

AI Agents, Human Insights & Productivity



*"If any technology is to be truly disruptive it has to show it dramatically **improves productivity, simplifies processes, reduces costs or improves the environment**"*

This presentation will give a live example of an AI Agent disrupting legacy processes

When genAI become widespread we had a perception problem!

As a company specialising in translation and localisation, people wondered how our business model would survive if AI can do translation, despite the fact we had been using AI in translation for more than a decade.

- *"GenAI can do excellent translations"*
- *"GenAI can automatically generate content in another language"*
- *"GenAI will replace human translators"*
- *"GenAI will just get better"*

Where can we add value?

We went on a journey to understand how our existing AI and human processes, would add maximum value combined with the latest LLM technology

What were the things that genAI didn't do well? How do we utilise our asset base with the new opportunities genAI opens up

- genAI hallucinates
- genAI can be factually incorrect
- genAI is good in top 8 languages, but poor in all others
- genAI is a very convincing and confident liar
- genAI does not do human insights
- genAI is a generalist

Exploring the landscape

So we built a genAI fact-checker and went on tour

We exhibited at AI global conferences Paris, London, New York to gauge interest in verification of AI

What we found out:

- Interest in genAI for Quality Evaluation in workflows more than content generation
- People very concerned about hallucinations and lies
- Human insights still critical process step
- Strong motivation to change to an AI process due to perceived cost benefits
- Lots of interest in genAI for gap-analysis

Technology doesn't change the core function being performed

Technology makes something more efficient but is often still achieving the same thing

DVDs to Streaming – still big screen entertainment at home

Letters to Email – still person to person communication

Electric cars – still getting from one place to the next on the same roads

AI Translation – still aiming to deliver human quality outputs but using a far more efficient and cost-effective process

AI enabled a new solution for the industry, so we built one

With the AI fact-checking technology in place, we started to look at how we could use it as an AI Verification engine

We developed a quality estimation engine using our own internal corpus of language data and language models

We also developed an Automated Post Editing (APE) solution where multiple LLMs talk to each other and adjust a LLM generated translation segment

Combined with our ability to offer human insights and verification, multiple LLMS in process

Automated Post Editing – 3 LLMs talking to each other

Translator 1's Version:

U skladu s Europskom uredbom 2023/1542, UK SI 2008 br. 2164 - Uredbom o baterijama i akumulatorima iz 2008. i drugim zakonodavstvima koja zahtijevaju ovaj simbol i odgovarajuće programe povrata baterija i akumulatora, baterije i akumulatori se označavaju kako bi se naznačilo da se trebaju zasebno prikupljati i reciklirati na kraju životnog vijeka.

Translator 2's Version:

U skladu s Europskom uredbom 2023/1542, UK SI 2008 br. 2164 - Uredbom o baterijama i akumulatorima iz 2008. i drugim zakonodavstvima koja zahtijevaju ovaj simbol i odgovarajuće programe povrata baterija i akumulatora, baterije i akumulatori su označeni kako bi se naznačilo da je potrebno zasebno prikupljanje i recikliranje nakon isteka životnog vijeka.

Translator 3's Version:

U skladu s Europskom uredbom 2023/1542, UK SI 2008 br. 2164 - Uredbom o baterijama i akumulatorima iz 2008. i drugim zakonodavstvima koja zahtijevaju ovaj simbol i odgovarajuće programe povrata baterija i akumulatora, baterije i akumulatori su označeni kako bi se ukazalo na to da se trebaju zasebno prikupljati i reciklirati na kraju svog životnog vijeka.

Discussion:

1. Accuracy and Terminology:

- Translator 1 and 2 use "naznačilo" which accurately captures "indicate."
Translator 1's use of "kako bi se naznačilo" is precise and clear.
- Translator 2 and 3 mention "su označeni" instead of "se označavaju," both of which correctly indicate the action but "se označavaju" might be slightly preferable for active voice.

2. Grammar and Syntax:

- All versions correctly address the complex structure of the sentence.
- Translator 3's "ukazalo na to da" might be seen as slightly redundant.

3. Cohesion and Readability:

- Translator 1's version is the most concise and direct while maintaining all necessary information.
- Translator 3's additional words might make the sentence slightly longer without adding extra clarity.

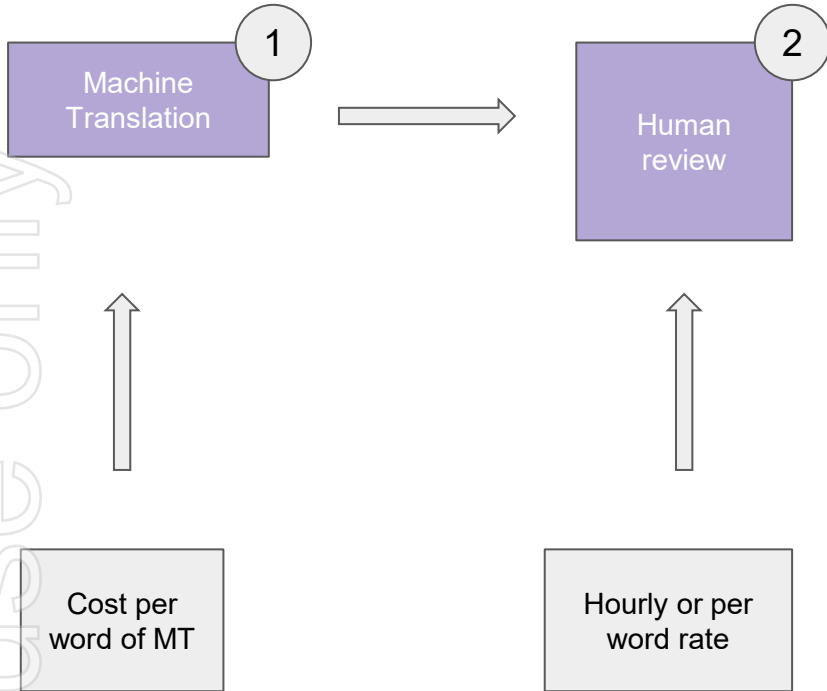
Final Version:

Considering all points, aiming for accuracy, clarity, and readability, the final version should be:

Final Version:

U skladu s Europskom uredbom 2023/1542, UK SI 2008 br. 2164 - Uredbom o baterijama i akumulatorima iz 2008. i drugim zakonodavstvima koja zahtijevaju ovaj simbol i odgovarajuće programe povrata baterija i akumulatora, baterije i akumulatori se označavaju kako bi se naznačilo da se trebaju zasebno prikupljati i reciklirati na kraju životnog vijeka.

How pre-AI business models worked



10,000 words

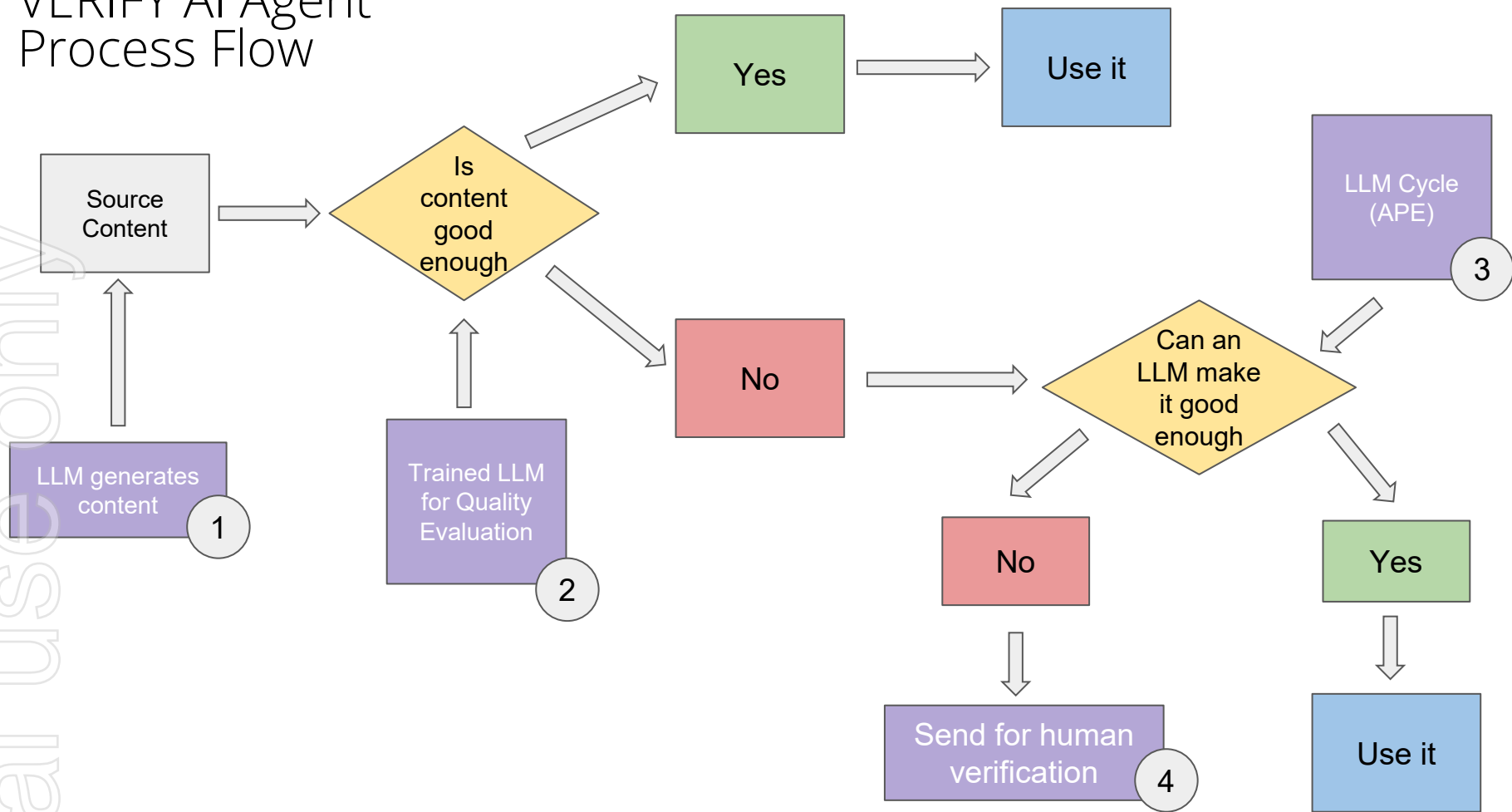
MT 10,000 words x
0.0005c word = \$5

Review at
1,000
words/hour

10 hours x
\$50/hour = \$500
= 5c per word

Total cost: \$505

VERIFY AI Agent Process Flow



Verify quality evaluation

Verify

Home

Quality Evaluation

API

Settings



Project: Project Report 2024

[Translation Quality](#) [Detailed Breakdown](#) [Human Verification](#) [File Information](#)

Good Quality

AI quality evaluation of your translated files

Languages ▾

Files ▾



Translation Memory
25%

Best
36%

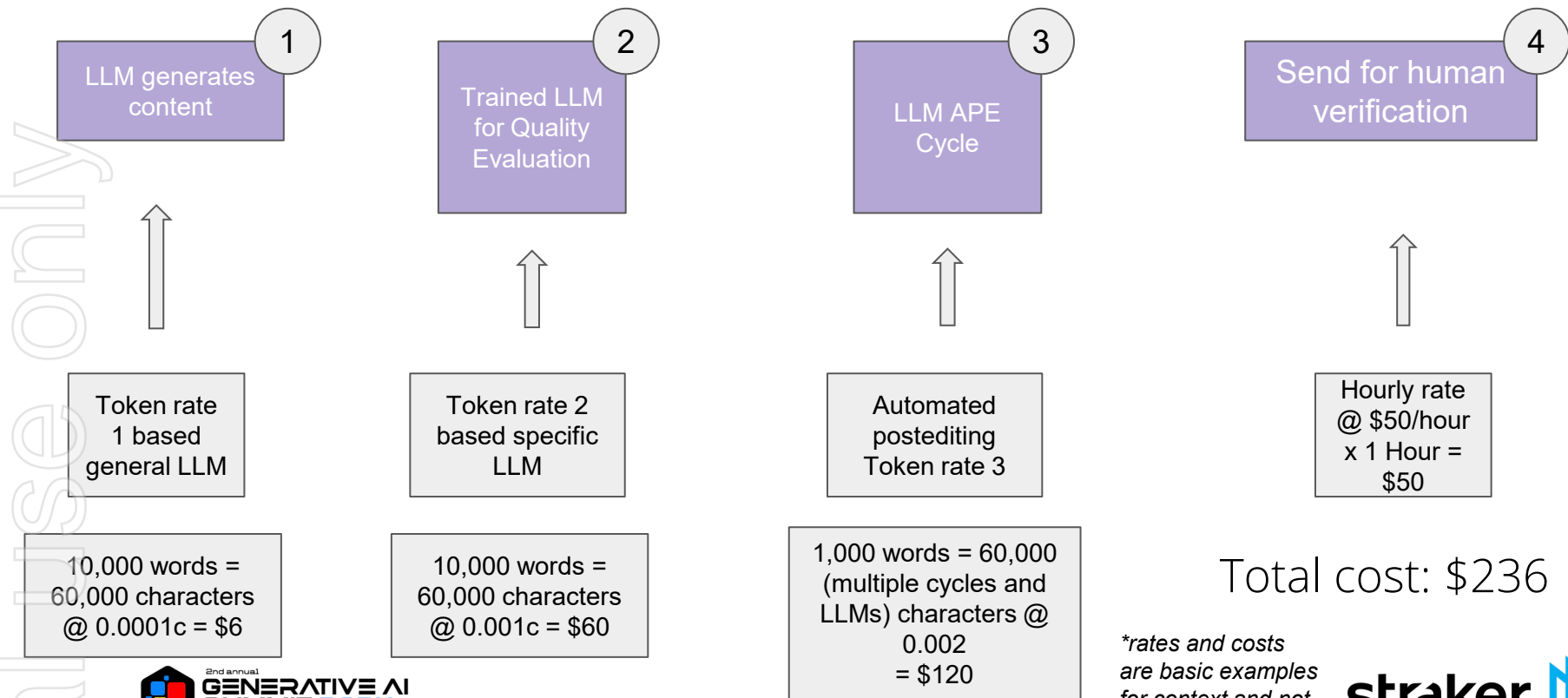
Good
10%

Acceptable
19%

Bad
3%

[View detailed breakdown](#)

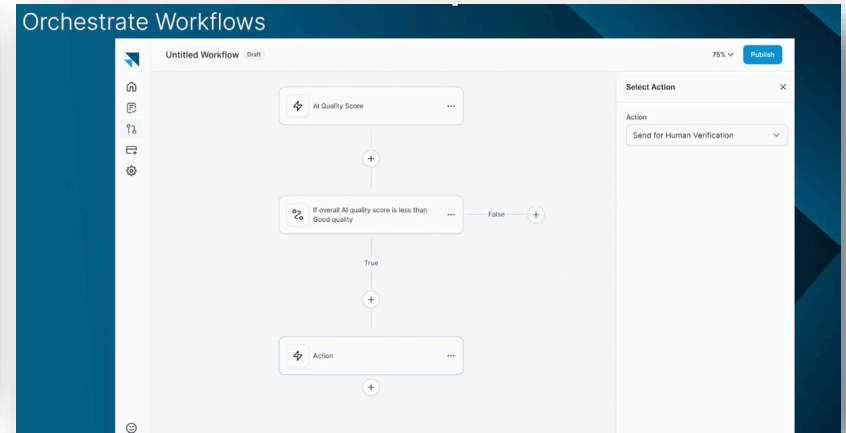
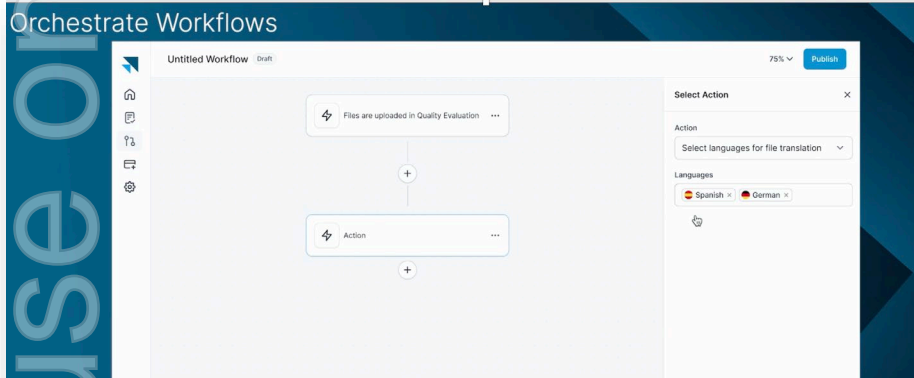
VERIFY AI Agent Charging Model



**rates and costs are basic examples for context and not actual pricing*

Orchestrate AI workflow builder

Customers can configure rules and workflows for the AI translation process based on their budgets and required quality outcomes across language pairs and subject domains.

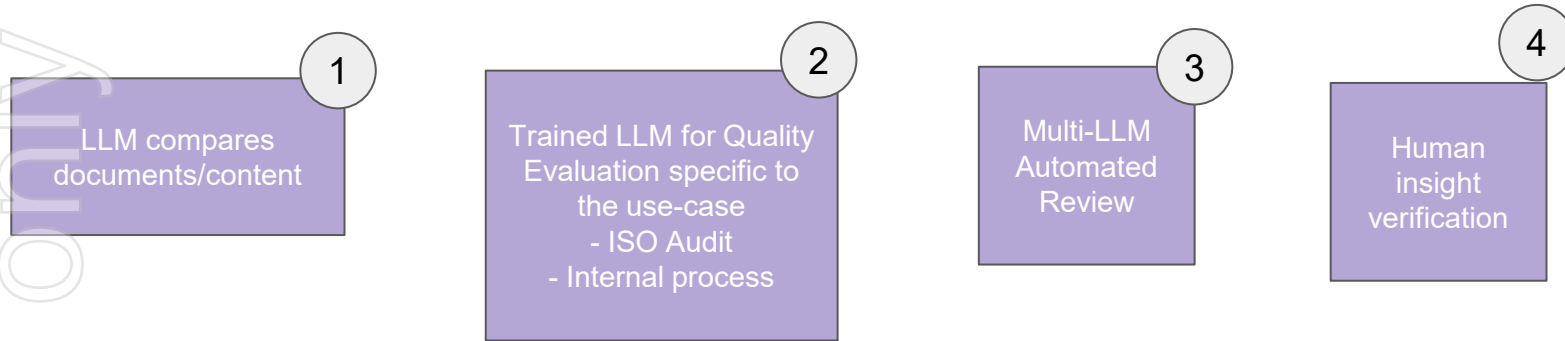


6 key components to our Verify AI Agent

1. Content generation through LLM
2. Quality Evaluation & Judgement through SLM
3. Refinement of output through multiple LLMs
4. Action to human verification
5. Configuration Engine
6. Changing the payment model to token based charging

AI Agent for Gap Analysis

The same process and tools used for AI Verification can be applied to other solutions such as audit gap analysis



Token based billing engine | model shaping | human insight management | content automation

AI Gap Analysis

4.1 - Understanding the organization and its context QMS_BuzzPro_Quality_Manual_v1. Compliant

4.2 - Understanding the needs and expectations of interested parties QMS_BuzzPro_Quality_Manual_v1. Compliant

Standard section : 4.2

4.2 Understanding the needs and expectations of interested parties Due to their effect or potential effect on the organization's ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements, the organization shall determine: a) the interested parties that are relevant to the quality management system; b) the requirements of these interested parties that are relevant to the quality management system. The organization shall monitor and review information about these interested parties and their relevant requirements.

Document : QMS_BuzzPro_Quality_Manual_v1.6.docx

Leadership responsibility and commitment Customer Focus Top management demonstrates leadership and commitment with respect to customer focus by ensuring that all requirements (client requirements, statutory and regulatory) are determined, understood, and consistently met. The risks and opportunities that can affect product conformity and client satisfaction are determined

Compliant

The leadership demonstrates commitment to customer focus by ensuring that all requirements are determined and consistently met. The organization monitors and reviews information about interested parties and their relevant requirements, including customer requirements, statutory and regulatory requirements. This demonstrates partial compliance with ISO 9001:2015, clause 4.2.

4.3 - Determining the scope of the quality management system QMS_BuzzPro_Quality_Manual_v1. Compliant

Projects

ISO 9001:2015 – 2025 Company Audit

Dashboard Latest Report Previous Reports Files Activity

Report Improvement

Gap Analysis

| Version | Compliant | Gap | Requires Review |
|---------|-----------|------|-----------------|
| V3 | 100% | 0% | 0% |
| V2 | ~70% | ~20% | ~10% |
| V1 | ~50% | ~30% | ~20% |

Radar chart

Gap Analysis

| Clause | Compliant | Gap | Requires Review |
|-----------|-----------|------|-----------------|
| Clause 4 | 100% | 0% | 0% |
| Clause 5 | ~80% | ~10% | ~10% |
| Clause 6 | ~60% | ~20% | ~20% |
| Clause 7 | ~40% | ~30% | ~30% |
| Clause 8 | ~40% | ~30% | ~30% |
| Clause 9 | ~40% | ~30% | ~30% |
| Clause 10 | ~40% | ~30% | ~30% |

Overall Evaluation – Latest Report

Gap Analysis

| Category | Percentage |
|-----------------|------------|
| Compliant | ~50% |
| Gap | ~30% |
| Requires Review | ~20% |

Gap Overview – Latest Report

| Clause | Issue | Action |
|-------------|---|--------|
| Section 4.1 | The organization has not considered the needs and expectations of relevant interested parties (stakeholders), such as customers and supplier. They have only outlined employees and regulatory bodies, which can influence the QMS objectives and outcomes. | ↗ |
| Section 4.4 | The organization has not established, applied, or maintained criteria and methods needed to ensure the effective operation and control of these processes. | ↗ |
| Section 5.2 | There are insufficient mechanisms for obtaining and using customer feedback to drive improvement. | ↗ |

Summary of AI agents

1. Decision on being a model maker, taker or shaper
2. LLMs combined with smaller, more specific models
3. Every disruption comes with a change in pricing
4. Pricing moves to tokens/characters
5. Quality Evaluation replaces human decision making
6. Actions triggered for human insights

Thank you

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Disclosure Statement

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