

tauyou <language technology>  
corporate presentation  
for LT-innovate forum

Diego Bartolomé, CEO

some pains

human translation

costs too much

takes too much time

quality is not always guaranteed

... but ... machine translation

is expensive

takes time to learn

quality ... what quality?

our solution

outsourced

we take care of everything

high quality

average productivity increase above x2

machine translation

for Language Service Providers

in any language

English, FIGS, CJK, Portuguese, Hebrew...

# the translation market is huge

Region	Market Share	2011 US\$ M	2012 US\$ M	2013 US\$ M	2014 US\$ M	2015 US\$ M
Africa	0.27%	81	91	102	114	128
Asia	12.88%	3,849	4,318	4,843	5,433	6,094
Europe	49.38%	14,757	16,553	18,569	20,830	23,365
Europe - Eastern	4.39%	1,312	1,472	1,651	1,852	2,077
Europe - Northern	18.86%	5,636	6,322	7,092	7,956	8,924
Europe - Southern	3.44%	1,028	1,153	1,294	1,451	1,628
Europe - Western	22.69%	6,781	7,606	8,532	9,571	10,736
Latin America	0.63%	188	211	237	266	298
North America	34.85%	10,415	11,683	13,105	14,700	16,490
Oceania	2.00%	598	670	752	844	946
TOTALS	100.00%	29,885	33,523	37,604	42,182	47,317

Table 2: Language Services Market Share by Region

Source: Common Sense Advisory, Inc.

but the machine translation market is still small

# the competition is there

free online services – e.g. Google, Bing

they lack confidentiality and control

open source software

hard to learn and maintain, not free

competitors – e.g. Systran, Lucy, or Asia Online

shall analyze quality vs. cost ratio and service

do-nothing strategy

where does your company want to be in 5 years?

but we have our value

small team of engineers and PhD

natural language processing background

technology partner for LSPs

everything is under control

confidentiality is guaranteed

good quality vs. price ratio

no limits to play and learn

# status and roadmap

2008 Initial developments – pilot clients

2009 First sales of our <text> solution

2010 Advanced web interface

2011 Clients among top world LSPs

2012 New services such as

[www.sumplify.com](http://www.sumplify.com)

2013 Open international branches

# Thanks!

// Diego Bartolomé, PhD

<address> C/ Les Planes 39 – 08201 Sabadell – Spain

<phone> +34 93 711 29 96

<cell> +34 670 331 225

<email> dbc@tauyou.com

<www> tauyou.com