



**LBS**Suite

Translation Management System



**GoAP**

# How can your TBMS become smarter with A.I.?

# History



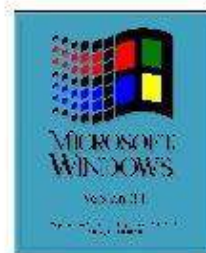
1964



late 1970s



90s



2002



2004



2003



proprietary  
management system

1950

2000

# Licensed system

## Benefits

- Tailored to company's needs
- Technological advantage
- Faster processes

## Limits

- Costs a lot
- Needs a lot of maintenance
- No innovation over years
- Need of several systems for project management
- No integrations

# TBMS today

- Has CRM functionalities (follow-ups, meetings...)
- Sends out prospecting email to a targeted group
- Calculates prices automatically
- Integrates CAT tools
- Manages documents from clients to suppliers
- Automated workflow with selection of best suppliers for projects
- Personalises communication emails to suppliers and clients
- Provides analyses and statistics for a better management
- Performs simplified and automated payment collection

# Definitions

## Automation

*“The dictionary defines automation as “the technique of making an apparatus, a process, or a system operate automatically.” We define automation as “the creation and application of technology to monitor and control the production and delivery of products and services.”*

International Society of Automation

## Artificial Intelligence (A.I.)

“Can machine think?”

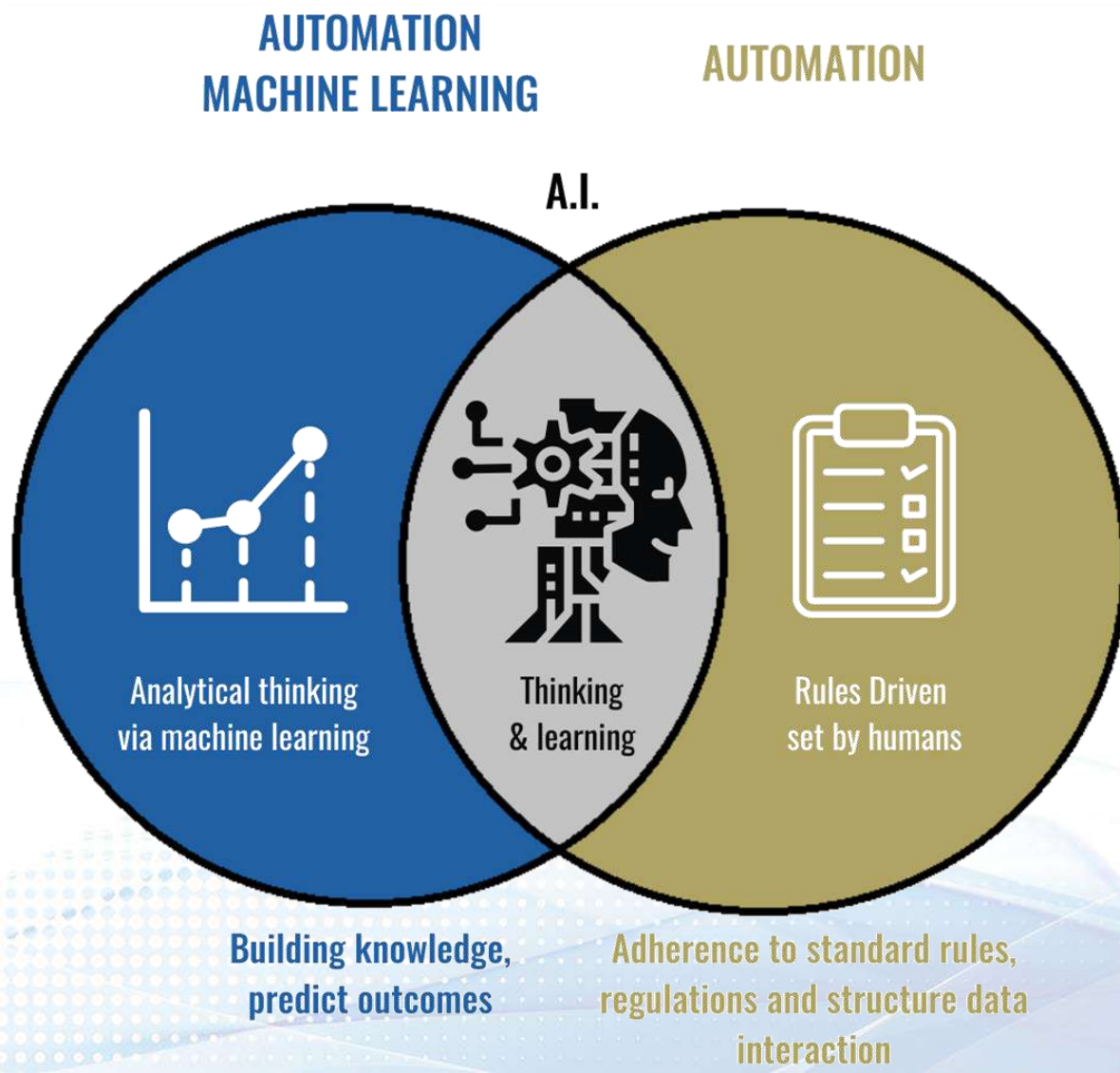
Alan Turing

*“AI is a computer system able to perform tasks that ordinarily require human intelligence... Many of these artificial intelligence systems are powered by machine learning, some of them are powered by deep learning and some of them are powered by very boring things like rules.”*

Jeremy Achin, CEO DataRobot

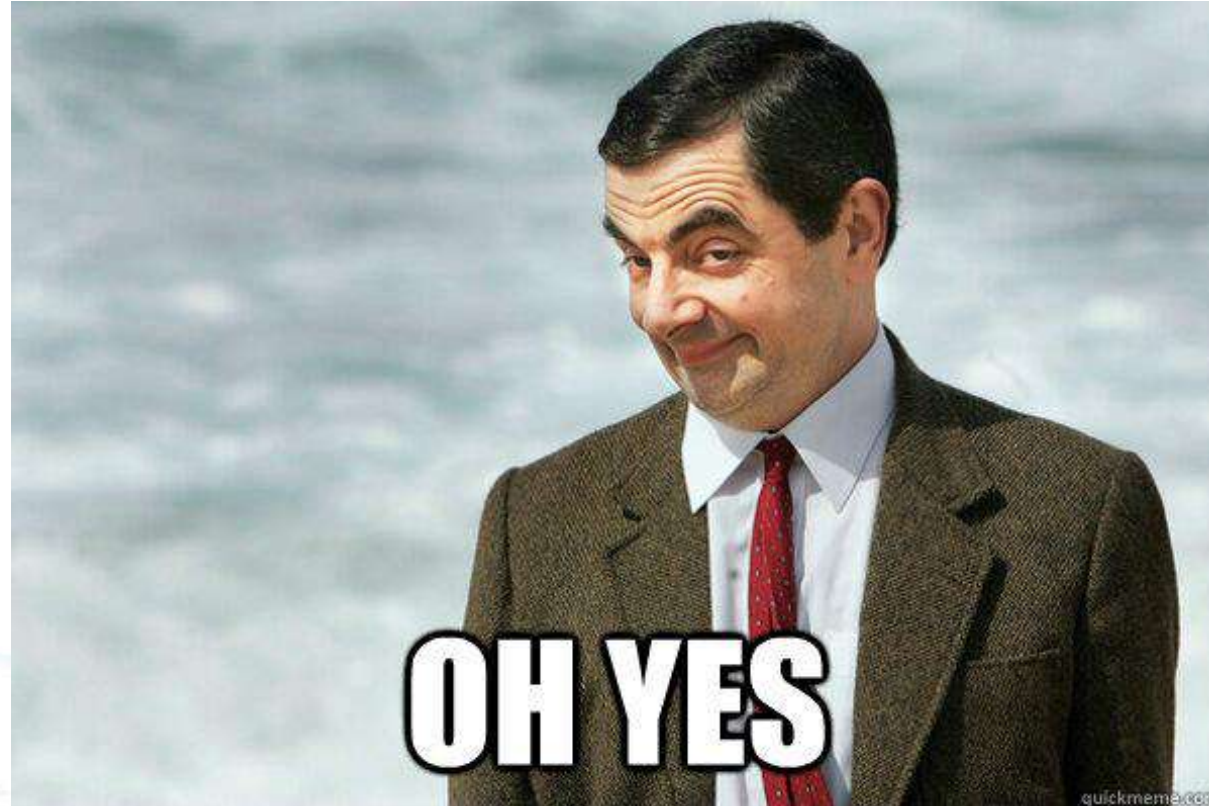


# Did we reach the Apex with Automation?



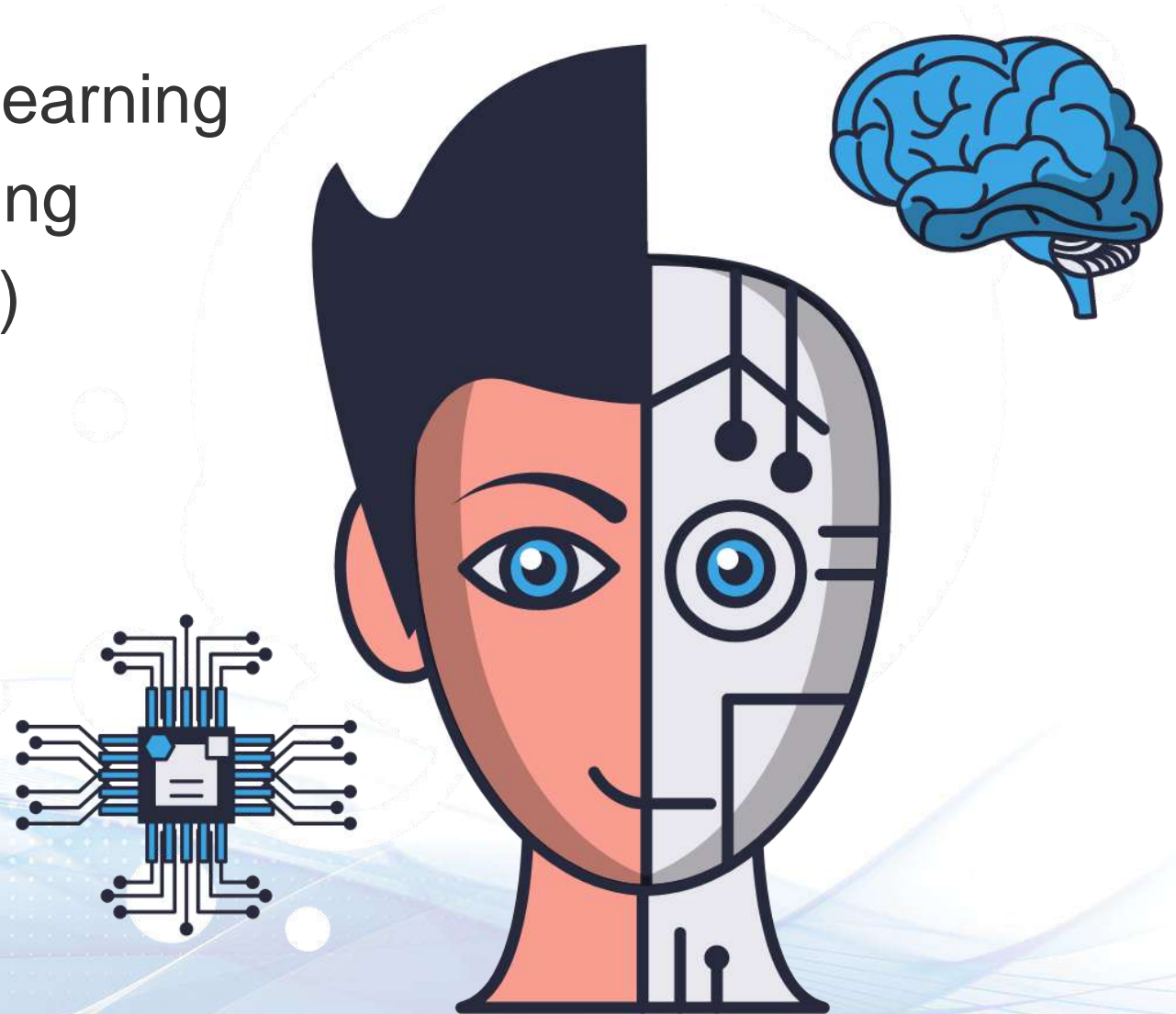
Today is only the  
beginning, it is  
not  
the end

# Shall we start A.I. in TBMS?

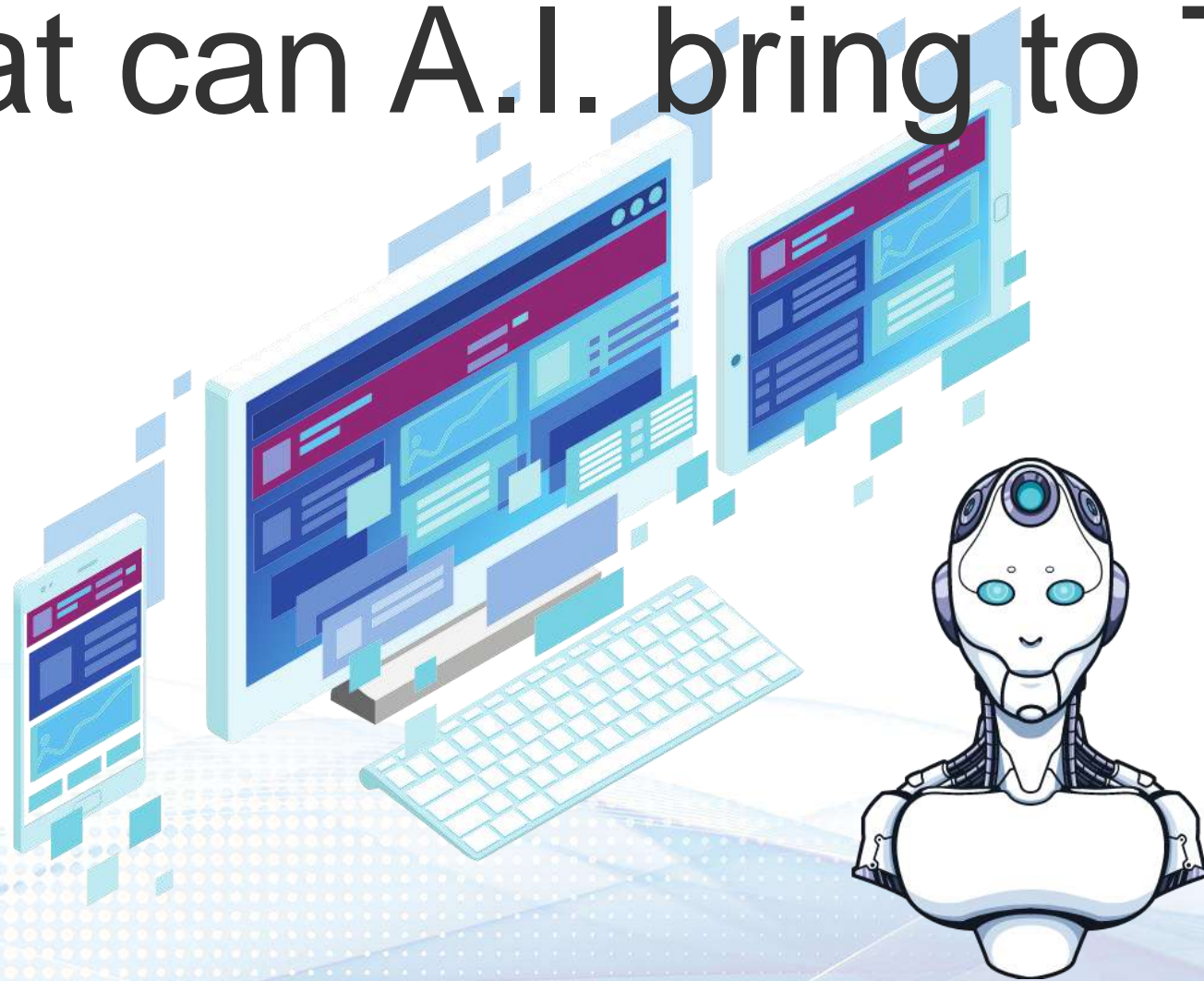


# A.I. needs time to learn

- Knowledge through machine learning
- A.I. imitates your way of thinking (analytics based on experience)



# What can A.I. bring to TBMS?



# Topic recognition

- No need to check documents' topic on your own
- No need to use any other tool to get that information



# Workflow prediction

- Instructions from the client in the email
- Client standard project type
- Topic/style
- Client satisfaction
- Key account or not key account
- Quality expectation
- ...



# Classify project priority



- Due date priority of project
- Project more likely to be late

# VM assistant

- Where is there a lack of resource
- Which type of supplier is the most needed
- Which suppliers are most suitable



# Target client profile

- Maximising opportunities
- High/low potential on lead
- Target your effort on high potential



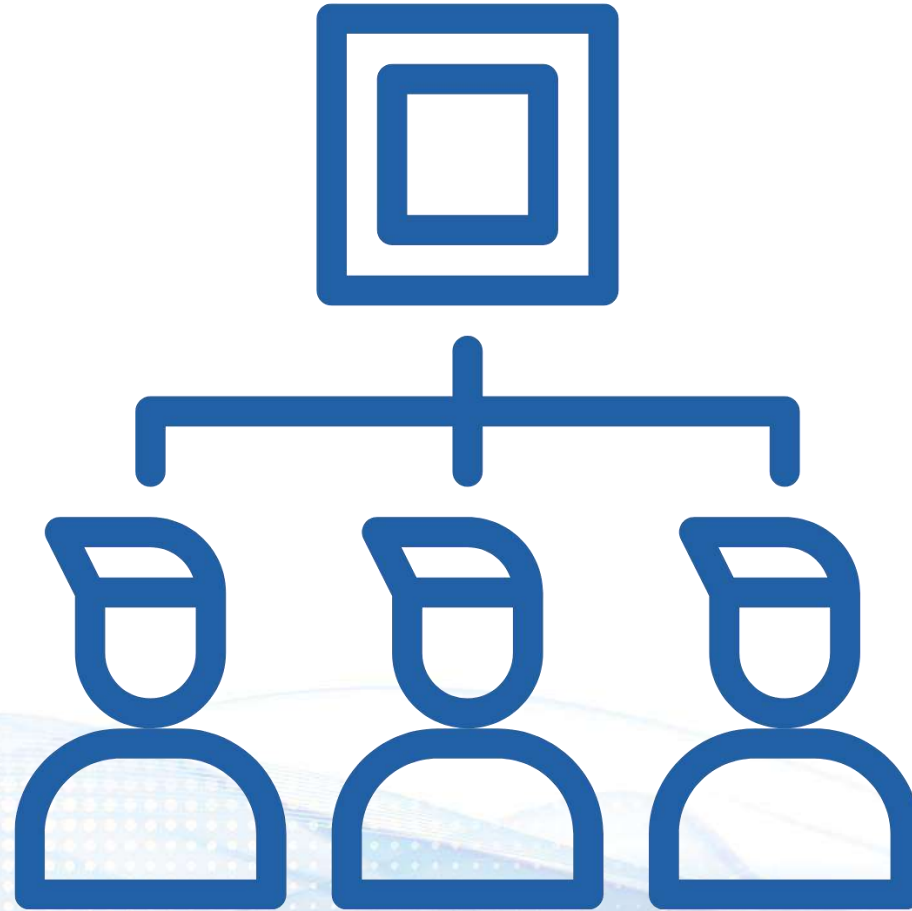
# Prospection email suggestions

- Better email subjects
- Attractive keywords
- Better email content lines



# Monitor and dispatch projects

- PM availability
- PM reactivity
- Client satisfaction



# What can A.I. bring to TBMS?

- Recognise topics
- Predict workflow
- Classify project priority
- VM assistant
- Target client profile
- Suggest prospection emails
- Monitor and dispatch projects



# LSPs Bosses:



# What about team members?

enjoy  
life



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# The Future



- Human Intelligence for innovation, creativity and decision making.
- Artificial Intelligence for repetitive actions, analysis and predictions.