

# Welcome!

## Leadership Talk

Diana Ballard  
STAR AG

18<sup>th</sup> November 2020

TC42 – AsLing 2020

GOLD

TC42 – AsLing 2020  
Leadership Talk

Scaling Language Technologies  
that deliver real collaboration

# Introductions



Diana Ballard

- 20+ years in the language industry
- Background in technical communications & business consultancy
- UK-based
- Helping companies engage audiences around the world

Email: [diana.ballard@star-group.net](mailto:diana.ballard@star-group.net)

Phone: +44 (0)7507 464157

Website: [star-group.net](http://star-group.net)





35+

Years



30+

Countries



50+

Offices



1200+

Specialists



=1

Global Partner



Mechanical &  
Plant Engineering



Automotive



Pharma /  
Life Science



Aerospace /  
Defense



Finance



Luxury Goods



Institutions, Public  
Agencies &  
Government



Transport



Agriculture



Consumer Goods,  
Retail, Tourism



Software & IT



Raw Materials &  
Energy





## STAR CLM

Corporate Language Management

## Transit

Translation & Localization

## TermStar

Terminology Management

## WebTerm

Web-based Terminology

## CLM WebEdit

Web-based Translation &  
Review

## STAR MT

Machine Translation

## GRIPS

Information Management

## PRISMA

Smart Content Services

## MindReader

Authoring Assistance

## MindReader for Outlook

E-Mail Assistance







## Content Creation & Management

Technical Writing  
Content Optimization  
Illustration & Animation  
Multimedia Production

## Language Services

Translation & Localization  
Transcreation, Copywriting &  
Testing  
Software, App & Multimedia  
Localization  
Machine Translation  
Management of Customer  
Review Cycles  
Terminology Management  
Interpreting Services

## Content delivery

Publishing & Layout Design  
Automated multi-channel  
production  
Print-on-Demand, Kitting &  
Logistics

## Transition support

Optimization of the  
information  
lifecycle  
Technology Implementation,  
Setup & Training  
Ongoing Support &  
Maintenance

## Hosting / Data Warehousing



TC42 – AsLing 2020  
Leadership Talk

Scaling Language Technologies  
that deliver real collaboration



# Challenges

Digital revolution has not yet delivered the productivity jump anticipated



The Silo Effect: Bolt-on technologies do not unify processes outside their control



Linguists want to deliver greater value free from document segmentation

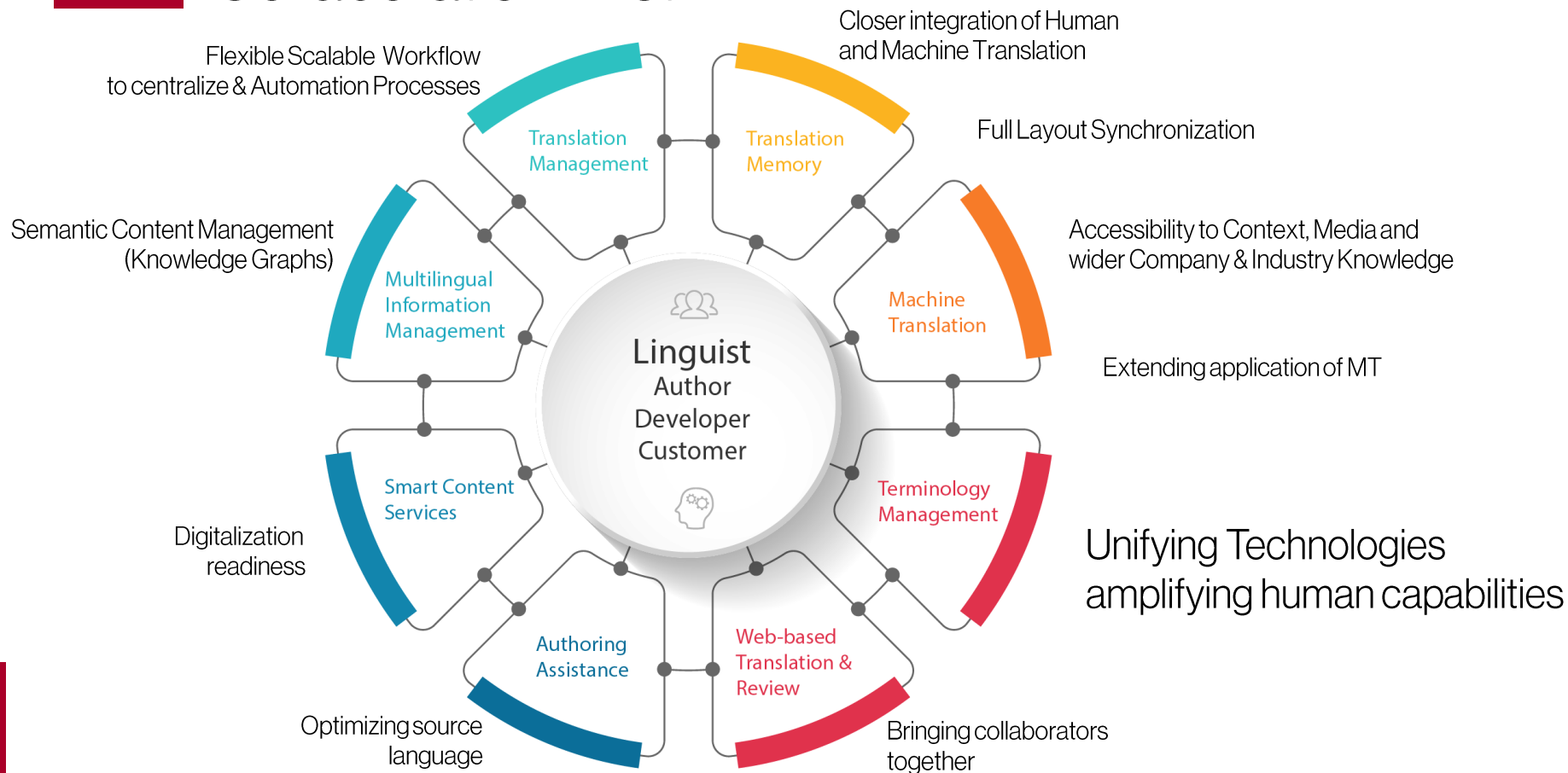


Customers are expecting highly personalized (for me) content on demand





# Collaboration First







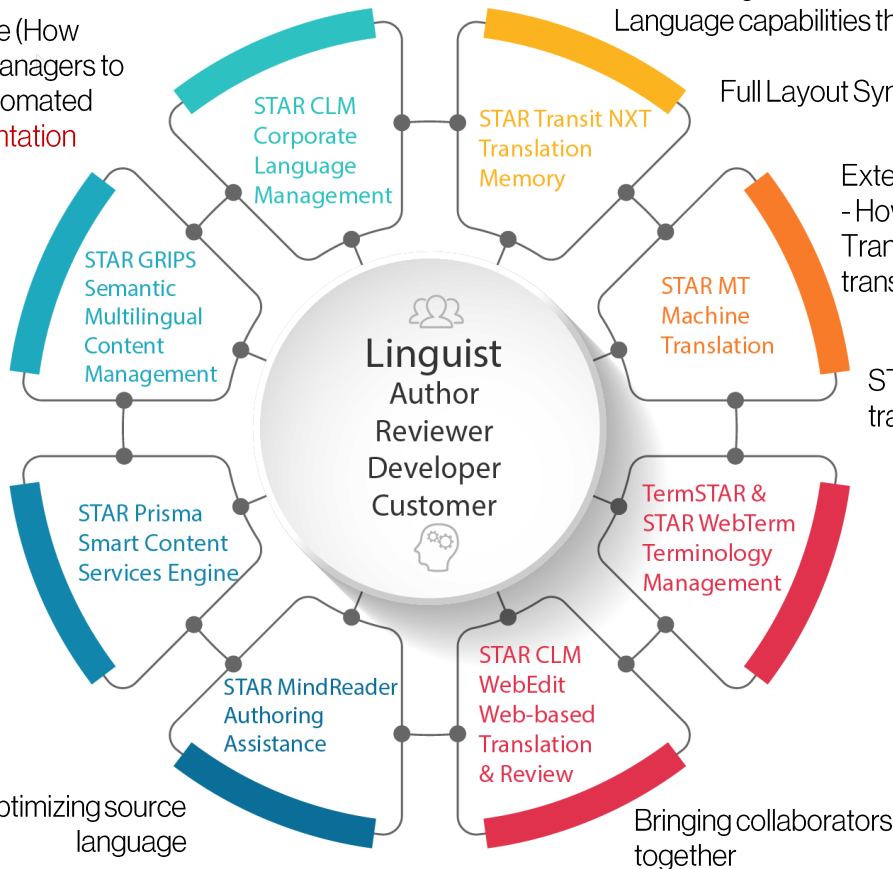
# Towards Collaboration First

Workflow Automation Intelligence (How flexible workflow bricks enable managers to move towards 'lights-out' fully automated translation management – **Presentation**)

Semantic Content Management (Knowledge Graphs)

Digitalization readiness

Optimizing source language



Closer integration of Human and Machine Translation - Language capabilities that deliver higher value

Full Layout Synchronization

Extending applications of MT - Machine Alignment - How Translation Alignment and Machine Translation unlocks the benefits of Big Data to the translator with less effort - **Workshop**

STAR MT – Handling sensitive data: Machine translation with STAR MT Translate - **Workshop**

Roadmap: Harnessing Artificial Intelligence:

- AI for greater automation and control over quality checks
- AI for morphological checks (for morphologically complex languages)
- AI for ontologies with rdf triples to enhance multilingual terminology management and control

Bringing collaborators together

Driving better results

# Seizing the Opportunity



Digital Revolution: AI-  
Information  
Intelligence &  
Digitalization-  
readiness –  
from authoring to  
delivery



Flexible Workflow  
Automation  
Intelligence unifying  
teams and processes



Linguists:  
Value & Creativity:  
Freeing linguists  
and supply chain to  
focus on value-add  
activities



'For me':  
Enable mass  
personalization at  
scale across  
channels, media  
and languages





Our mission over is to transform information into productivity.

**Scaling language technologies that deliver real collaboration.**

# Scaling Language Technologies that deliver real collaboration

Thank you!

Diana Ballard  
STAR AG

TC42 – AsLing 2020

GOLD

STAR

Email: [diana.ballard@star-group.net](mailto:diana.ballard@star-group.net)

Phone: +44 (0)7507 464157

Website: [star-group.net](http://star-group.net)