



THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY

Dear colleagues,

You may have participated in the LT Innovate's Buyer Challenges in the past (with companies such as Bayer, Daimler, Oracle, Stepstone and others). We all agree that these are great opportunities and you will again be able to pitch your solutions to potential new customers at this year's LT-Innovate Summit.

However, many of us develop and try to market niche technologies. Large customers, on the other hand, are looking for solutions. There's a gap between our offer and their expectation. More often than not, this gap has to be bridged by an integrator pooling several language technology components into a comprehensive and tailor-made solution.

Providing such integrated solutions is hard, time consuming, and requires domain knowledge. Gap bridging often fails already at the discovery stage. Most people have no clue about the language technologies we develop and what they can do for them.

Following last year's [survey](#) on the European Language Cloud, some members suggested to us that it would be great to have an LT SaaS-wrapper around their technology offerings. Operated by LT-Innovate, it would take care of marketing & sales, CRM & support, payment, and hosting.

We listened and worked hard to prepare the launch of the *LTI Cloud* at our upcoming Summit. The *LTI Cloud* is a SaaS wrapper around LT components with the goal of facilitating the plug 'n' play of language technology. It will allow you to market your capabilities, to easily build new LT components based on others... and it will be a great new customer acquisition channel.

We intend it to become a single point of access for companies wishing to implement language technology, empowering people and businesses by simplifying digital language technology solutions in Europe and globally. So far, we have architected the *LTI Cloud*. Influential politicians love the idea and will come to the LTI Summit to support us.

We would like to share this project with you. It is, therefore, very important that you come to the LT-Innovate Summit on 25-26 June in Brussels to show your interest and support. Only together can we push the project ahead and launch soon the first version of the *LTI Cloud*!

We count on you and are looking forward to seeing you soon in Brussels,



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