

tauyou <language technology>
the intelligent Enterprise

Diego Bartolomé, CEO

some pains

selling in your own market is not enough
people want to buy in their own language

In fact, they always prefer it!

customers comment in their own language

...

companies shall respond and adapt to it

a sample of innovations in this area

simplified writing to reduce translation costs

quality differentiation depending on content

raw machine translation

machine translation + post-editing

crowdsourcing

human translation

real-time multidirectional translation

online multilingual monitoring

some barriers

do-nothing strategy is alive

if we have been selling this way since ...

internal discussions

language strategy vs. business strategy

coherence

focus – time, money and effort

customer reluctance

e.g. no machine translation

Thanks!

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