SAP Language Services

Platforms, networks and automation: the future of translation?/!/...

Globalization Services

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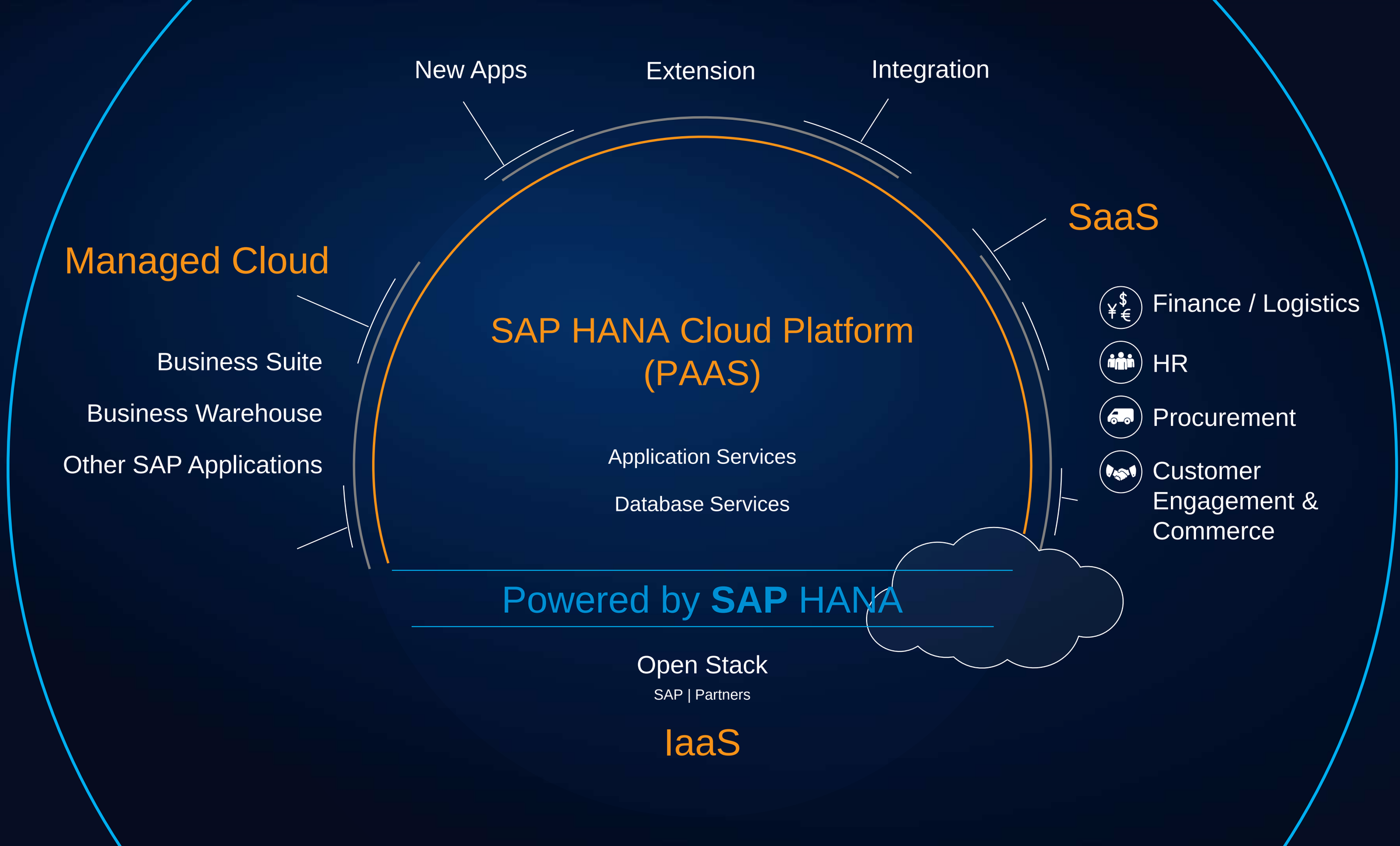
Photo: ESA

Innovation is everywhere

…and it’s multilingual

PLATFORMS ARE THE NEW BUSINESS MODEL


New Apps
Extension
Integration
Managed Cloud
Business Suite
Business Warehouse
Other SAP Applications
SAP HANA Cloud Platform (PAAS)
Application Services
Database Services
SaaS
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HR
Procurement
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Powered by SAP HANA
Open Stack
SAP | Partners
IaaS

APPLICATIONS WHICH *ARE* MULTILINGUAL

NETWORKS WHICH *ARE* MULTILINGUAL

Key Disruption Forces

NETWORKS

TIME-TO-VALUE

MONETIZATION MODELS

USER DRIVEN INNOVATION (UDI)

INTERACTIVITY

(LANGUAGE) TECHNOLOGY

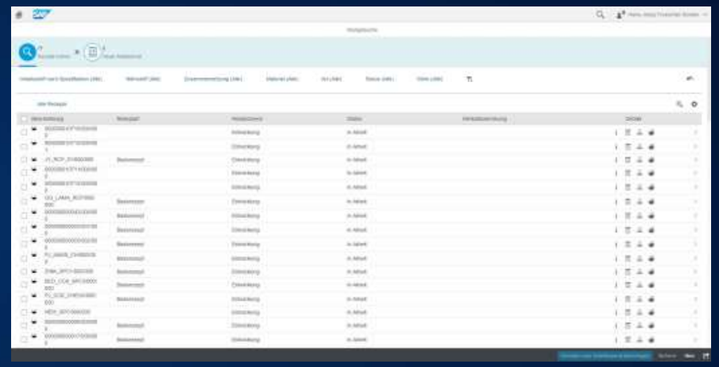
BIG DATA

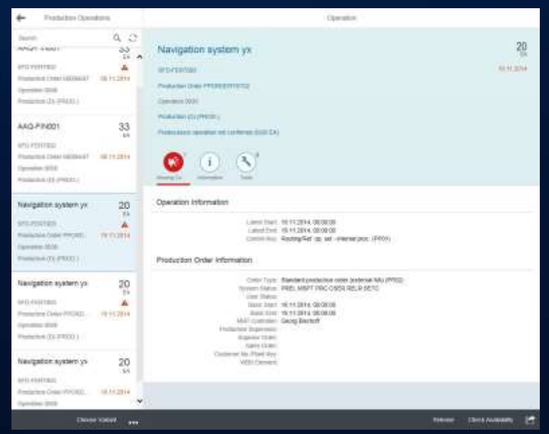
PLATFORMS

PROCESS AUTOMATION

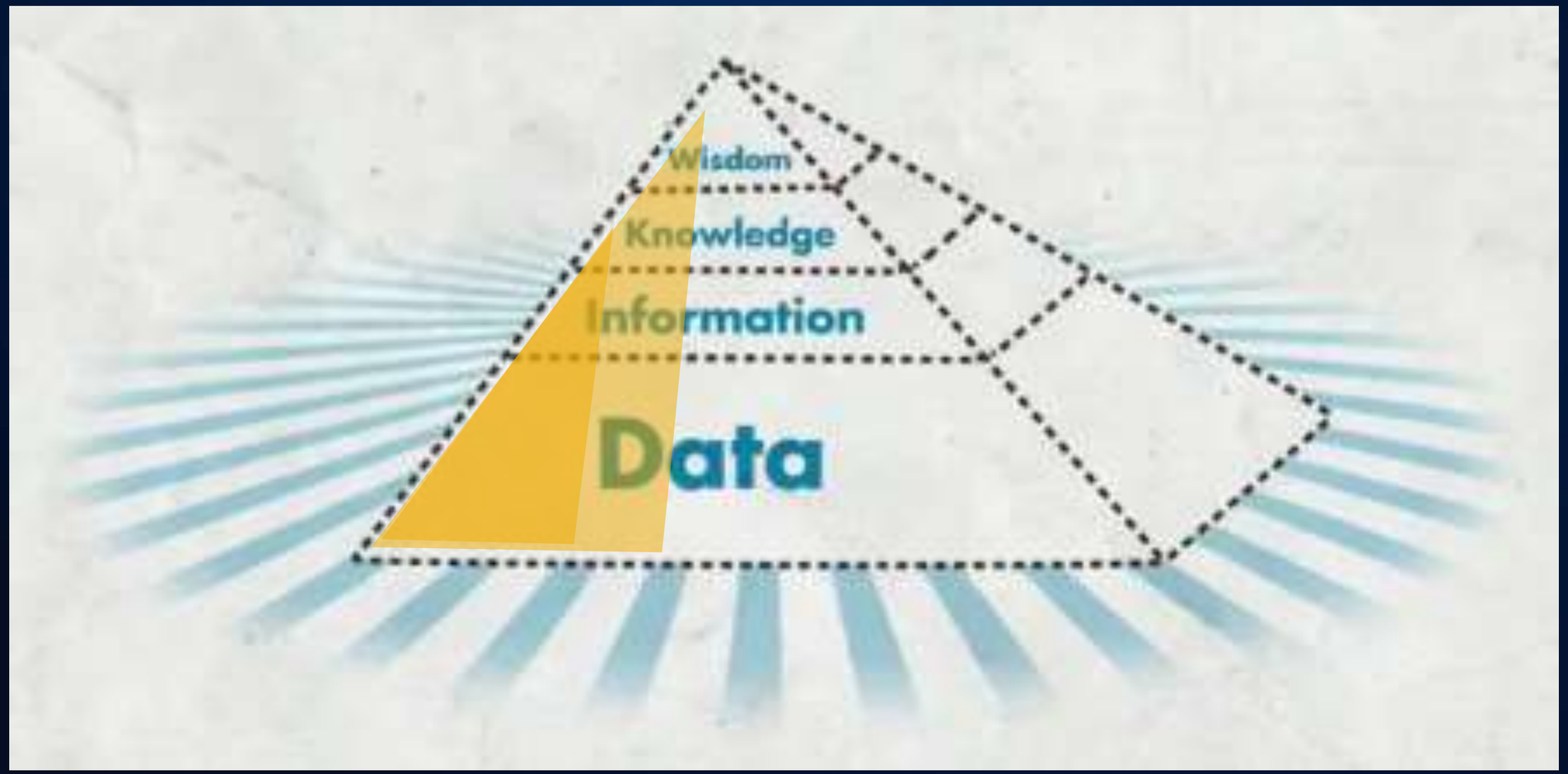
Language: an embedded feature, not an afterthought

- Language (or the feature of “multilinguality”) is no longer “bolted on” to products and solutions afterwards
- It has been created as an key element of the user experience
- It can be manipulated by people and machines in different roles who interact with the solution (developers, customers, translators, technology).
- It becomes a key differentiator in:
  - Speed of adoption
  - Reduction of ownership costs
  - Acceptance of solutions
- Thanks to future interactivity, it can become a source of knowledge and wisdom that can hold value





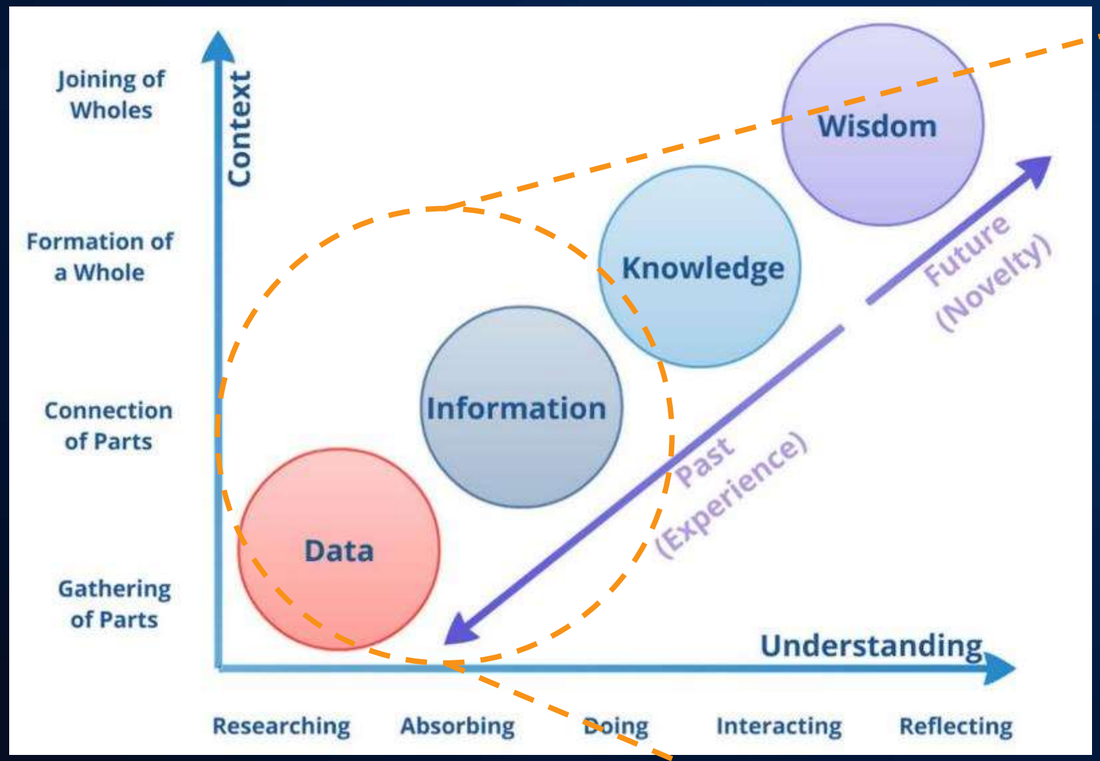
Big data and big data technology will become a real disruptive force for language instead of just a potential one



The DIKW language services triangle today

And tomorrow

Limited progress in the last 25 years in the language industry



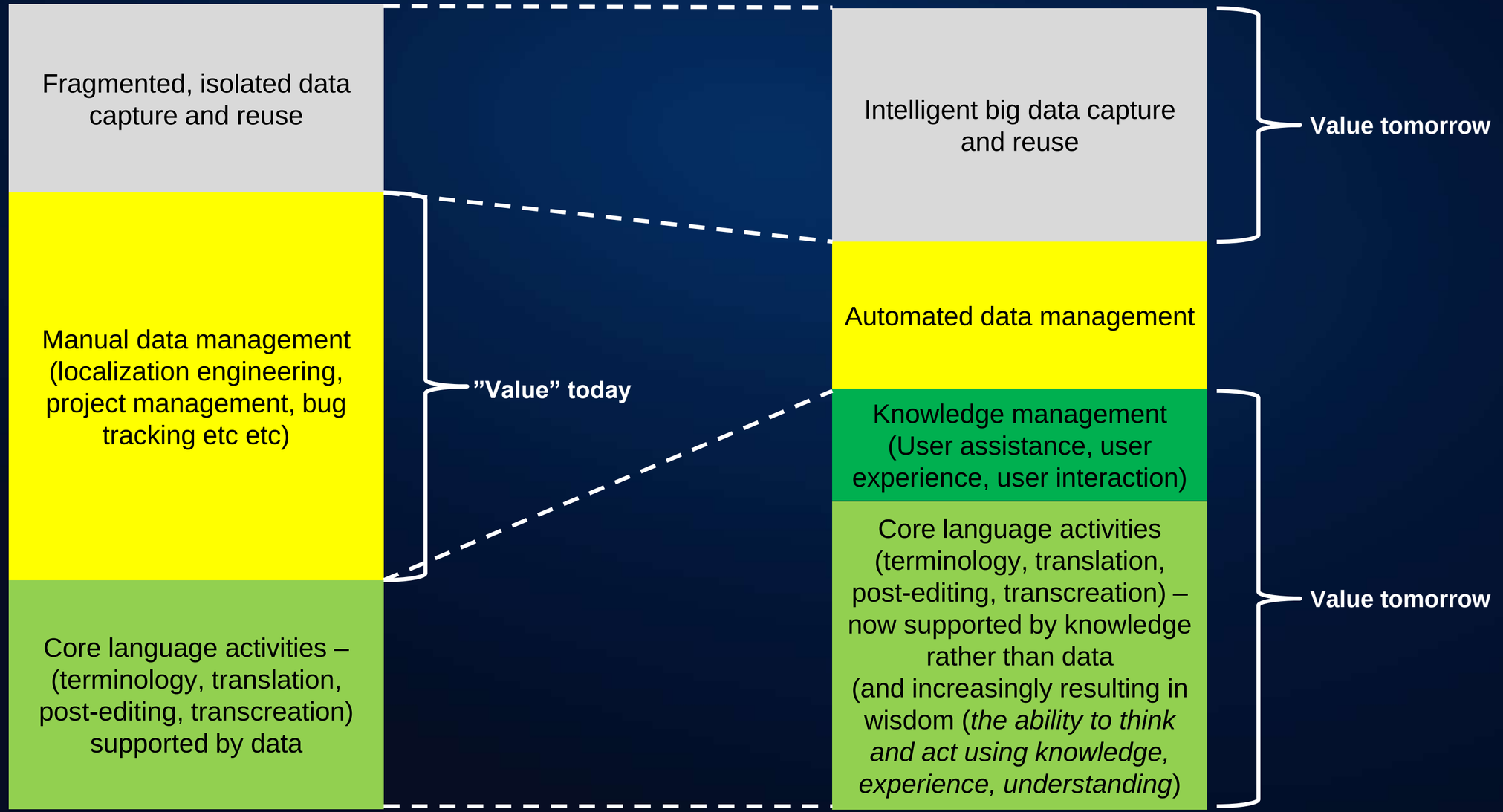
Only moving from the translation of the initial content to delta updates…

- Gathering of parts
- Connection of parts
- Absorbing
- Doing

… with little progress towards greater understanding

- Interacting
- Reflecting
- Formation of a whole
- Joining of wholes

Prediction: A profound shift in the value-adding activities associated with translation and language services



“Translator 2”: The reemergence of language expertise

Today…

The battery translator, driven by data, producing yet more data.
Is near the bottom of the multilingual data food chain.
Processes delta snippets of “data stuff” out of context, never sees the light of the big picture, may know very little about the subject, with little or no knowledge or wisdom support.

Tomorrow…

The wisdom worker, supported by knowledge and wisdom.
Is near the top of the multilingual data food chain.
Processes meaningful information in context, understands the big picture. Is empowered by the platform to produce value.

Thank you

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