# SaaS Platform and Business Model of Collaboration

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## Language Service Market & Trend

**>60** languages added to reach 96% of the online population by 2027 (Digitalist, 2018)

**>60%** of labor time can be saved because of machine automation (TAUS, 2017)

**M&A** Mergers and acquisitions was the key driver for leader LSP growth in 2018 (Slator, 2019)

**Freelance work** is the dominant model for language professions (CIOL, 2019)

## LSP Giants as Platform Providers

### ⊕ All-in-one-platform
To develop a SaaS platform that can automate the translation process by converging as many functions as possible.
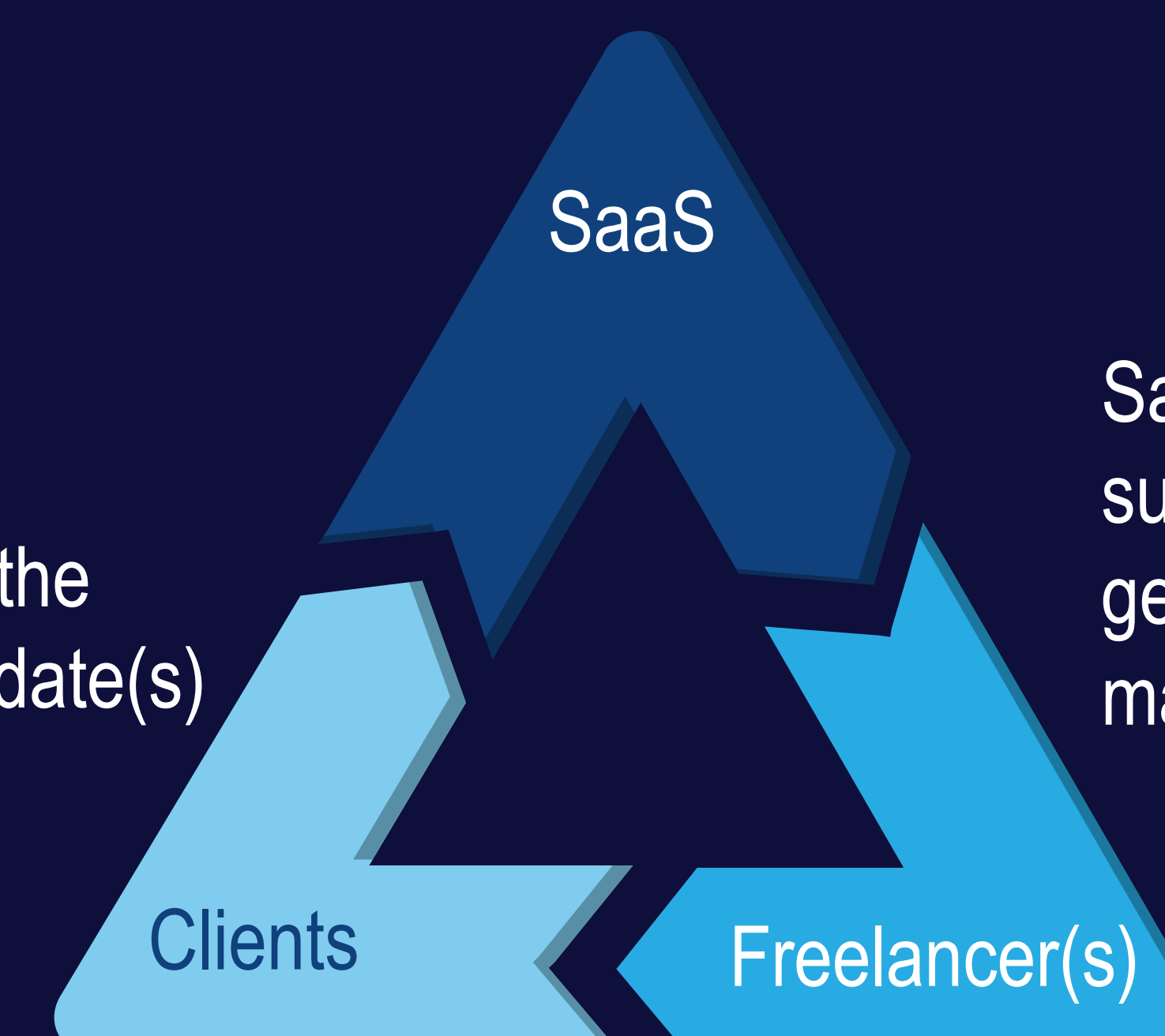
### 🪙 Pricing strategy
To charge subscription fees from users; fees vary according to user segmentation.

### 👥 Target clients
In addition to traditional translation and interpreting service, multimedia localization such as streaming content and video games will continuously grow; therefore, multimedia companies may increasingly become important target clients.

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**CLIENTS** — to subscribe & request services

**SUPPLIERS** — to develop & provide

**SUB-SUPPLIERS** — to subscribe & provide services

### SOFTWARE-AS-A-SERVICE-PLATFORM (SaaS)

TMS · CAT Tool · CMS · API · AI Cloud · NMT · Sourcing HR

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- **LSP SMEs:** LSP SMES can specialize translation or localization domain or even to expand business scope including content generation with the help of machine automation. Rare language pair services are recommended to be provided due to long tail effect. LSP SMEs are also able to address the urgent tasks by sourcing the most suitable candidates timely within the SaaS platform.

- **Freelancers :** freelancers not only refer to translators, but also include copywriters, editors, linguists and even project coordinators. The SaaS platform can feature or collaborate with LinkedIn and LinkedIn Learning, providing a strongly connected industry talent pool and allowing them to access continuing education online.

- **Flexible freelance teams:** it is possible for freelancers to establish their own team and then take in work as a team via the platform when receiving requests from clients. "Freelancer" would not only refer to individual but also team.

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SaaS

Clients can submit translation request to the SaaS or source candidate(s)

SaaS can find the most suitable candidate(s) and generate analysis report via machine-learned patterns

Clients — Freelancer(s)

An automated suggestion of the most suitable candidate(s) would be delivered to clients