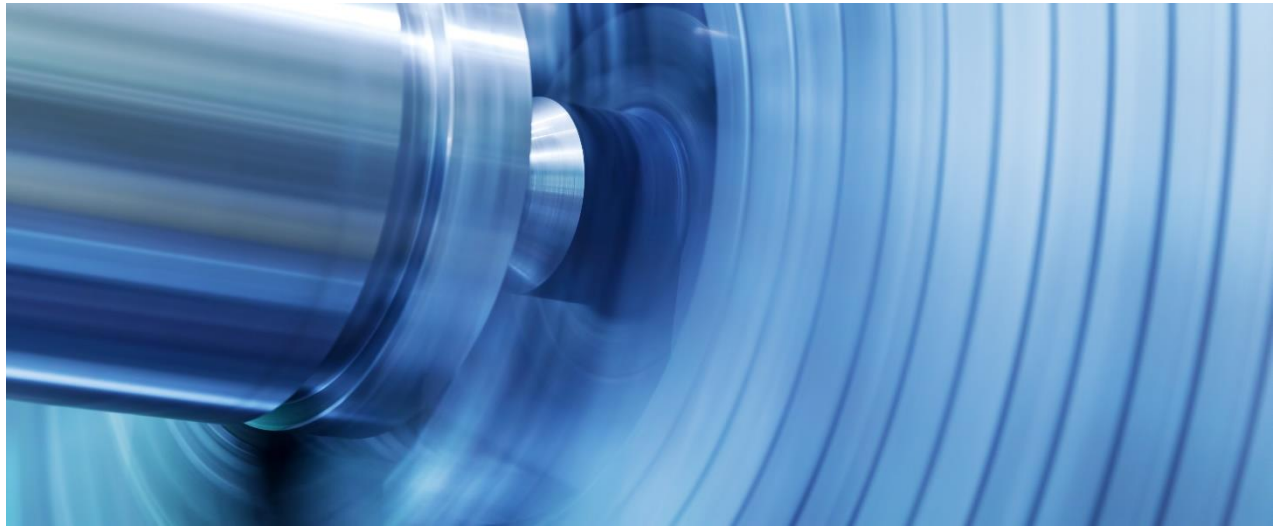
DOMAIN/CUSTOM ADAPTATION



Leverage existing Data assets for adaptation

With Linguistic AI these Assets can be leveraged enabling cost reductions, process acceleration and global collaboration.

Terminology and Translation Memory Assets are a significant IP providing competitive advantage.



Adaptability – Adaptive LPs Protecting IP

Provides the ability to train Neural engines, on premise, without the need to share data with any third party

Leveraging MT

- to build multilingual Chat Bots, Live Agents and Service Knowledge Bases
- to speed up communication and knowledge exchange across the sales and distribution chain

Partnerships and integrations for audio, video and image transcription into text e.g. with

NUANCE

Linguistic AI

Neural MT 2.0

MT Suitability

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Summarization

Products

SDL* Tridion DX

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Intelligent Translation

Tech Connected

Machine First

Continuous

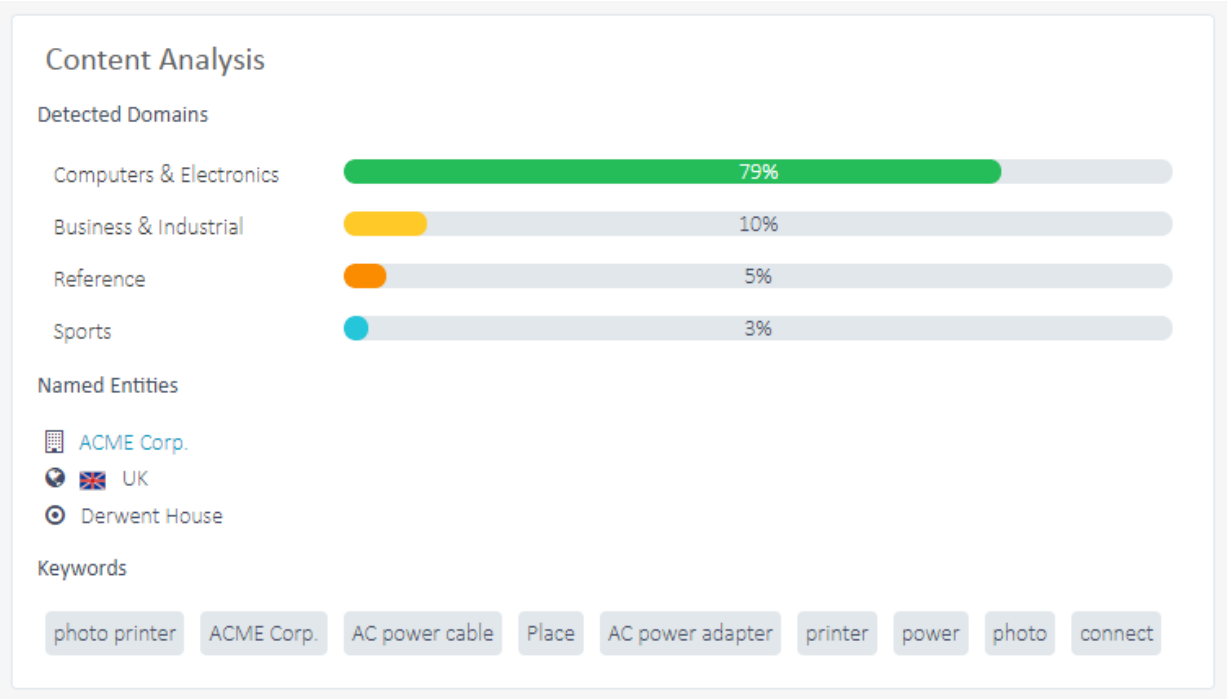
Data-Driven

Community Integrated

SDL*

Linguistic AI enables Workflow Assistance and Automation

- Extract keywords/metadata from content to assist Project Managers with decision making.
- “Dynamic workflows” which will be decided by Content Assistant output on which workflow to go through.



Powered by Hai

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