



for better language consulting

berns language consulting **Services**

berns language consulting **in a nutshell**

Consulting agency, founded 2005 in Düsseldorf

Expertise in terminology & translation management, machine translation, NLP, language processes & systems

No financial ties to system vendors or agencies

20 years of Consulting Experience

Network with promising language system and service providers

Our **clients** are international companies from divers verticals with a strong interest in lean language processes with high scalability and the right quality

We want you and your products to be
**successful in all markets, media
channels and languages.**

We are independent language process experts



Translation Processes



Linguistics



Terminology
Processes



Translation Systems



Language Quality



API & Interfaces



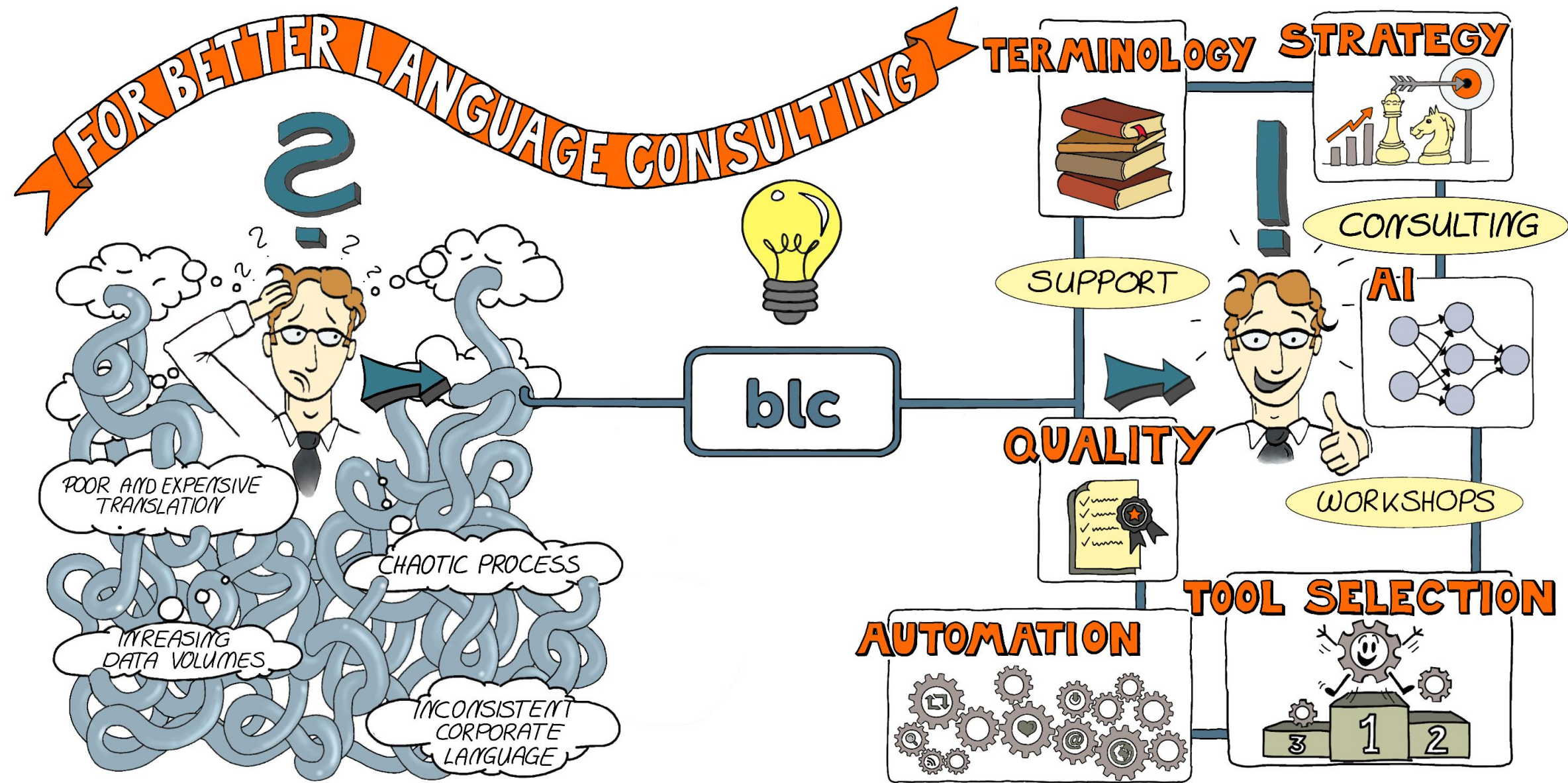
MT & Data Cleansing



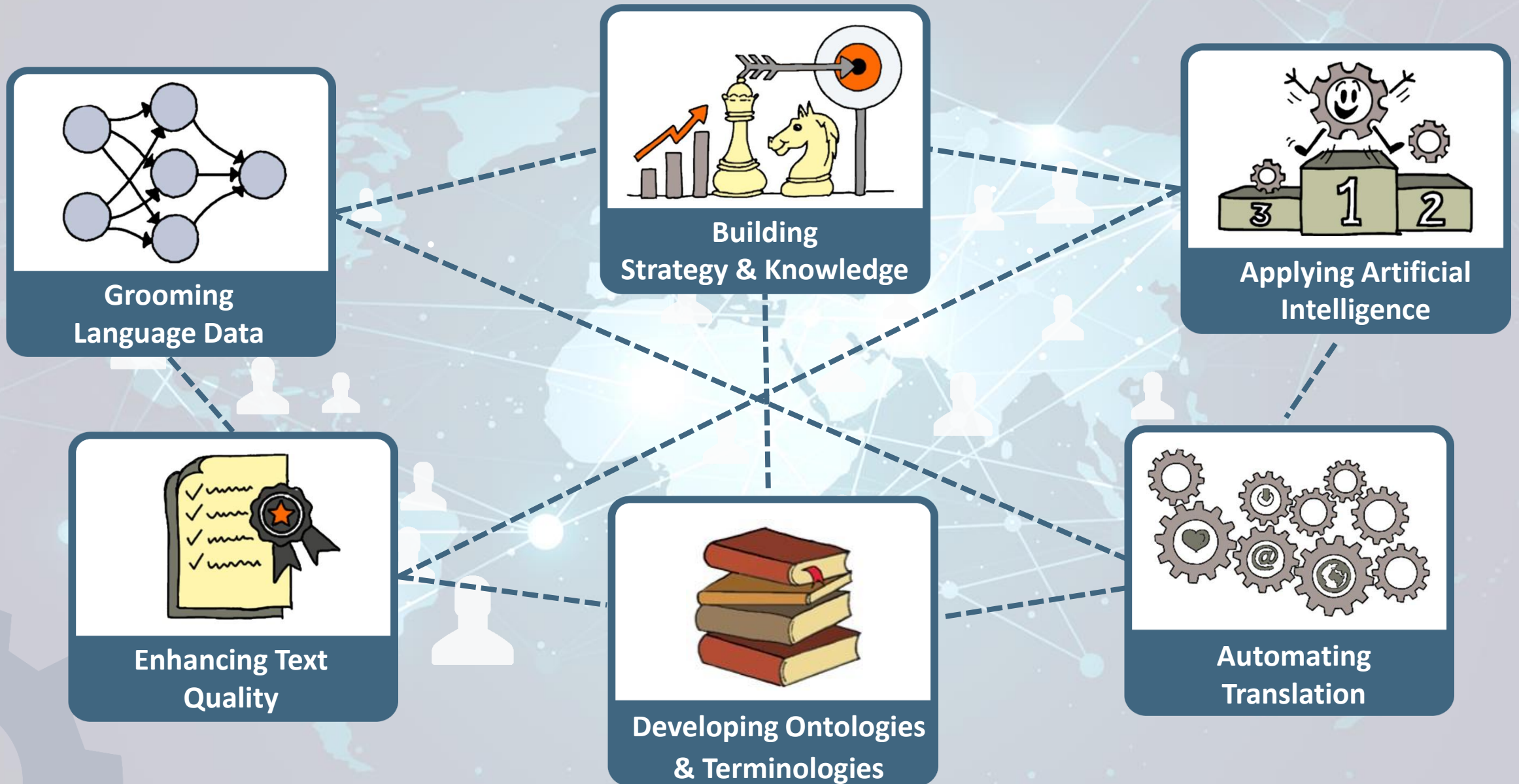
Business Processes



Marketing



blc services for perfectly connected language services



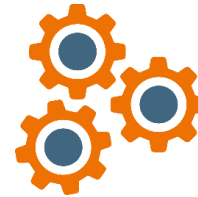
Increasing the efficiency and quality of your processes



Gap analysis
Data analysis
System selection



Market monitoring
System strategy
Best practice



Strategy workshops
Team know-how
System training



Acceptance testing
Second level support
Process support

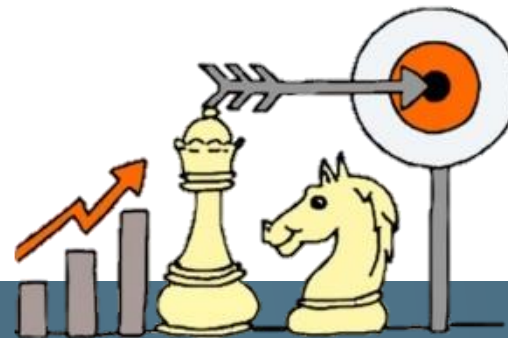
The right language strategy is a key success factor!

What's the trend? What does my company need? What are my goals?



Core questions on your way to a (language) strategy:

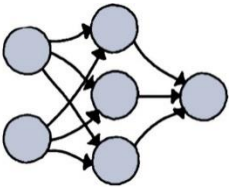
- What are language trends, how are they developing? **External/internal factors**
- What are our options? **SWAT**
- Where do we want to go? **Target Definition, Vision, Mission**
- How do we get there and when are we there? **Strategic Goals**
- How do we actually do that? **Operative Goals**



Strategy and strategic goals describe what we want to **do or change** in order **to reach our vision**.

Get the most out of your language data

For best language quality in all systems and processes



Extraction

Cleansing

Migration

Anonymization

Efficiently deploy your valuable language data for **semantic searches, machine translation, chat bots** and **automatic text generation** within your company.

blc makes your language data work in all relevant systems.

➤ **Your language data pays off in full!**

We groom your language data and make it work in all language systems

Publish content in best quality

As a foundation for excellent product communication



Style Guides

Quality Checker

Text Proofing

Review Processes

Use the best checking tools for **consistent content**

blc helps you create **error-free content** with the **right style**

➤ You save time and money thanks to high quality

We accompany your language quality processes and get your content in shape!

Get your terminology under control

For better communication in all languages, with clients and employees



Creation

Guidelines

Validation

Grooming

Select the **best terminology tool** for your use-cases, for all languages

blc creates **terminology rules** and guidelines **individually** for your company processes

➤ Your terminology **cultivates the corporate image**

We expand your company's terminology and optimize the process

Use cloud tools and make efficient use of machine translation (MT)



Process Design

Tool Selection

Engine Training

Optimization

Automate your translation processes for more **efficiency!**

blc takes care of **system selection, testing and implementation of the tools**



**You expand your market reach
at the push of a button**

**Whether CAT, MT or TMS introduction – you
can trust in our experience and know-how!**

Score with artificial intelligence (AI) in the language field!

Use the latest language technologies for your company's benefit



NER

Chatbots

Text Generation

Text Classification

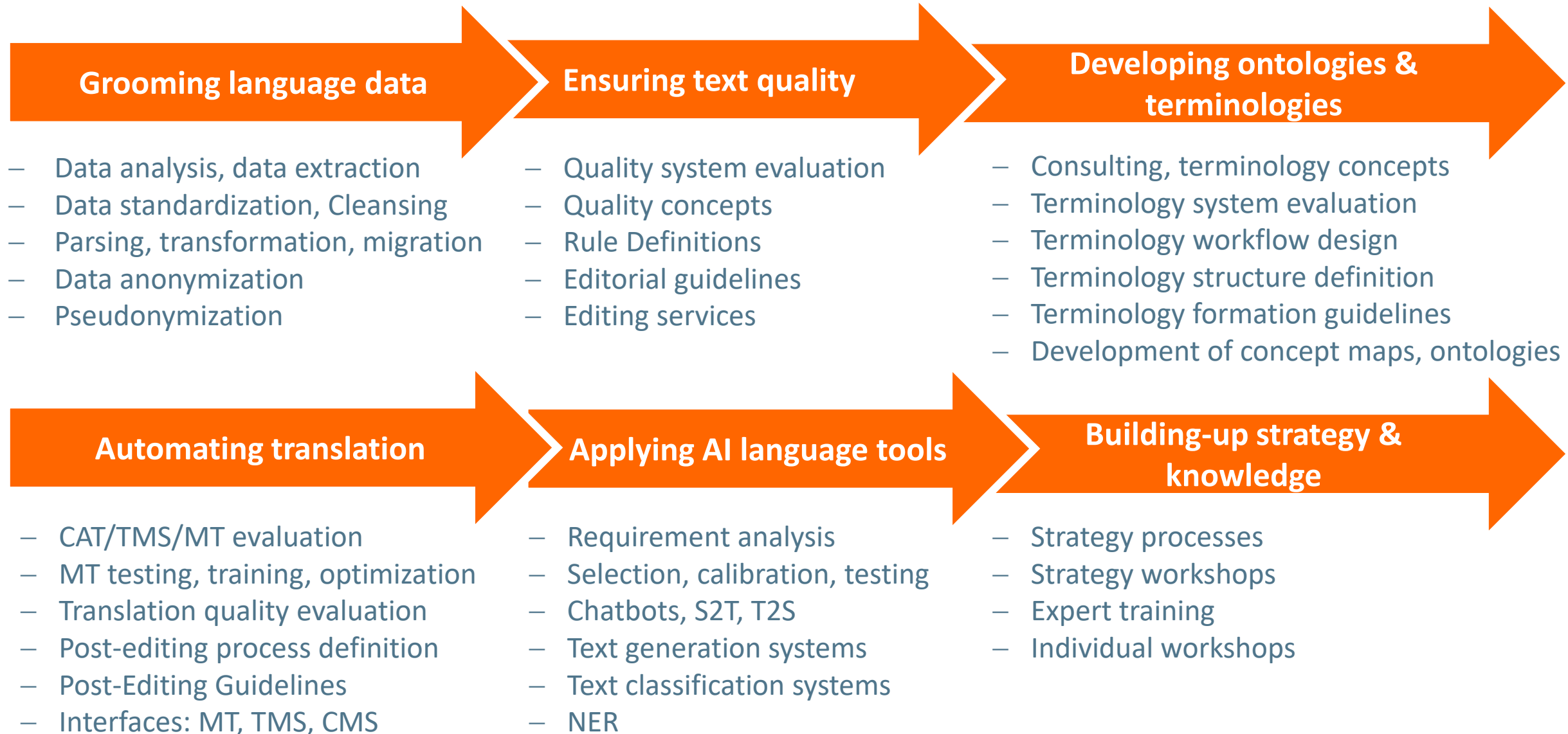
Use chat bots, automatic text generation or text classification efficiently in your company

blc helps you select, use and optimize the AI tool that is right for you

➤ For fast turn-around and efficient processes in your company!

We test, train & optimize AI language tools for our clients

All blc services at a glance




Thank you!

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