Business Process Crowdsourcing:
Data Services

Human Intelligence Transforms Big Data into a Big Advantage

Big data is a business reality. Using it to power your competitive advantage is a business imperative. That means providing access to accurate, relevant and timely data that leads to actionable insights.

> "The use of big data will become a key basis of competition and growth for individual firms."
>
> – MCKINSEY GLOBAL INSTITUTE

Now, more than ever, you need flexible, scalable and cost-effective methods to intelligently manage growing amounts of largely unstructured data that arrive in multiple languages, data types and formats. Technology has always played a major role in accelerating the big data machine, but applying human intelligence is the true differentiator that positions you at the head of the pack.

Human Intelligence + Automation = Results

Despite enormous advances in technology, computers still have problems dealing with some of the basic—yet essential—tasks within the data lifecycle. Lionbridge Business Process Crowdsourcing℠ (BPC) speeds the time from acquisition to insight by letting you tap into the power of a flexible, secure and massively scalable multilingual workforce that applies human intelligence to problems that are beyond the scope of automated technology.

Lionbridge BPC Data Services give you the power to turn millions of structured and unstructured data sources into clean, accurate, relevant and timely information, faster and without the fixed labor costs that are rolled into traditional BPO pricing models.

Data Services

Data acquisition: Lionbridge BPC applies human intelligence to data ingestion in a rapid and cost-effective manner.

+ Data content and research for building, maintaining and updating global data sets

+ Data capture for streamlining data entry tasks

Data normalization: Lionbridge BPC applies human intelligence to convert all your data into the same format, cleanse it, and map it to the appropriate source.

+ Data cleansing and validation to ensure data is accurate and actionable

+ Data enrichment to improve accuracy and usefulness

+ Metadata tagging and xml-publishing tagging

+ Data classification for improving taxonomy and search results

+ Machine learning for voice recognition training, automation engine training, machine translation engine training, and preference engines

Ideal for Data Content and Research Organizations

If building databases and selling information is your business, Lionbridge can help speed new data acquisition and reduce the cost of goods sold. Our output-based pricing means you only pay for value received, while our sourcing model eliminates fixed costs such as equipment, management, taxes, and facilities. And when your work requires multilingual or international resources, only Lionbridge can rapidly connect you with pre-screened crowd workers from around the globe.

True Enterprise-Level Crowdsourcing

Lionbridge Business Process Crowdsourcing^{SM} (BPC) lets you tap into the power of an elite global workforce that's selected, screened and managed by the world's most trusted name in Global Enablement Services.

Lionbridge BPC combines the flexibility and scalability of the crowd with the governance and quality control of traditional BPO to create a more cost-effective, predictable and productive way for work to get done—globally, and across all languages. And only Lionbridge can deliver it with the guaranteed results that enterprises demand.

Lionbridge BPC for Data Services Delivers Multiple Benefits

Lionbridge BPC combines the best of crowdsourcing and the best of BPO to deliver the next generation of enterprise outsourcing. Our customized methodology and unparalleled workforce deliver tangible business benefits, including:

+ Productivity – Increased throughput by processing massive volumes of tasks within a set timeframe with larger teams, parallel processing and 24x7 coverage

+ Flexibility and scalability – On-demand access to specialized resources, in any geography and in multiple languages

+ Cost savings – Cost efficiency over current labor models with lower fixed costs and no more billing for non-productive time

+ Predictability – Output based pricing allowing full transparency, predictability and accountability for business results

+ Time to market – Flexibility to quickly ramp up and down to meet peak periods of demand with very little notice

+ Simplicity – We handle all of the details to deliver a turnkey solution that meets enterprise standards of quality, speed and cost

BPC Data Services for Content and Data Strategists

Content and data strategists play a key role for data aggregators, but can struggle with the sheer volume of tasks around data acquisition and the enrichment required for data sets to deliver real differentiation and value.

Lionbridge BPC gives you on-demand access to multilingual researchers around the world and frees you from costly and inflexible traditional staffing models.

Our highly scalable workforce is available 24/7/365 to ensure timely turnaround. We also double-blind key all of your data to ensure accuracy, guaranteeing a cost-effective, high-quality and scalable solution.

Get Started

For more information contact us at: marketresearch.mad@lionbridge.com