

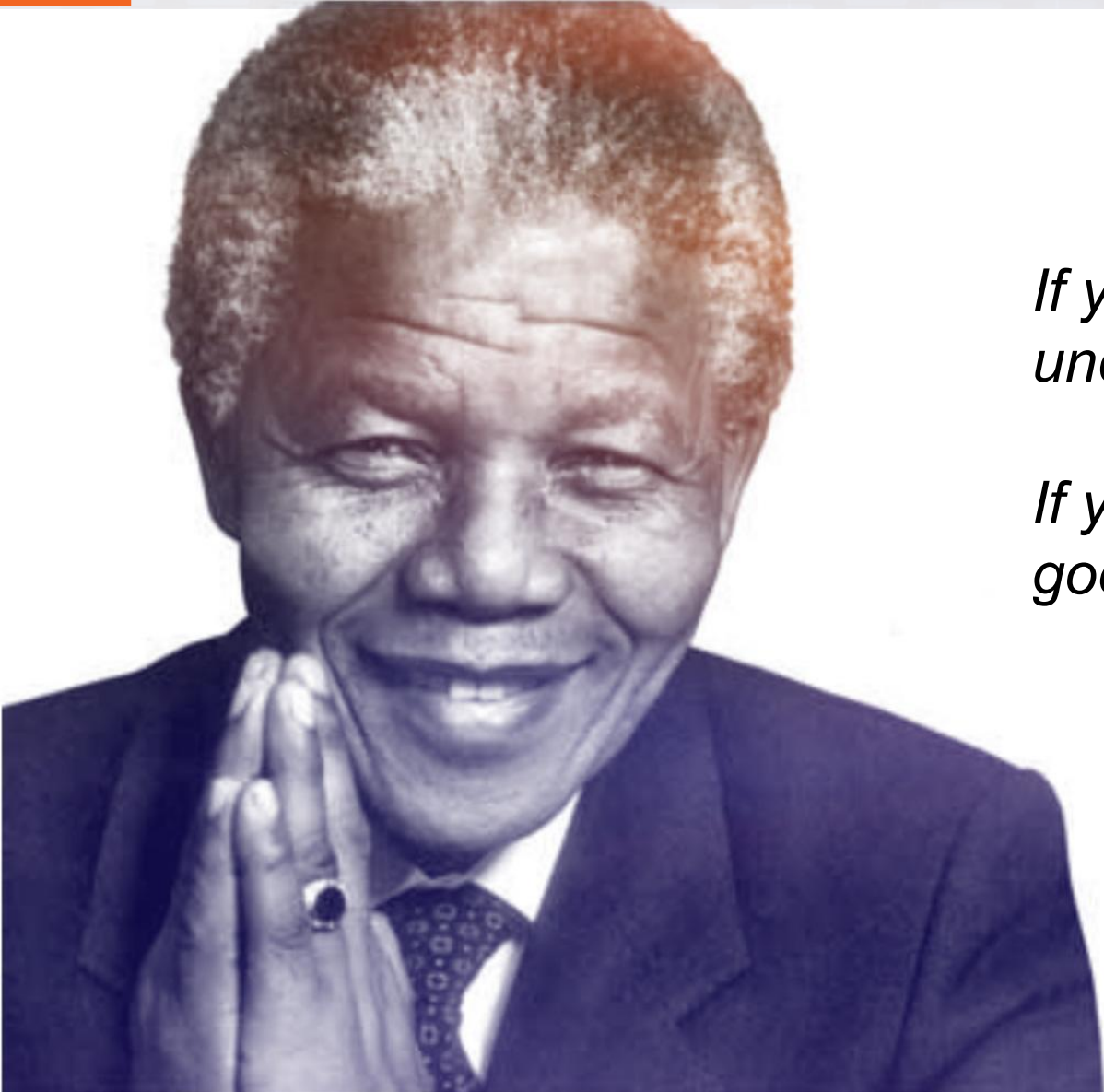


Turning Operational Complexity into **Competitive Advantage**

How Lionbridge Scales Global Services
with **Camunda**



WHY DOES **THIS MATTER?**



If you talk to a man in a language he understands, that goes to his head.

If you talk to him in his language, that goes to his heart.

Nelson Mandela



WHAT PEOPLE THINK **LOCALIZATION** IS





3 billion / 100 million / 3 million

Words processed per year / number of files / number of jobs



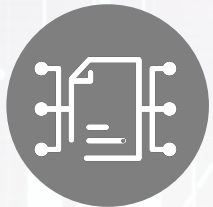
400,000

Count of global language-enabled humans that Lionbridge works with globally



6/52

Count of functional areas supported (Games, LifeSciences, Data Services, etc) / product and systems across those areas

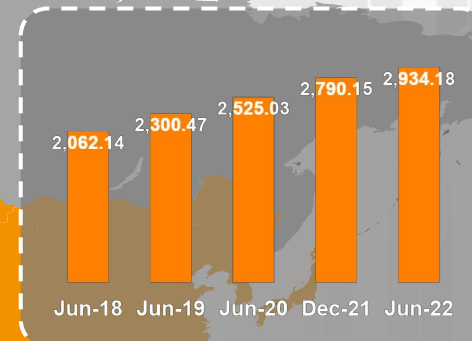
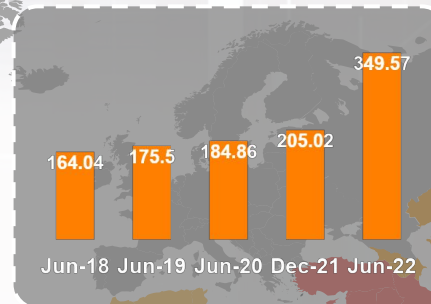
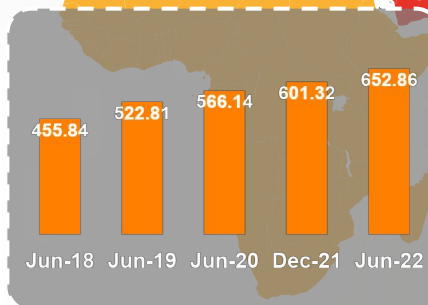
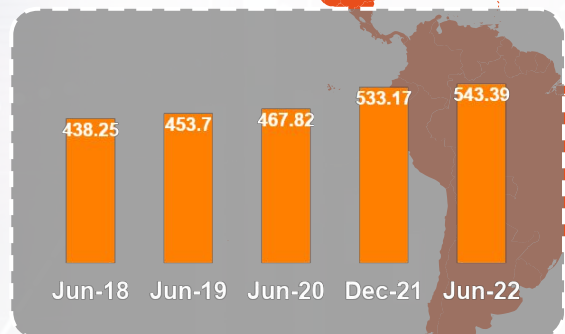


300

Customer content repositories to which Lionbridge connects



75% OF ACTIVE INTERNET USERS DO NOT HAVE ENGLISH AS A FIRST LANGUAGE





YOU'VE ALL EXPERIENCED THIS

What happens when systems
scale, but orchestration doesn't?



**EVERYONE HAS A PLAN. EVERYONE IS WORKING.
WHY DOES IT FEEL NOBODY'S GETTING ANYWHERE?**



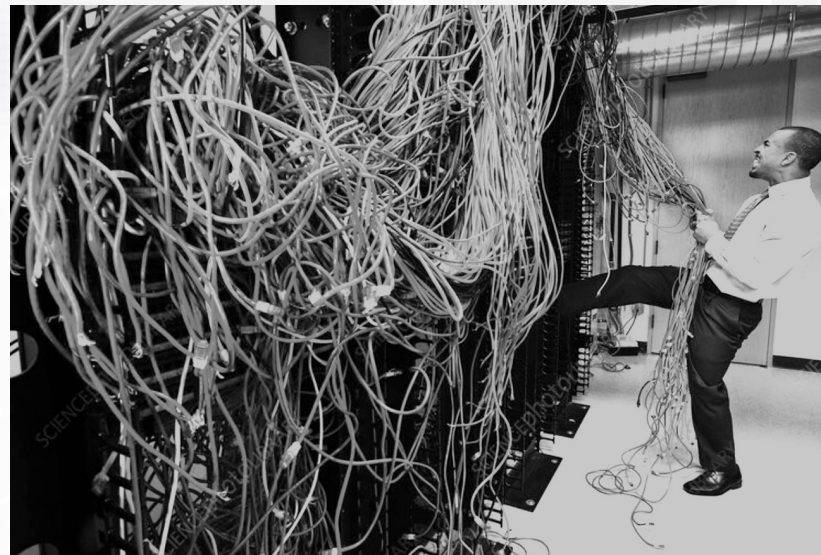
YOU'VE ARRIVED. THE PLANE'S ARRIVED.
COORDINATION TOOK A DIFFERENT FLIGHT.



Complexity **Grows** Faster Than **Scale**



At scale, chaos wins without orchestration

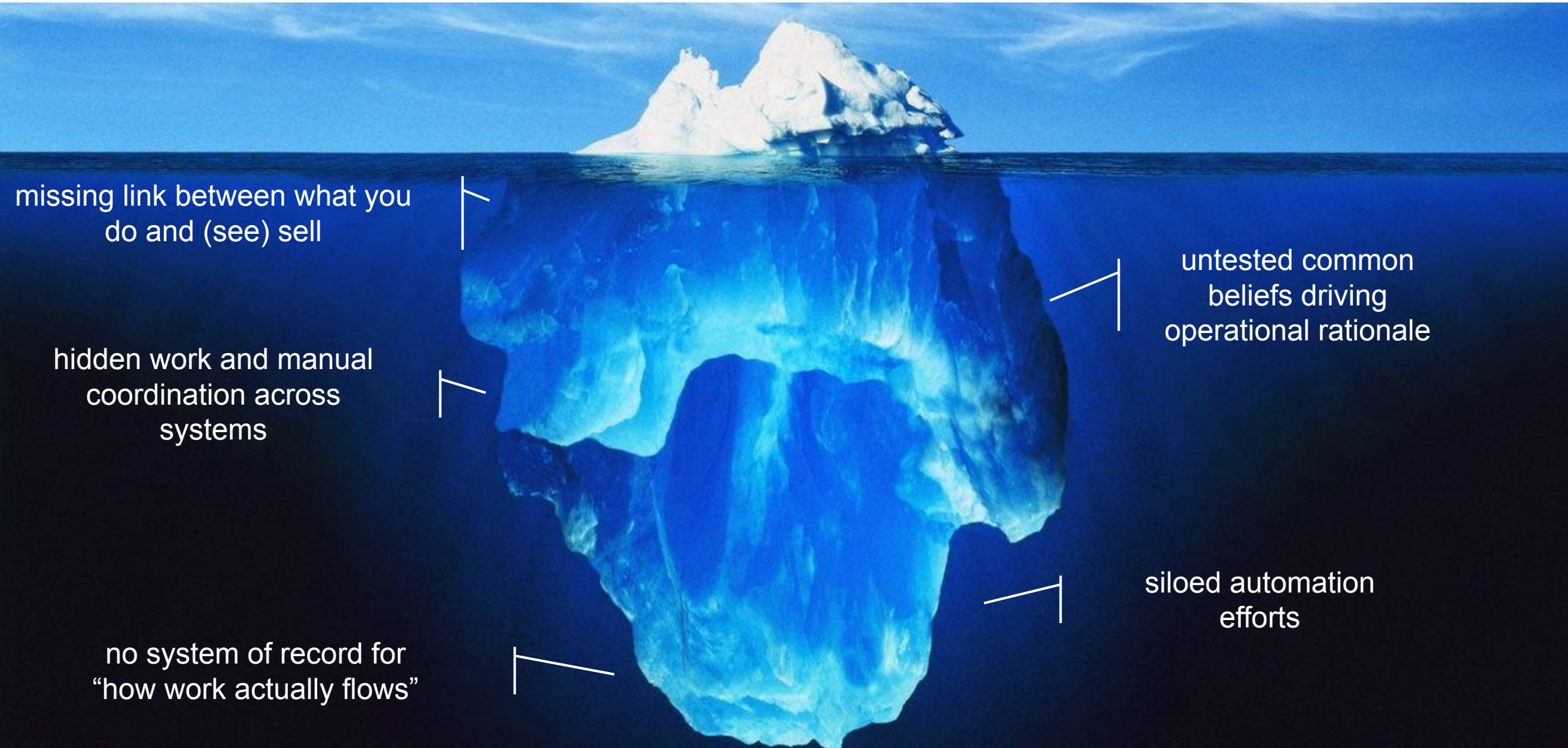


More components $\neq$ more clarity



What looks simple often isn't

COMPLEXITY ISN'T JUST VOLUME

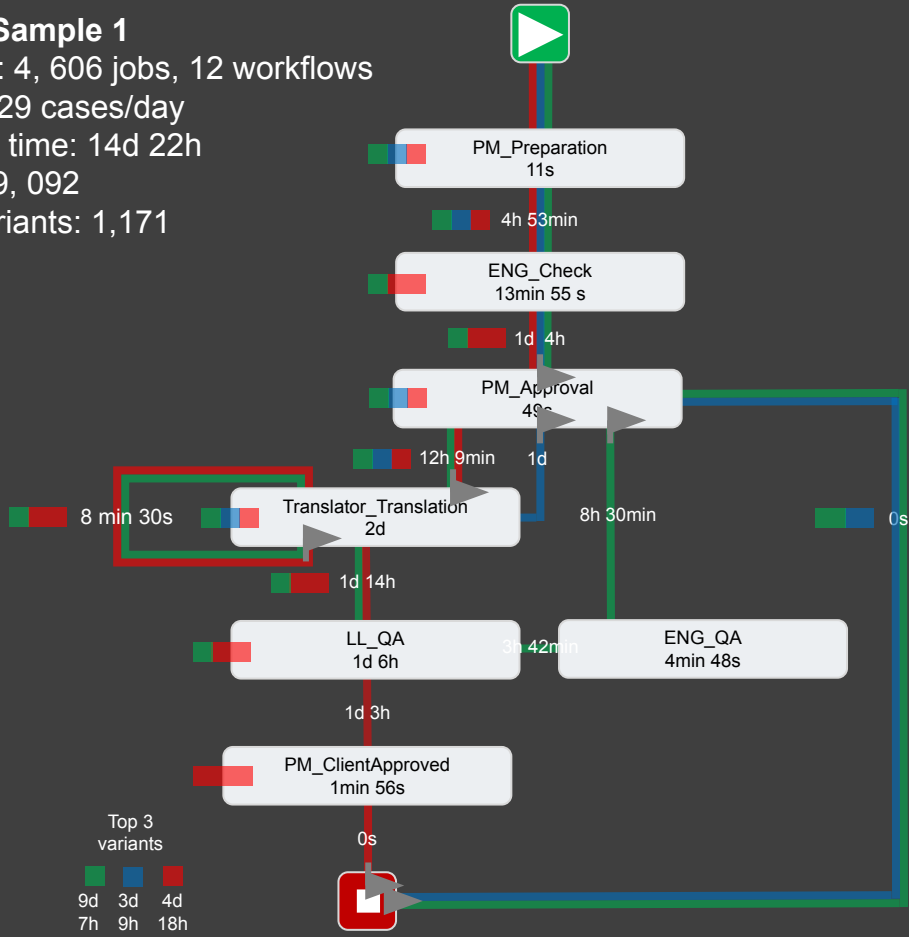




HOW DOES THE COMPLEXITY LOOK LIKE?

Enterprise: Sample 1

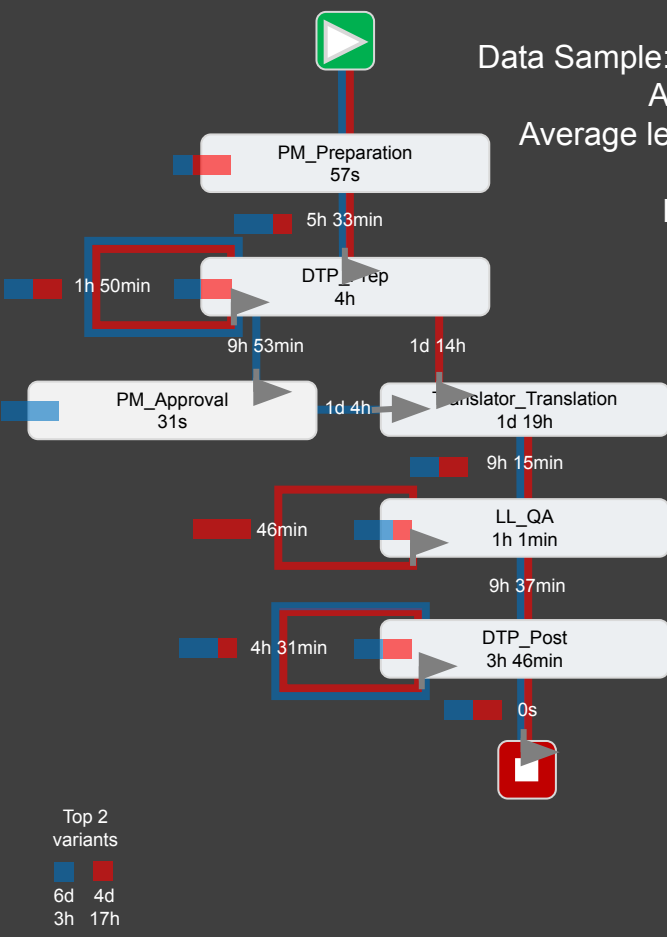
Data Sample: 4, 606 jobs, 12 workflows
Arrival Rate: 29 cases/day
Average lead time: 14d 22h
Activities: 879, 092
Execution variants: 1,171



7 human steps
3 human decision steps (frequently resulting in manual loops)
9.25 days max duration

Enterprise: Sample 2

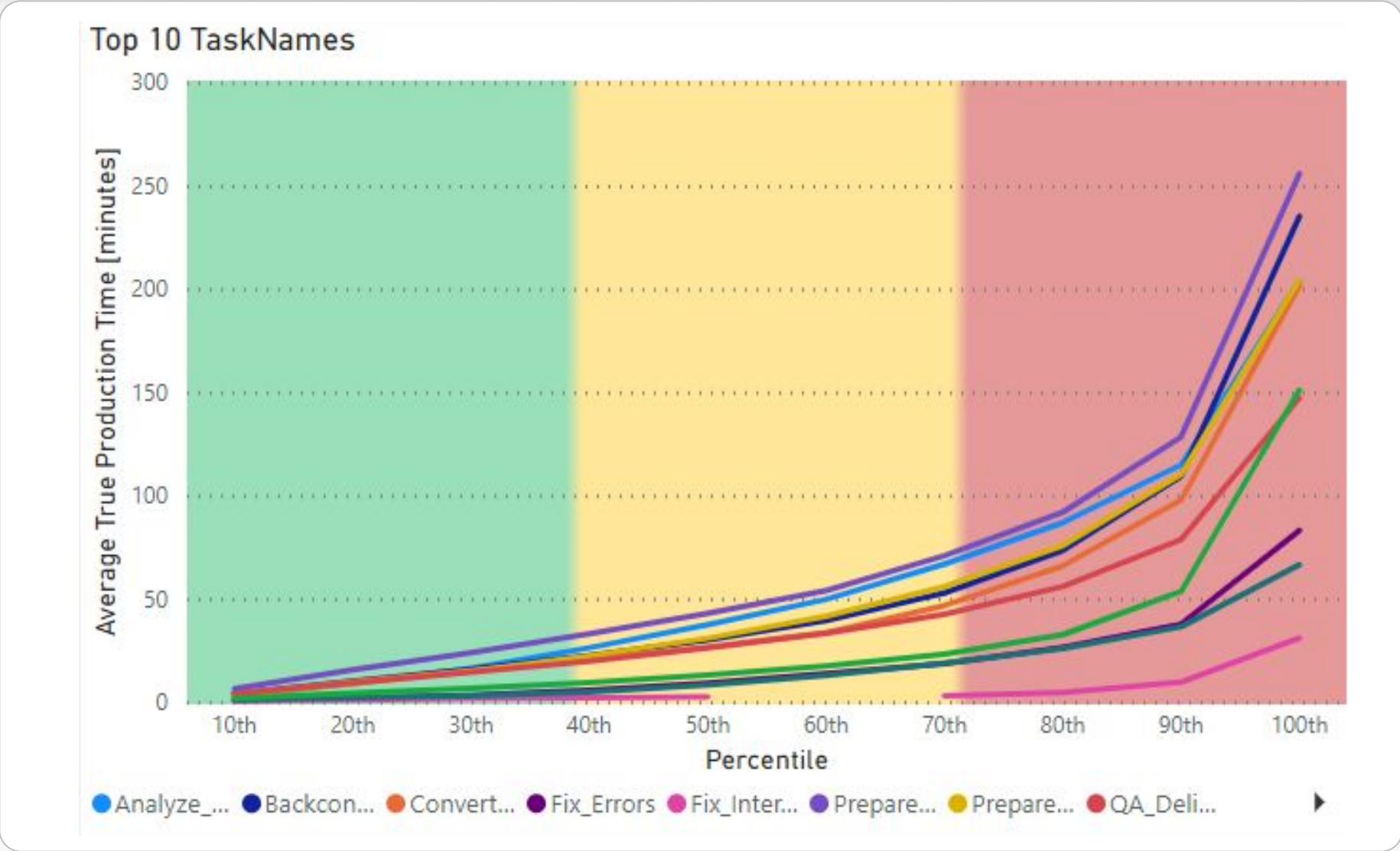
Data Sample: 3597 jobs, 62 workflows
Arrival Rate: 22 cases/day
Average lead time: 7 days 21 hours
Activities: 451, 579
Execution variants: 2,796



6 human steps
2 human decision steps (frequently resulting in manual loops)
6 days max duration

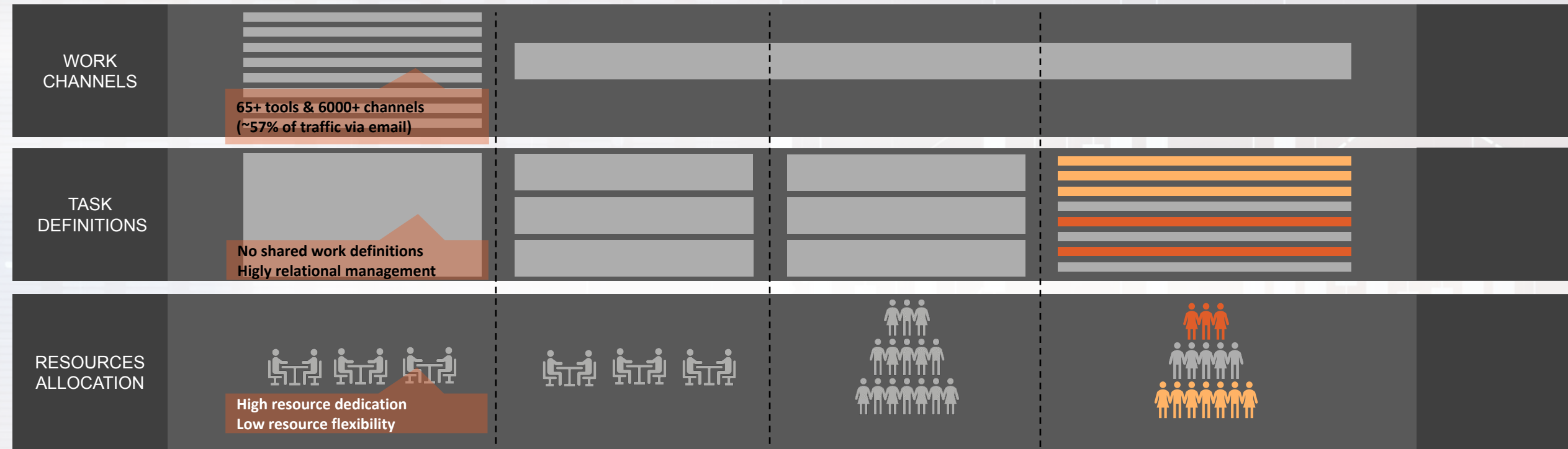


HOW DOES THE COMPLEXITY FEEL LIKE?





ORCHESTRATION IS NOT JUST **AUTOMATION**



- **MULTIPLE CHANNELS**

- **NO TASK CATALOG**

- **DEDICATED RESOURCES**

- **ONE CHANNEL**

- **DIFFERENT MIXED TASKS**

- **DEDICATED RESOURCES**

- **ONE CHANNEL**

- **SIMPLE TASK DIVISION**

- **SHARED RESOURCES BASED ON TASK COMPLEXITY**

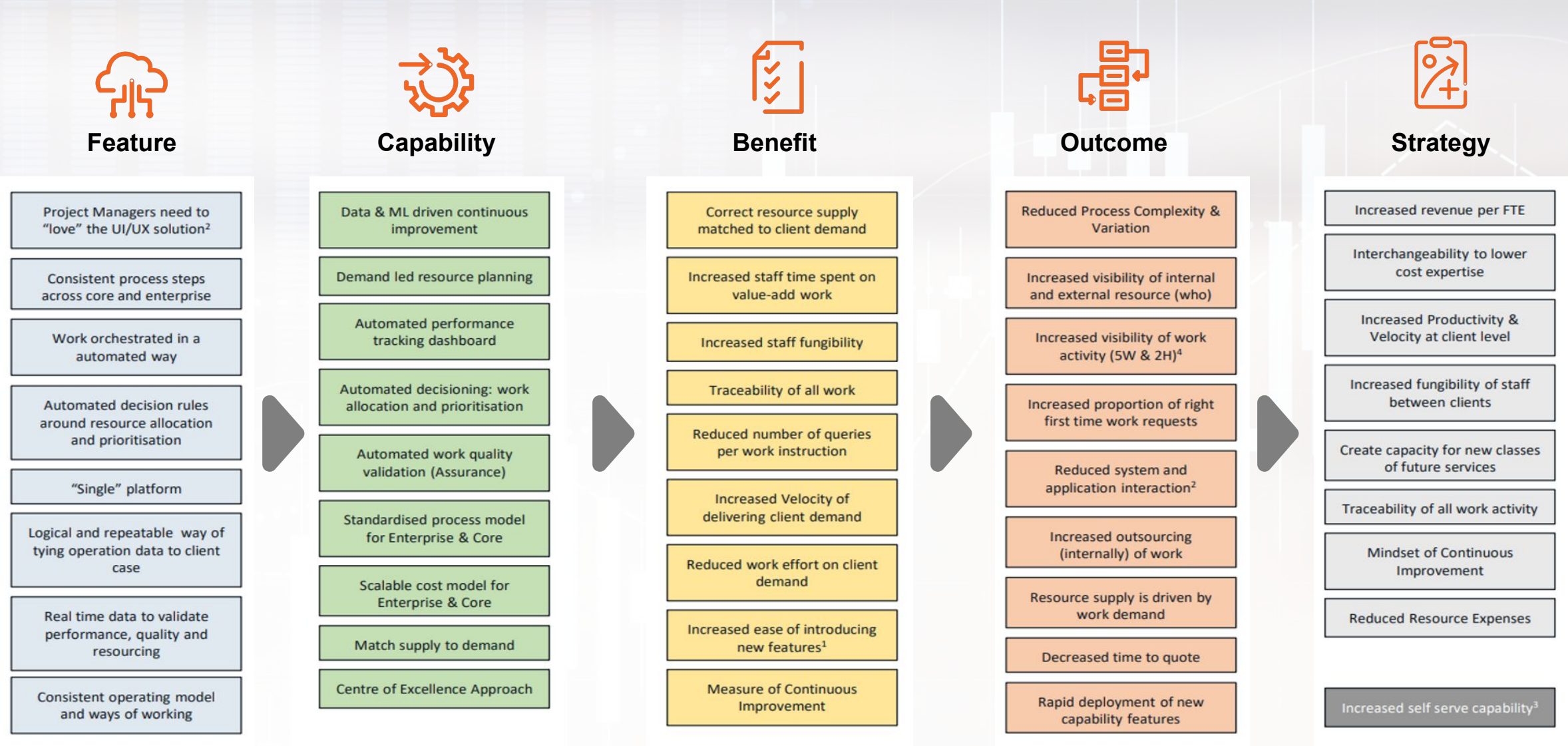
- **ONE CHANNEL**

- **DETAILED TASKS**

- **SHARED RESOURCES BASED ON ACTIVITY**



WORK IS DEFINED, PROCESSES ARE STANDARDIZED, RESOURCES ARE INTERACTABLE, SCALING IS COST EFFECTIVE, DELIVERY PROGRESS IS TRANSPARENT AND CONTROLLED.





START WITH METRICS ALIGNED WITH STRATEGIC OUTCOMES

	Before	After	
Average Order Lifespan	107h	48h	-55%
Distinct Human Activities	80	24	-70%
Average Number of Human Activities per Order	4.2	1.3	-69%
Total Human Activities Lifespan	59h	41h	-30%



WE DIDN'T AUTOMATE LOCALIZATION- WE ORCHESTRATED THE CONTENT LIFECYCLE

CONNECTIVITY

“Ability to universally connect to all of your content repositories and intelligently trigger work”

COMPOSABILITY

“A system design that allows for select assembly of inter-related components”



CUSTOMER PREFERENCES CENTRALIZATION

“One hierarchical repository of customer configuration data for applicability anywhere in the process”

UNIFIED CONTENT CREATION AND LOCALIZATION

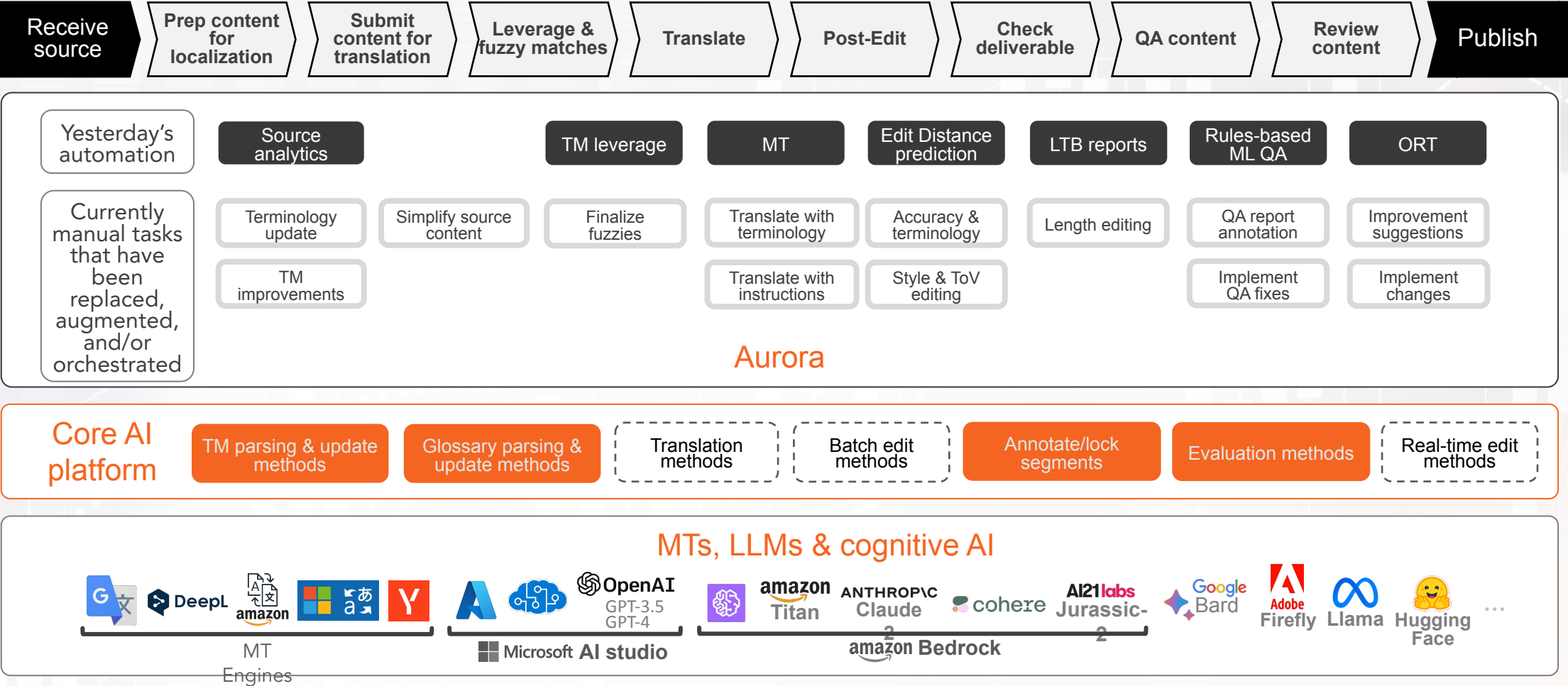
“The application of the full breadth of the creative spectrum, from human-full to human-less content creation and transformation processes”

DECISIONING & ORCHESTRATION

“An automated system capability to decide what to do with an input and then select and apply the right process and actors, both human and non-human, to execute it”



ORCHESTRATE LEGACY LOCALIZATION: **LANGAI EVOLUTION**





Process Name
Optimus Process

Process Instance Key
2251801137740572

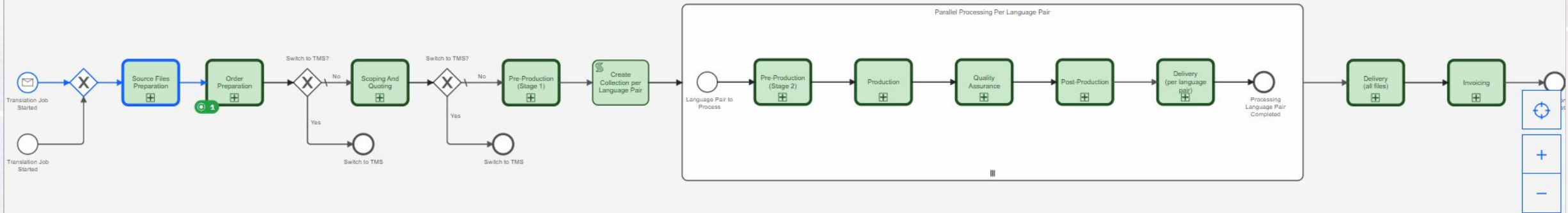
Version
35

Version Tag
2.0.0

Start Date
2025-06-12 09:23:11 --

End Date

Parent Process Instance... Called Process Instances
None [View All](#)



Instance History



Show End Date



Show Execution Count

Optimus Process

- Translation Job Started
- Gateway_19ig2wb
- Source Files Preparation
- Order Preparation

Variables

Name	Value
codaCode	"C15497"
orderData	{"orderRequestedDueDate":"2025-06-26T13:17:50.00Z","gtId":["729gZBDkIL"],"orderId":"WV-015629957","workType":"Aurora","geminiProj":



THANK YOU

We break barriers and build bridges to new opportunities. **Everywhere.**

LIONBRIDGE