

Town Hall Discussion: Technology

Discussion:

- Technology relating to translation (not interpreting)
- Threat – how?
- Opportunity – how?

Size/budget and philosophy determine an LSC's approach to using technology (or not)

Trends:

- Technology-enabled platforms (e.g. Smartling, Gengo, translated.net, One Hour Translations) are moving translation not just from value to commodity, but even to utility.
- Several big players are diversifying heavily and e.g. Lionbridge has publicly said that an increasingly higher proportion of their revenue is from non-linguistic services.
- How do 'mainstream' LSCs find other revenue streams/value-adds to not just rely on word rates in future?

Technology:

- Mainstream LSC tools are a must (TMS, TM, basic API usage etc.), and it used to be a buy or build decision. Now the general advice is to buy if it exists.
- MT adoption is still growing, but for most small/medium LSCs handling dozens of languages it's still cost-prohibitive to get started.
- Only the medium to large LSCs have the funds to deploy the technical expertise to develop complex and deep system integrations/adaptations with the largest/high-maturity enterprise accounts.
- Smaller LSCs don't want to/don't have budget to "build", but they do want to be able to buy/licence and leverage technology. But finding out which technologies and providers to use is challenging.
- AI to make transactional tasks quicker and less costly