



THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY

Manufacturing Innovation Partnering Focus Group

23 October 2013
18:00 - 20:30.
Munich, Germany

Venue & Agenda

Venue

Schmiedl Marktforschung GmbH (Schlesinger Associates)
Neuhauser Str. 27
D-80331 Munich
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Agenda

17:45	Registration
18:00	Welcome and Introduction Self-introduction by the participants
18:20	Company Presentations by LT-Innovate members (6 minutes maximum per presentation – 5 companies)
18:50	Panel Discussion (Focus Group) <i>How can Language Technology (LT - intelligent content, speech and translation) help the Manufacturing industry?</i>
20:15	Wrap up

Participants

LT Innovate is inviting managers from a mixed group of manufacturing companies responsible of IT or areas such as business intelligence, multichannel, e-Commerce, innovation, product design, production lines, supply chain, marketing and sales. Manufacturing companies with highly complex business processes such as automotive and aeronautics (including related



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suppliers) as well as companies with less complex business processes such as tools, toys, electronics, IT, appliances, furniture, etc. are encouraged to attend this event.

Purpose

The purpose of this LT-Innovate Focus Group is to launch a “leaning” dialogue between Language Technology (LT) experts and manufacturing industry players, in order to identify the potential of LT to support manufacturing in specific areas (e.g. design, supply chain or marketing/sales).

The Focus Group should provide feedback and insights in two ways:

- a) Insights into what the manufacturing industry needs and expects from LT in the next 5 to 10 years. This will help LT vendors develop innovative products and prepare research and development plans;
- b) Information for the manufacturing industry on what European LT vendors are already offering in the market.

There should be learning on both sides; the manufacturing industry players will be encouraged to talk as frankly as possible about how they *evaluate* LT today: the strengths and weaknesses of current technology, the possible need for language-related standards, and expected changes in the manufacturing eco-system that could lead to greater LT-related challenges.

This Focus Group will not be a one-off event; it marks the launch of a vendor-buyer dialogue. LT-Innovate will be publishing the outcome of dialogue in its ‘LT Innovation Agenda’, which will be distributed to all participants and interested parties towards the end of the year.

Key LT focus points for the workshop

Drawing on previous interview material, we hope to organise the discussion around three topics:

1. **Current perception of language technologies in the manufacturing industries.**
Language technology basically enables the smarter use of existing IT and business processes, by drawing on the *meanings* hidden inside spoken conversation, text and data to optimise communication and information management in general. Do the emerging concepts of “intelligent content”, natural interfaces” and automated translation resonate with people involved in various manufacturing processes? Do existing LT applications effectively solve their real-world problems?
2. **Identifying specific points in business/manufacturing processes where LT can address current pain points** - inefficiencies, traffic jams, time-lags, unnecessary costs, lack of competitiveness, wastage, lack of recycling etc. We suggest three general IT/content areas where manufacturing companies could be interested in the competitive advantage of language technology.



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- a. **information & communication management**
 - i. documentation production, search, re-cycling content, rich language content, training, user-centric documentation, contact centres, media monitoring
 - b. **interface management**
 - i. man-machine communication, speech input/output, warehousing and logistics,
 - c. **foreign language access challenges**
 - i. automated translation, accelerated language-learning for staff, using corporate language resources, global content processing, dealing with translation suppliers
3. **Building a preliminary needs analysis for LT and the manufacturing sector** (i.e. intelligent manufacturing, big data, massive customisation, embedded systems, automation, customer experience management etc.) to guide relevant language technology innovation over the coming years.

Expected take-aways

For the Manufacturing Industry:

- A clearer, richer picture of the opportunities that LT can bring their industry as a whole, and some aspects of their company processes in particular;
- A reference point for finding out more about the importance of LT in digital futures.

For LT Vendors:

- A clearer, richer picture of specific challenges facing the manufacturing industry and the opportunities these open up;
- A sense of how the manufacturing industry evaluates or regards LT in general and some specific products;
- A picture of possible touch points each individual buyer could pursue as an innovation scenario.