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LT INDUSTRY
SUMMIT

BRUSSELS
28-29 May 2018

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Jochen Hummel
▸ Chairman **LT-Innovate**

Discover the Power of Language Intelligence @LTI18

Natural Language Processing has seen quite a revival with Internet giants putting a lot of smart heads at solving NLP's toughest problems. Incredible progress in processor speed allows to stack neural networks so deep that the successes in computer vision are repeated in NLP. Even though words are arbitrary symbols and as such fundamentally different from imagery, sentiment analysis, document classification, semantic search, and even Machine Translation, all work pretty well now.

Sure, project managers have to be careful with vendors' claims and managers' dreams to just throw in lots of data and the machine will figure it out by itself. But Machine Learning tuned with human knowledge and domain terminology achieves production quality for many tasks and in most languages.

More dramatic, however, is the opposite effect: **the pivotal role NLP plays for Artificial Intelligence**. Despite the impressive advances in AI like beating humans in Go, one fundamental capability remains elusive: language. Siri and Alexa can follow simple commands and answer basic questions (in a handful languages) but can't hold a conversation. They have no real understanding of the words they use.

Language will determine whether machines become a part of our everyday life or whether they remain mysterious black boxes. As MIT's Josh Tenenbaum brings it to the point *"There's no way you can have an AI system that's humanlike that doesn't have language at the heart of it"*. Sure, we can have immensely powerful software but without language our relationship with AI will be far less collaborative. And probably far less friendly.

It is thus hard to envision how we will interact with AI without language, without being able to ask machines, "Why?" and "What are you thinking about?". This will require a lot of knowledge about language but also a huge amount of domain and common-sense knowledge about the world. Only then we can solve the hardest of all challenges. So hard, that it has been stated almost 70 years ago as the ultimate test for the existence of Artificial Intelligence: **a meaningful conversation with a machine**.

I am pleased to welcome you at the 7th Language Technology Industry Summit!

LANGUAGE TECHNOLOGY
Discover the Power of

Monday 28 May 2018 | DAY 1: Deep Language & Meaning Processing / Speech & Multimodal Interaction

Time	
09:00	**Welcome Address** **From Language Technology to Language Intelligence** *Jochen Hummel*, Chairman, LT-Innovate
09:30	**Accessing Online Text-based Conversation: Past, Present and Future** *Mike Madarasz*, Partner, & *Jay Krall*, VP Product, Socialgist
10:30	☕ Coffee Break
11:00	**Dismantling & Counter-Acting Online Propaganda** *Christoph Prinz*, CEO, Sail Labs **Utilizing Text Analytics to Assess International Human Trafficking Patterns** *Tom Sabo*, Principal Solutions Architect, SAS Federal **Decoding Complex, Volatile and Non-Transparent Markets** *Janna Lipenkova*, CEO, Anacode **Content Meets Interest - Contextual Ad Targeting by Means of Cognitive Computing** *Heiko Beier*, CEO, Moresophy **Speech-powered Compliance Monitoring 4 Trading Floors Hits the Ground** *Ariane Nabeth-Halber*, Director, Speech Solutions Strategic Line, Bertin IT
13:00	🍴 Walking Lunch & Networking
14:00	**Riesling, Bordeaux, Cash! – The Interoperability of the IoT** *Jochen Hummel*, CEO, Coreon **Global Content Management and Delivery for Industry 4.0 Manufacturers** *André Schlotz*, Vice President Global Automotive and Manufacturing Solutions, SDL
15:00	☕ Coffee Break
15:30	**The Natural Language Generation Market – Today & Tomorrow** *John Rauscher*, outgoing CEO, Yseop **Deep Natural Language Generation for E-Commerce** *Johannes Bubenzer*, CEO, 2txt followed by Q&A
16:30	**Smart Learning Solutions for Scalable Training Success** *Armin Hopp*, President, Speexx **Deploying Automated Speech Recognition for Vocal Order Validation - A Real Case** *Stefano Ivan Aldrovandi*, Head of International Business, Cedat 85 **Multi-lingual Speech Systems in Market Research, Contact Centres, Travel Agencies** *Maarten Bossuyt*, Partner & CSO, MyForce **Harnessing Artificial Intelligence for Radical Automation of Subtitling Processes** *Maarten Verwaest*, CEO, Limecraft **Video Remote Interpreting Platforms** *Alex Gusev*, CEO, Speakus **Believable Facial Animation in Real Time** *Rebecca Mead*, Senior Linguist, Speech Graphics
	 One2One Matchmaking
18:30	🍸 Networking Cocktail

INDUSTRY SUMMIT 2018
Language Intelligence

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09:00	**Beyond Neural Machine Translation** *Andrzej Zydroń*, CTO, XTM **Centralize and Streamline Secure Machine Translation** *Çağdaş Acar*, Pre-sales Project Manager, Wordbee **Impact of Neural Machine Translation on Productivity: Paying Translators an Hourly Wage** *François Brown de Colstoun*, President, Lingua et Machina **Design System & Globalization** *Jerome Selinger*, Senior Globalization Program Manager, Pitney Bowes Software
10:20	☕ Coffee Break
10:40	**Seamless Translation Workflows and Lean Translation** *Arthur Wetzel*, CSO, 24Translate & *Catrin Urbig*, Project Manager, Swisscom
11:20	**Human Parity Neural Machine Translation – Hype or at the Doorstep?** *John Tinsley*, CEO, Iconic Translation Machines Followed by **panel discussion** with: *Britta Aagaard*, Head of Translation, Semantix *David Canek*, CEO, Memsource *Arthur Wetzel*, CSO, 24Translate
12:30	🍴 Walking Lunch & Networking
14:00	**Combining Artificial and Human Intelligence for Specialized Automated Translation in Financial Institutions** *Olivier Debeugny*, CEO, Lingua Custodia **Bridging the Gap Between Translation and Software Development Workflows** *Frederik Vollert*, Chief Strategy Officer, PhraseApp **ELEXIS – a European Infrastructure for Lexicography** *Carole Tiberius*, Computational Linguist, The Dutch Language Institute
	One2One Matchmaking
15:00	☕ Coffee Break
15:30	**Beyond Machine Translation: Harnessing AI for Multilingual Public Services in the European Union** *David Canek*, CEO, Memsource **How AI Enables Paradigm Shift in Machine Translation Technology and Application** *Andrejs Vasiljevs*, Chairman, Tilde **Bridging the Content Translation Gap** *Hannah Riley*, Head of Translation Strategy, European Economic & Social Committee and European Committee of the Regions **A Public Multilingual Knowledge Management Infrastructure for the Digital Single Market** *Najeh Hajlaoui*, Project Manager, Publications Office of the European Union
	One2One Matchmaking
17:00	**FINAL KEYNOTE** **Language Technologies for the Regions** *Karl-Heinz Lambertz*, President, European Committee of the Regions followed by Q&A
17:30	End

FOCUS ON
OUR SPEAKERS

Britta Aagaard
Head of Translation
Semantix

The enthusiastic leader of a passionate team of language professionals, technology experts and innovative minds. Britta has been the CEO of TextMinded® until the company became part of Semantix in 2017, the largest language company in the Nordics. Today she is responsible for the group's total business area of translation and advanced language solutions. Semantix has the ambition to take the leadership in the changing language industry, constantly expanding its own comfort zone, trying harder and achieving more. Building on great people and by thinking communication and interoperability rather than just translation, language and language technology become a significant contribution to and driver of a democratic and sustainable new world order.
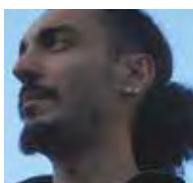
Çağdaş Acar
Pre-sales Project Manager
Wordbee

Having received translation (BA) and literature degrees (MA) in Istanbul and Leuven, I have been training CAT and TMS users and integrating tools into their existing workflows since 2010. As a published translator, I am also doing freelance literary translation and simultaneously working as an adjunct lecturer in departments of translation studies (Istanbul Arel University and Bogazici University) in Istanbul, Turkey.

Stefano Ivan Aldrovandi
Head of International Business
CEDAT 85

At Cedat85 (www.cedat85.com) Stefano is Head of International Business and also member of the Board of Directors of Speech-I www.speech-i.com, the international company/brand for Cedat85 solutions on International markets. Cedat85 is considered in the top 11 world-wide players for Speech to Text applications and in the top 5 in Europe. Its solutions are used in many different market sectors such as: Government, Finance, Telco, Utilities, Media and Broadcasting. Stefano sits in the advisory boards of several technology companies, and has been the co-founders of madai, worked at Microsoft (Vice President - Digital Marketing Group for Western Europe and France, Middle East and Africa), Exalead (Director of International Operations), Altavista (South Europe Director), Cincom (EMEA Regional Manager), Hyperion, ADP, Concept.

Heiko Beier
CEO
Moresophy

With his education in particle physics Heiko has been working in the field of computational analytics of massive streams of data (nowadays called "big data") for more than 25 years. He studied philosophy and physics at Hamburg University and Columbia University, New York. After several positions in research management, software development and IT project management, he co-founded MORESOPHY in 2001. The core competence of the company has always been the development and industrial utilization of semantic technologies in combination with machine learning ("cognitive computing"). Heiko has actively developed the knowledge management community in Germany, as board member of the working committee within BITKOM, Ger-

many's industry association for IT and Telco. In 2010, he accepted an appointment as professor for media communication at Munich High school for Applied Languages. There he lay grounds for new study programs for the interdisciplinary qualification of competences at the interface of economy, digital media and language. With moresophy, Heiko supports clients in the digital economy in turning static content into valuable information for demand-driven communication in marketing, sales and service processes. He is consulting enterprises in various industries in the implementation of digital business models based on smart content technologies. The focus of his academic studies lies within the analysis of both the manifold options digital communication technologies offer for applications in economy and society and the ramifications these developments have on human behavior.

Maarten Bossuyt
Partner & CSO
MyForce

I am working as Partner & CSO at MyForce. In this role, I use my combined experience as a former support engineer and account manager to provide our clients with the best possible solution for any ICT-related challenge they might face.

François Brown de Colstoun
President
Lingua et Machina

Dr. François Brown de Colstoun has been the President of Lingua et Machina for the last 10 years. He was previously Vice-President for International Affairs at INRIA, the French national research lab in computer science. He holds a Ph.D. from the University of Arizona and an executive MBA from the University of Chicago.

Johannes Bubenzer

CEO
2txt

Johannes Bubenzer is founder and CEO of 2txt. After his studies of computational linguistics, he worked as a researcher in academia and as a software consultant and developer for several companies. Johannes founded 2txt four years ago from the insight that NLG is a technology that will shape the future of human-computer-interaction.

David Canek

CEO
Memsource

David Canek is the founder and CEO of Memsource, a software company providing cloud translation technology based in Prague, Czech Republic. David, a graduate in Translation and Comparative Studies, received his education at Charles University, Prague, Humboldt University in Berlin, and the University of Vienna. His professional experience includes product management and business development roles in software and translation industries. David has delivered a number of presentations on innovation and trends in the translation industry, including the growing use of machine translation post-editing and cloud translation software.

Olivier Debeugny

CEO
Lingua Custodia

Olivier has over 18 years of professional experience within the financial sector. He started with JPMorgan in Paris, Frankfurt and London, followed by AXA Investment Managers in Paris, where he held various positions: Global Project Manager, Middle & Back Office Manager, Legal Entity Financial Controlling, Global Head of the Client Services team and Global Head of Corporate Projects and Operational Excellence. When the 2007-2008 financial crisis struck, Olivier as Global Head of Client service realised, together with Nicholas Jeans, co-founder of Lingua Custodia, that communicating on a crisis mode in 10 languages (while timing will not allow you to externalise the translations to any agency) could be made much more efficient if using a readily accessible intelligent translation tool. It should reduce the time spent by the internal teams translating urgent brochures and communications. Subsequently he launched Lingua Custodia to develop customised machine translation software specialised in the financial domain. Olivier graduated from the "Institut Commercial de Nancy (ICN)" in 1995 and holds an MBA from INSEAD obtained in 2004. He is fluent in French, English and German.

Alex Gusev

CEO
Speakus

Speakus is an Irish company recently supported by Enterprise Ireland during the 2017 Competitive Start Fund competition. We started last spring and have served more than 30 events of different formats until now. We see huge demand and for us 2018 is going to be a year of rapid scaling. We also work in close cooperation with the community of interpreters from where we receive positive feedback.

Najeh Hajlaoui

Project Manager
Publications Office of the European Union

Dr. Najeh Hajlaoui received his PhD in computer science from Joseph Fourier University (Grenoble, France) in 2008. He received in 2002 his MS in information systems at Joseph Fourier University, and his Joint European Diploma MATIS (Management and Technology of Information Systems). Before joining the Idiap Research Institute in December 2011, he has been a Research Fellow at the University of Wolverhampton (UK) in 2011, a Postdoctoral Researcher at Orange Labs (Lannion, France) in 2010, and an Associate Lecturer at Jean Monnet University (Saint-Etienne, France) from 2007 to 2009. In 2013 he worked as Project Manager and Senior Researcher for Machine Translation at the European Parliament in Luxembourg. Since 2015, he is working at the Publications Office of the European Union as Senior Consultant then as Project Manager of the Public Multilingual Knowledge Management Infrastructure (PMKI) action launched by the European Commission (as ISA2 action) to promote the Digital Single Market in the European Union.

Armin Hopp

President
Speexx

Armin Hopp has co-founded Speexx in Munich, Germany in 1994 and is bringing his over 20 years of experience in the B2B language learning space to the Language Technology Industry Summit 2018. Speexx has become a truly global player with offices in Munich, London, Paris, Madrid, Milan, Sao Paulo and Shanghai, serving more than 8 million learners in 1,600 companies worldwide including Ericsson, Airbus, UNHCR and Credit Suisse. Speexx is a member of ELIG, a Towards Maturity ambassador, Worldidac and Microsoft Gold Member. Speexx helps large organisations everywhere to drive productivity by empowering employee communication skills across borders.

MultiLingual is the magazine for the language industry and businesses with global communication needs.

Jochen Hummel
CEO
Coreon

Jochen Hummel has a software development background and had grown his first company, TRADOS, to the world leader in translation memory and terminology software. In 2006 he founded Metaversum, the inventor of Twinity, the online virtual world based on real cities and was its CEO until 2010. He is a well-known, internationally experienced software executive and serial entrepreneur. He serves on boards and is mentoring several startups in Berlin. Currently, he is CEO of ESTeam AB. ESTeam provides the means to achieve data interoperability through semantic and multilingual information infrastructures, storage, and search. ESTeam has provided software and services for cross-border interoperability as well decision support for the IP sector. He is also CEO/Founder of Coreon, the advanced SaaS solution for multilingual knowledge bases. Since 2012, he has been Chairman of LT-Innovate.

Jay Krall
VP Product
Socialgist

Jay Krall is VP of Product at Socialgist. He has managed social data products since 2008, using a variety of text analytics techniques to glean consumer insights for global brands.

Karl-Heinz Lambertz
President
European Committee of the Regions

Born on 4 June 1952 in Schoppen, Karl-Heinz's interest in politics came early in his career having served as President of the German-speaking Youth Council (1975-1980). After a number of functions linked to his academic background in law, he became Member of Parliament of the German-speaking Community in 1981. Between 1990-1999 he held numerous Ministerial posts in the German-speaking Community Government before being elected its Minister-President (1999-2014). He was then President of Parliament until 2016 before taking post as Senator. Karl-Heinz has been a CoR member since 2001 and was President of the CoR's PES Group (2011- 2015). Since 2000, he has been a Member of the Congress of Local and Regional Authorities of the Council of Europe in which he is currently Vice-President. He is married to his wife Sylvie, has two children and four grand-children.

Janna Lipenkova
CEO
Anacode

Dr. Janna Lipenkova is CEO of Anacode GmbH, a Berlin startup developing software for text analytics and marketing research in China. She holds a MA (Magister) in Chinese Studies and Business and a Ph.D. in Computational Linguistics (Freie Universität Berlin) and has almost a decade of working experience in Natural Language Processing (Google, ABBYY Moscow and Lionbridge, among others). Janna has authored numerous publications and talks at international conferences. Her goal is to incorporate human language into technology, and to integrate technology into international business scenarios so as to shift internationalization from being a challenge to becoming an opportunity.

Michael Madarasz
Managing Partner
Socialgist

Mike is an analytic solutions expert with deep knowledge in unstructured data analysis. He has spent 10 years advancing unstructured social text using emerging technologies, Natural Language Processing, Machine Learning & Artificial Intelligence.

Rebecca Mead
Senior Linguist
Speech Graphics

As Speech Graphics' Senior Linguist, Rebecca oversees language data collection and quality. She aims to maximize the company's capacity for research and experimentation by building systems that allow for dynamic use of their growing multilingual data set, and developing tools to systematically evaluate the technology's performance.

Ariane Nabeth-Halber
Director Speech Solutions Strategic Line
Bertin IT

Dr. Ariane Nabeth-Halber is a speech technology expert. She holds an Engineering degree and a PhD in Computer Science and Signal Processing from Telecom ParisTech. She's conducted research works at labs like ATR in Japan and Thales central research laboratory in France, on speech and language processing, and moved to the Speech industry in 2000, collaborating with companies like Nuance communications, Alcatel or Orange Business Services as well as innovative European SMEs. She is currently strategic line director at Bertin IT/Vecsys, with a special focus on product roadmap, business applications and strategic partnerships.

Christoph Prinz
CEO
SAIL LABS

Christoph Prinz is a co-founder of SAIL LABS Technology AG and currently holds a position of Chief Executive Officer. He pursued his Master of Science degree in Business and Computer Science at the University of Vienna, Austria, and was an exchange student in International Politics and Business at Miami University, United States of America. During his studies he worked and was responsible for projects at SiS, Hewlett-Packard and Digital

Equipment. In 1992, after completing military service, Christoph joined IBM as a Developer Application Program Manager, where he was in charge of several leading industry projects; furthermore, he worked as a visiting scientist at the IBM Thomas J. Watson Research Center, New York, United States of America. In 1999 he joined SAIL LABS to set up the Speech Technology Division in Vienna, Austria.

John Rauscher

outgoing CEO
Yseop

John is a lifelong serial entrepreneur and keynote speaker on Artificial Intelligence and NLP/NLG. He brings his energy and rich experience after a lengthy career in the technology sector in the United States, Asia and Europe. Before joining Yseop, John Rauscher was the CEO of Sunopsis which he sold to Oracle in 2006 and whose flagship product is now known as the Oracle Data Integrator. Prior to this, John was CEO of the U.S. subsidiary of Cyrano, a public company specializing in RDBMS testing tools. John is the author of two published business books "A la Conquête de la Silicon Valley" (1999), on innovative marketing for the high tech industry, and "PME : Réussir à l'International" (2008), on the power of innovation for succeeding in international business. Christine Lagarde, the current Managing Director of the International Monetary Fund has written the foreword of John's last book. John is looking for a new opportunity/investment on language automation.

Hannah Riley

Head of Translation Strategy
European Committee of the Regions and European Economic and Social Committee

Hannah Riley is Head of Translation Strategy for the Directorate for Translation of the European Economic and Social Committee and European Committee of the Regions. Having trained as a translator and conference interpreter in Scotland, she worked in the IT sector and as a freelance translator until 2004, when she joined the Committees as a member of the English translation unit. She moved to the Translation Management Unit in January 2013, where she took over her current role, spearheading a variety of strategic and technical projects for the Directorate for Translation. Hannah is also secretary of JIAMCATT (International Annual Meeting on Computer-Aided Translation and Terminology).

Tom Sabo

Principal Solutions Architect
SAS Federal LLC

Since 2005, Tom has been immersed in the field of text analytics as it applies to federal government challenges. He presents work internationally on diverse topics including modeling applied to government procurement, best practices in social media analysis, and using analytics to leverage and predict research trends. Sabo also served on a panel for the Institute of Medicine's Standing Committee on Health Threats Resilience to inform DHS/OHA on social media strategies. He has a bachelor's degree in cognitive science and a master's in computer science, both from the University of Virginia.

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MEMSOURCE

André Schlotz

Vice President Global Automotive
and Manufacturing Solutions
SDL

André joined SDL as the Global Vertical Practice Lead for Automotive and Manufacturing in 2013. Before joining SDL he worked at T-Systems (Systems Integration) in solution sales for Auto & MI with focus on PLM, ERP and MES and managing partnerships with Siemens PLM, Dassault and PTC (2009 – 2012). From 1998 – 2009 he was at Linde Group / KION Group as Head of technical IT applications (Engineering and Aftersales Applications: CAx, PLM, CCMS, TMS), in charge of PLAN, BUILD and RUN for global business applications based on solutions and services from SAP, Siemens PLM, Dassault, PTC and SDL across >10 globally distributed R&D and manufacturing locations. Previous to that he worked at Kärcher working as mechanical engineer and team lead within R&D (1992 – 1997). He studied mechanical engineering in Stuttgart, Germany.

Jerome Selinger

Senior Globalization Program Manager
Pitney Bowes Software

Experienced Globalization Program Manager with 20 years of experience in software translation, project management and localization engineering, I now work at Pitney Bowes in the Globalization group where I bring my expertise to product managers to expand their products to new markets, as well as developers and UX specialists to help them face the many challenges of localization pitfalls, technical or cultural. My role also extends to Machine Translation, Continuous Delivery and new tools research.

Carole Tiberius

Computational Linguist
The Dutch Language Institute

After degrees in translation (Antwerp) and computational linguistics (Nijmegen), Carole obtained a PhD on multilingual lexical knowledge representation from the University of Brighton (UK). Before joining INT, she worked as a linguist for the Surrey Morphology Group at the University of Surrey (Guildford, UK). At INT she is mainly involved in contemporary lexicographic projects such as the 'Algemeen Nederlands Woordenboek', an online dictionary of contemporary Dutch, 'A Frequency Dictionary of Dutch' (published by Routledge in 2014), the 'Vertaalwoordenschat', an online multilingual dictionary and 'Woordcombinaties', a new project combining collocations and pattern analysis for Dutch.

John Tinsley
CEO
Iconic Translation Machines

John Tinsley is the CEO and Co-Founder of Iconic Translation Machines. He is an expert in machine translation (MT) technology, a field in which he holds a PhD from Dublin City University. The foundations of Iconic are built on methods that John pioneered over almost a decade of research and development. Prior to founding Iconic, he worked on consulting and development of MT technology for multinational clients across a variety of industries. John also acts as an expert consultant with the European Commission, providing guidance on language technology initiatives.

Catrin Urbig
Project Manager
Swisscom

Catrin has more than 20 years project management experience on both business and IT side. She successfully led projects in the whole value chain of telecommunication and consumer electronics, in billing and collection management, finance and risk. She studied economics and international relations in Berlin and started her professional career in Brussels with Atos Origin. She then worked at the EMEA hub of Silicon Graphics International in Switzerland before taking up a post at Swisscom, where she is currently driving the implementation of the new, lean translation process for all units of the company. Catrin likes to travel and translates on her own. She spends much of her spare time visiting the remaining white patches on her maps.

Andrejs Vasiljevs
CEO
Tilde

Andrejs Vasiljevs is co-founder and chairman of the board at Tilde, a leading European language technology company. He is a board member of LT-Innovate, Big Data Value Association (BDVA), and META-NET. He takes an active role in European R&D collaboration coordinating several large international projects on language technologies and language resource infrastructure. Andrejs has received a Ph.D. in Computer Sciences from the University of Latvia and has authored more than 50 research papers

Maarten Verwaest
CEO
Limecraft

Limecraft strives to deliver media professionals the best possible solution to manage their digital production workflows. Prior to incorporating Limecraft, in his capacity as a programme manager for the R&D department of VRT (VRT-medialab), he led the development of many innovative technologies in the areas of computer assisted manufacturing and automatic indexing of audiovisual media. Author of several distinguished publications and often invited as a speaker to conferences, Maarten is an acknowledged subject matter expert on a range of topics including multimedia techniques, semantic technologies and media production infrastructure.

Frederik Vollert
Chief Strategy Officer
PhraseApp

Frederik Vollert is a programmer, entrepreneur and founder of PhraseApp from Hamburg, Germany. While in college Fred helped to build a music streaming platform in Germany. Afterwards he founded a software development company that helped early-stage startups. Among those startups were Wimdu, a large German Airbnb competitor by Rocket Internet, and Wunderlist, a popular task list app recently acquired by Microsoft. Localization has become Frederik's passion during his work with startups expanding internationally. He is passionate about continuously improving PhraseApp to help software developers, product managers, and translators create better localized software together.

Arthur Wetzel
CSO
24translate Holding

Arthur Wetzel has been an executive director of 24translate Holding since 2017. He holds responsibility for the areas of marketing, sales and strategic product development. Arthur is a known digital expert - in the past he has worked as an executive director and advisor for some of the big names in the German Internet sector, including Strato AG and VeriSign Germany. He also teaches Marketing and Design Thinking at various private universities. A keen film fan, he spends his spare time at the cinema or actively engaging in sailing and martial arts.

Andrzej Zydroń
CTO
XTM International

Andrzej Zydroń is one of the leading IT experts on Localization and related Open Standards. Zydroń sits/has sat on, the following Open Standard Technical Committees: LISA OSCAR GMX, LISA OSCAR xml:tm, LISA OSCAR TBX, W3C ITS, OASIS XLIFF, OASIS Translation Web Services, OASIS DITA Translation, OASIS OAXAL, ETSI LIS, DITA Localization, Interoperability Now!, Linport. Zydroń has been responsible for the architecture of the essential word and character count GMX-V (Global Information Management Metrics eXchange) standard, as well as the revolutionary xml:tm (XML based text memory) standard which will change the way in which we view and use translation memory. Zydroń is also chair of the OASIS OAXAL (Open Architecture for XML Authoring and Localization) reference architecture technical committee which provides an automated environment for authoring and localization based on Open Standards. Zydroń has worked in IT since 1976 and has been responsible for major successful projects at Xerox, SDL, Oxford University Press, Ford of Europe, DocZone and Lingo24 in the fields of document imaging, dictionary systems and localization. Zydroń is currently working on new advances in localization technology based on XML and linguistic methodology.

Jay Krall
▸ VP of Product

How Text Analytics Technologies

When most people talk about analyzing text, it's usually in the context of discussing how great the technology is. That misses the point. The best part of text analytics is when you find an insight that improves business outcomes. But of all of the steps to "get from there to here," obtaining consistent, reliable and legitimate data access is the most misunderstood. In the world of social, news and consumer opinion data, regulation and monetization are reshaping the landscape of data availability.

A Brief History of Data

Like text analytics technologies, data access norms are evolving quickly. At Socialgist, we think of this evolution in three eras:

1) The Wild West (2000-2010). Aggregators collected public data in primitive ways with poor data consistency. As a result, analytics were primitive and focused on volume metrics/share of voice rather than actual improvements in outcome. It was a decades where AI-based meaning extraction from text was nascent and academic in nature.

2) Early Civilization (2010-2015). Big social platforms began to mature and offer better data under license. The analytics space blossomed with venture funding and tools become tailored to specific corporate functions like communications, marketing, and risk management.

Commercially available text analytics become widely available, but were often limited to "polar" sentiment analysis such as positive vs. negative attitudes. This was a time when people began to realize that "data" wasn't the same thing as "usable information" to drive business success.

3) The Modern Era (2015-present). Data access became contextual and conditional based on use cases and user consent. Big social platforms began to limit data access and analytics players begin to consolidate. Text analytics could now be tuned to recognize and score topics, taxonomies, and attitudes relevant to a specific brand narrative.

Through all of these phases, the social data space has developed into a complex ecosystem with four layers:

● Social platforms and publishers where data originates

● Data access platforms like Socialgist that add data normalization, search capabilities and delivery options, as well as licensing and compliance tools

● Social analytics products and firms that commune with, visualize and interpret the data

● Brands and enterprises that consume and act upon the resulting insights.

Are Converging to Accelerate Insight Value

Now Is The Time

Meanwhile, there has never been a better time to work in data science and text analytics. We see three important trends emerging in natural language processing that will drive the value of text analytics as a business tool rather than as a technical capability:

1) Open-ended discovery. Word-embedding technologies and data clustering algorithms are making it possible to unearth organic trends in text without biasing your study with keyword inputs. If you guess those inputs, you might as well guess your analysis outputs. Fortunately, it's getting easier to let the data tell you what's important based on linguistic similarity.

2) Custom models. Every organization has its own products and brand narrative messages, and no out-of-the-box entity-extraction or topic-detection tool comes close to understanding a brand's domain. But the democratization of language classification tools is finally empowering analysts to train and tune their own models, often with very small example sets, to make the analysis far more relevant. NLP platforms no longer primarily differentiate upon functionality breadth, but upon customization depth.

3) Expansion across languages and character sets. In their infancy, natural language processing (NLP) tools

covered a handful of languages with no recognition of regional dialects. As unsupervised learning becomes more accessible for a variety of business cases, text analytics is now reaching across a wider variety of languages and incorporating support for emojis and other character sets. As the way people communicate continues to evolve, the text analytics space will need to keep pace.

This is an amazing time to work with natural language data. Text analytics technologies are progressing fast, and yet data access has never been more tightly governed. The winners will combine powerful insights with legitimate access, ensuring a bold future of innovation for this space.

Jay Krall is VP of Product at Socialgist, where he works with innovative customers building industry-leading analytics solutions. He has managed social data products since 2008." He can be reached at jkrall@socialgist.com.

Socialgist

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24 translate
Good words, good business.

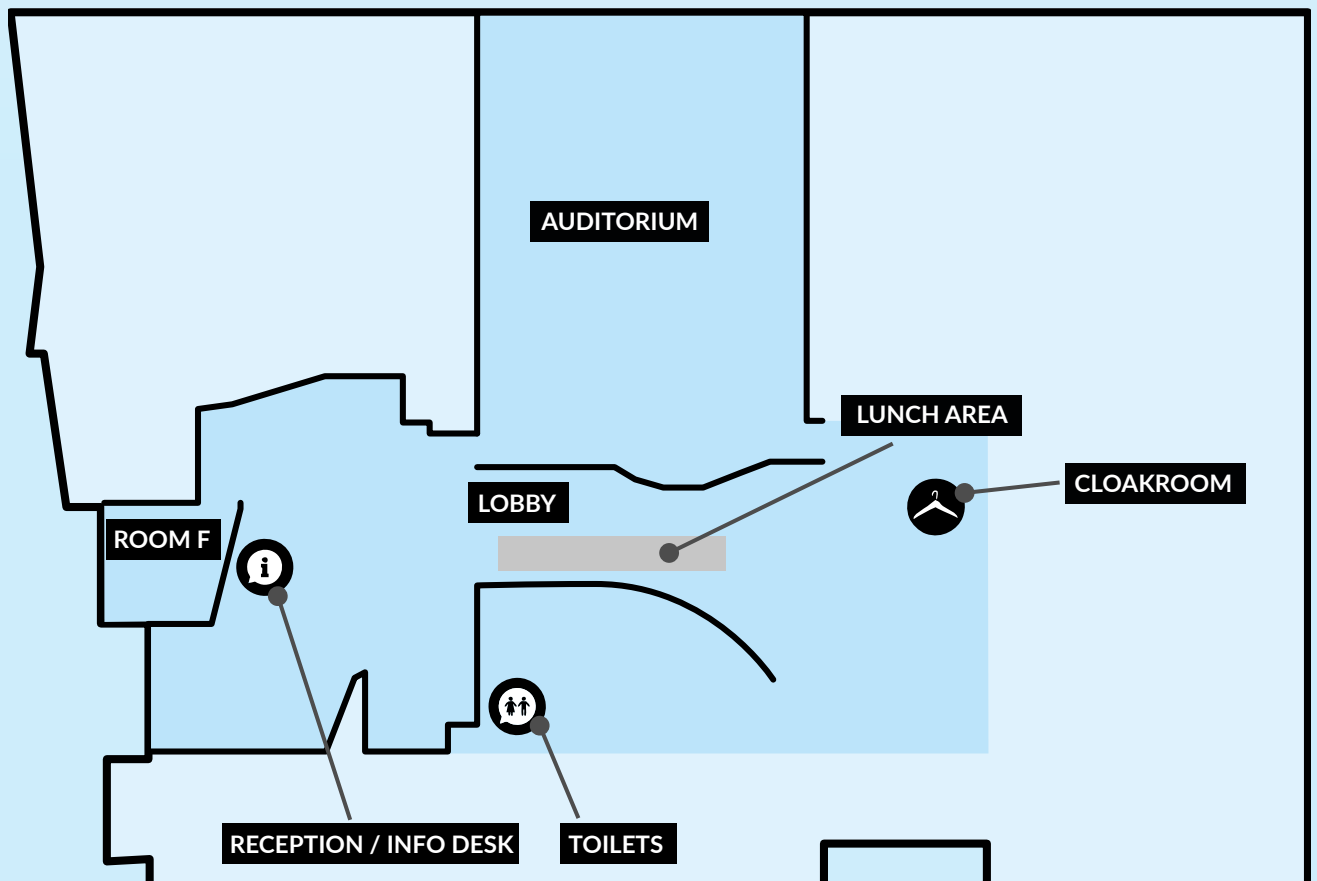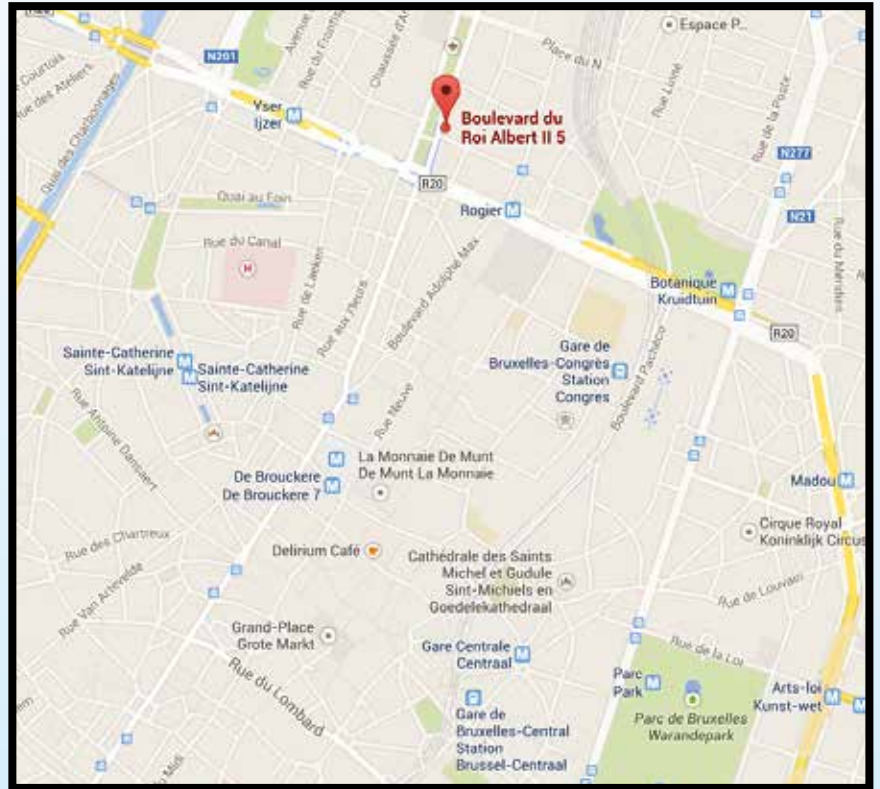SAILLABS
TECHNOLOGY

CONFERENCE LOCATION
& FLOOR MAP

The International Auditorium

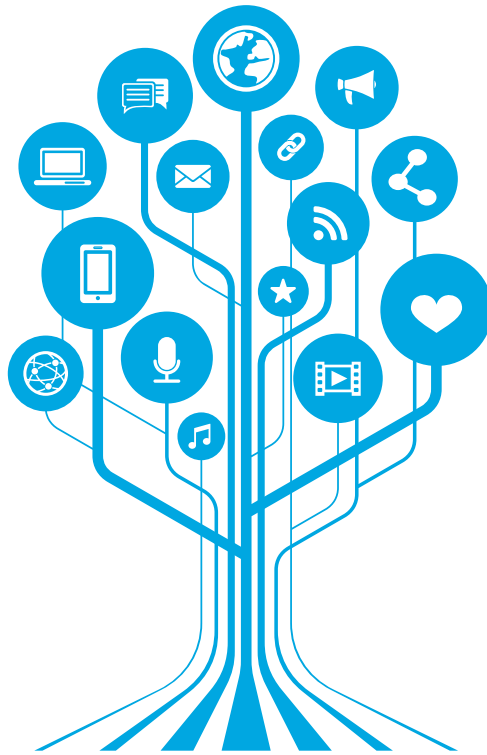**International Trade Union House**

**Boulevard du Roi Albert II, N° 5 / 2
B-1210 Brussels
Tel. +32 (0)2 2240254**

**Conference contact:
Tel. +32 473 47 01 07**

**GPS Coordinates:
50.857215,4.356213**

AUDITORIUM

LUNCH AREA

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ROOM F

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