

LT-Innovate Summit

Driving Innovation Session: Supply meets Demand

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Supply meets Demand

The LT-Innovate Partnering Focus Groups

71 people participated

40 industry representatives (buyers) + 31 LT vendors

For buyers:

- Clearer opportunities that LT can bring to their industry
- A reference point for the for digital futures.

For vendors:

- Clearer needs and challenges that face the industry
- Industry insights related to LT
- Touchpoints on buyer's stimulus for innovation
- Buyers' view of LT in the next 5-10 years in their sector

Results of the Focus Groups: General buyer comments

Awareness of LT: low or zero awareness of LT among IT and Business

Buyers: “we can't buy what we do not know”

The value of LT: buyer-side participants recognize the value of LT

Who is the right target market?

IT departments + central business requirements

Communication: Focus on specific business process requirements/gaps.

Results of the Focus Groups: General buyer comments

Image: LT perceived as an expensive nice-to-have or as not-yet-ready-to-go to market solutions

- **Translation:** Google Translate is the best-known symbol
- **Intelligent Content Technologies:** seen as reliable, improving in quality, but still expensive.
- **Speech:** the next big thing

Opportunities for LT have been identified on the basis of Business **Challenges** and Needs (see the table at the end).

Discussion Topics

- How can we improve the Focus Group mechanism?
- How can we attract more buyers into it?
- In which markets are there the greatest untapped opportunities?