



Lingotek + Drupal: The Power to Translate is Now Inside Drupal



THE TRANSLATION NETWORK

Bull Weber
Director of Sales
Lingotek

Joe Wood
Director of Solution Engineer
Lingotek

Today's Agenda

- Introduction to *Lingotek*
- Today's challenges with multilingual sites
- A flexible, agile solution – INSIDE DRUPAL!
- High-level tour of Lingotek Translation module:
 - Installation and set-up
 - Quick look at some workflows
- Case Studies
- Q&A

Introducing Lingotek

- Founded in 2006
- Based in Salt Lake City, Utah
- Focus is cloud-based *Translation Management System (TMS)* that enables continuous multilingual content synchronization
- Deep integration with Drupal via *Lingotek Translation* module
- Extensive and highly capable Professional Translation services group compliments core software offering

A Few of Our Clients...

HITACHI
Inspire the Next

 **Intermountain
Healthcare**
Healing for life

 **Trimble**


CISCO

Novell

SAIC

 **Western
Digital**

 **symantec**

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

ebay


Adobe

 **FireEye**

 **AllenCommunication**
LEARNING SERVICES

Acquia

 **Alfresco**


mclaren
software
an idox company

CANADIAN PARTNERSHIP
AGAINST CANCER



PARTENARIAT CANADIEN
CONTRE LE CANCER

 **mozy**

EMC²

ZAGG


The LIBRARY
of CONGRESS




HGST
a Western Digital company


intel

Federal Government

NUANCE

sportingbet Plc


selecthealth

 **SirsiDynix**

jive


FAMILYSEARCH


THE
UNIVERSITY
OF UTAH

**SAXO
BANK**

The Problem

Today's highly dynamic websites are characterized by an accelerating and virtually continuous cycle of content updates and changes.

Legacy processes for managing translation workflows lack the speed and agility to keep multilingual websites in sync.

Legacy Translation Process

Everyone else makes you do it the **HARD** way...

 Project Manager

 Web Admin

identify content	new pages	edited pages	manually download pages	export .po files for non-entity types	email/ftp all files to translators	translation process	receive translated files back from translators email/ftp	dev fixes mistakes made during the process that break your website
restore unpreserved markup	restore non-translatable text	prepare your website for storing multilingual content	copy & paste translations into the proper places	notify internal reviewers	grant them access	review without actually publishing the translations	in-context review	Identify missing and or wrong translations
fix formatting mistakes	localization	links	page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM
publish translated content	ongoing change control	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Everyone else makes you do it the **HARD** way...

- Project Manager
- Web Admin

identify content	new pages	edited pages	manually download pages	export .po files for	email #	receive translated files back from translators email/ftp	dev fixes mistakes made during the process that break your website
restore unpreserved markup	restore non-translatable text					in-context review	Identify missing and or wrong translations
fix formatting mistakes	localization	<i>When you work with other translation companies, all they have to offer is an:</i>				no easy way to send back to translators	edits are not captured in TM
publish translated content	ongoing change control	offline translation process ...				at now above only to pages	

When you work with other translation companies, all they have to offer is an:

offline translation process ...

- Translation is a black box with no visibility into the process
- No automation of notifications or process management
- No integration into your Drupal editorial workflow
- No realtime leveraging of translation memories
- No ability to review or publish translations as they are completed

How HARD can it really be?

 Your part  Their part

identify content	new pages	edited pages	manually download pages	export .po files for non-entity types	email/ftp all files to translators	translation process	receive translated files back from translators email/ftp	dev fixes mistakes made during the process that break your website
restore unpreserved markup	restore non-translatable text	prepare your website for storing multilingual content	copy & paste translations into the proper places	notify internal reviewers	grant them access	review without actually publishing the translations	in-context review	Identify missing and or wrong translations
fix formatting mistakes	localization	links	page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM
publish translated content	ongoing change control	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

How HARD can it really be?

Your part Their part

Now consider all of these things multiplied by ...

languages

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

Identify content	new pages	edit pages	renewably download program	report on new file/easy types	verify all files to translators	translate process	receive translated file back from translators ready	dev files raises error during the process that break your website
restore compressed markup	restore non-translatable text	prepare page update for storing multiple control	copy & paste translations into the proper places	verify internal reviews	start item access	review without actually publishing the translations	in-context review	identify raising and/or wrong translations
fix formatting mistakes	localization	links	page-arts	images	links corrections	internal reviews have to correct the mistakes	no easy way to send back to translators	errors are not captured in the
publish homepage content	ongoing change control	legal needs to make a change	marketing content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages		

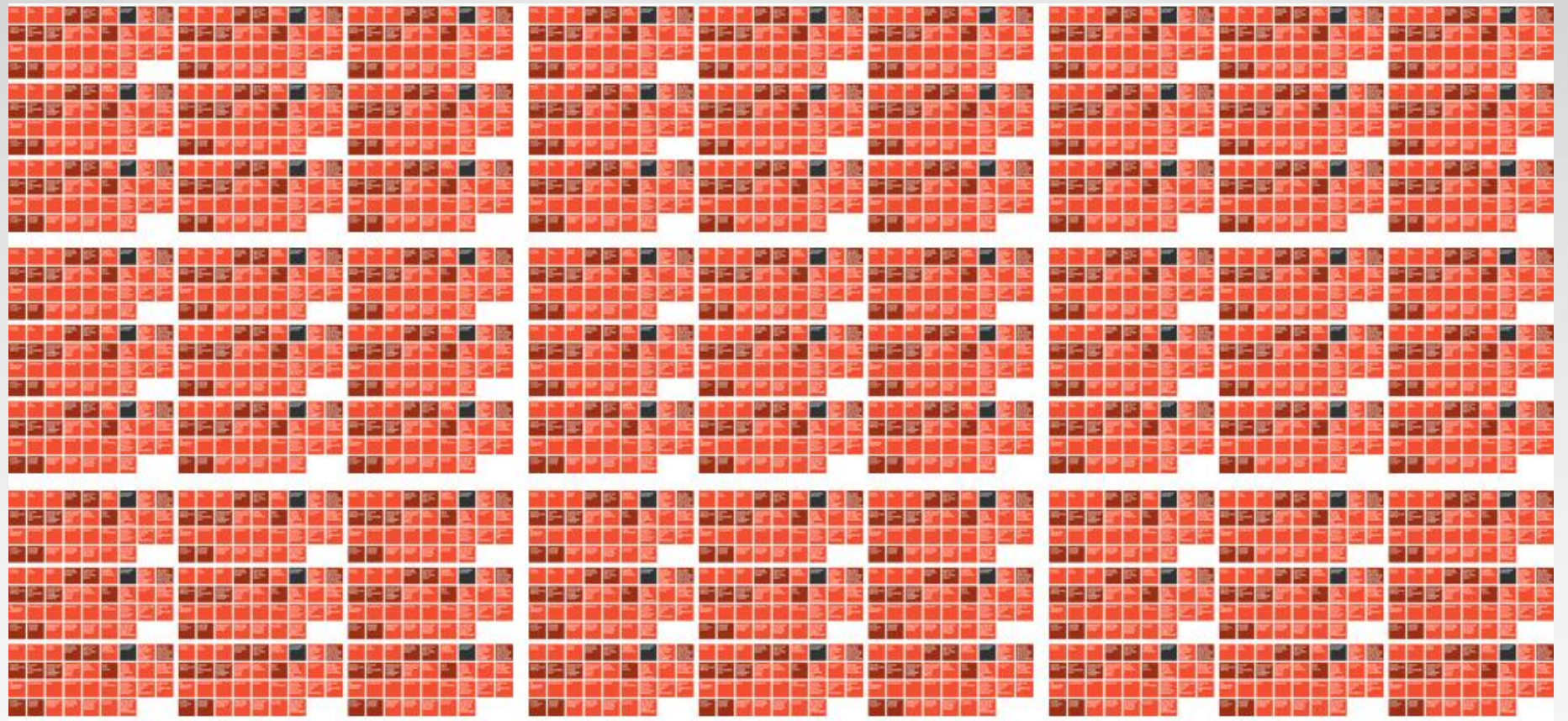
How HARD can it really be?

 Your part  Their part

Now consider all of these things multiplied by ...

languages

number of pages



How HARD can it really be?

 Your part  Their part

Now consider all of these things multiplied by ...



languages

number of pages

words per page



How **HARD** can it really be?

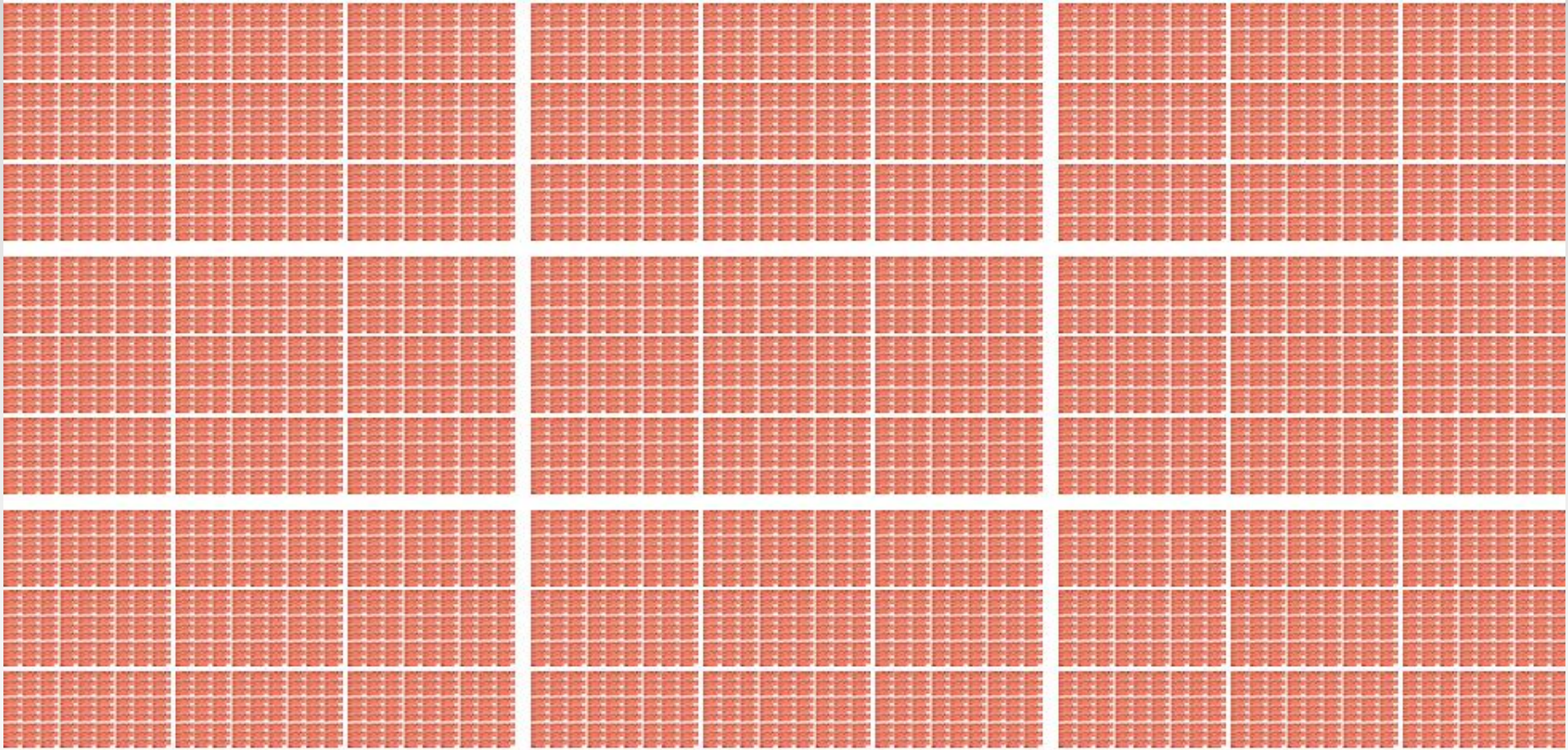
 Your part  Their part
Now consider all of these things multiplied by ...

languages



number of pages

words per page

people involved in the process



How **HARD** can it really be?

 Your part  Their part
Now consider all of these things multiplied by ...

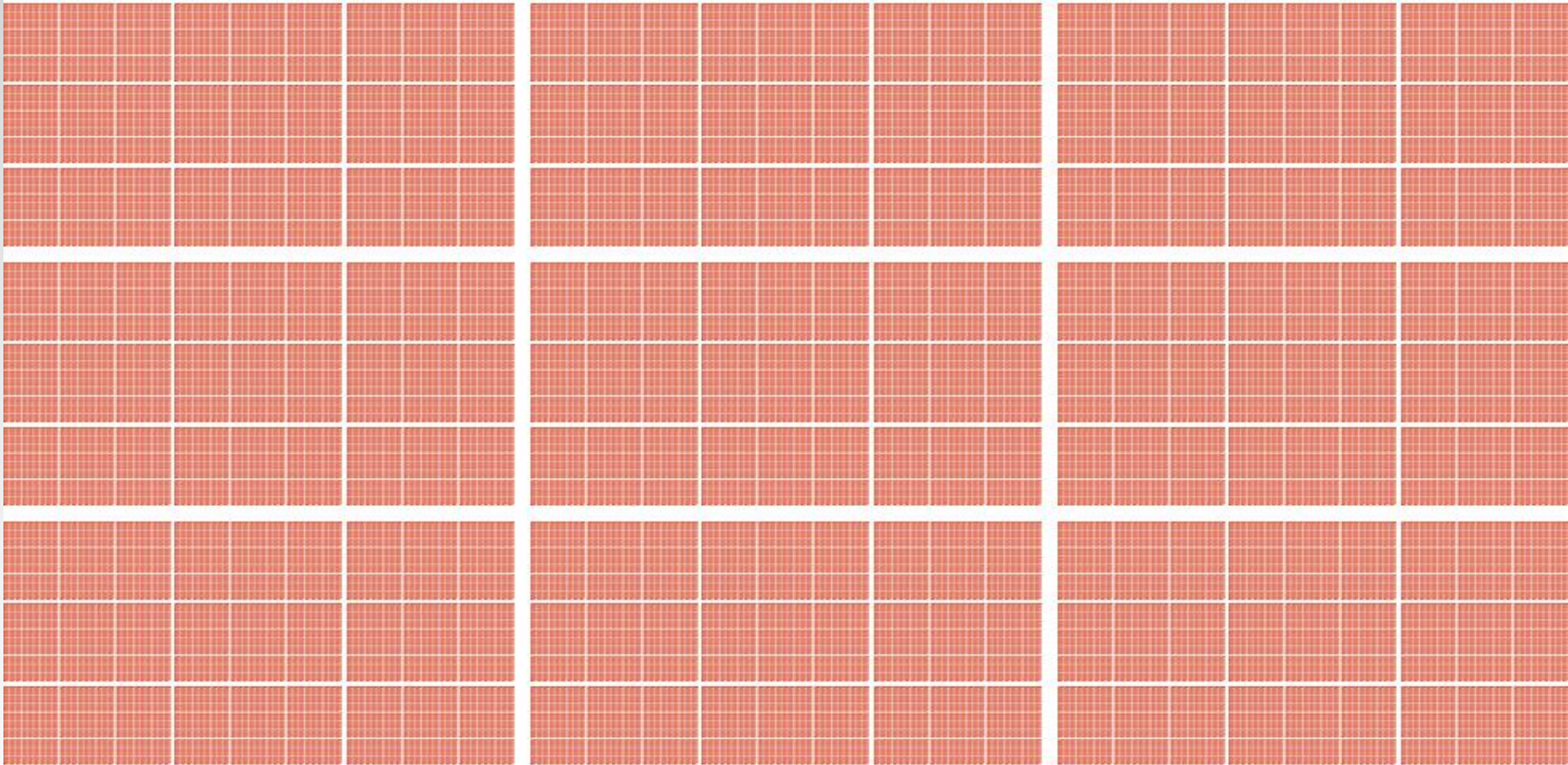
languages

number of pages



words per page

people involved in the process

steps in your process



How **HARD** can it really be?

 Your part  Their part
Now consider all of these things multiplied by ...

languages

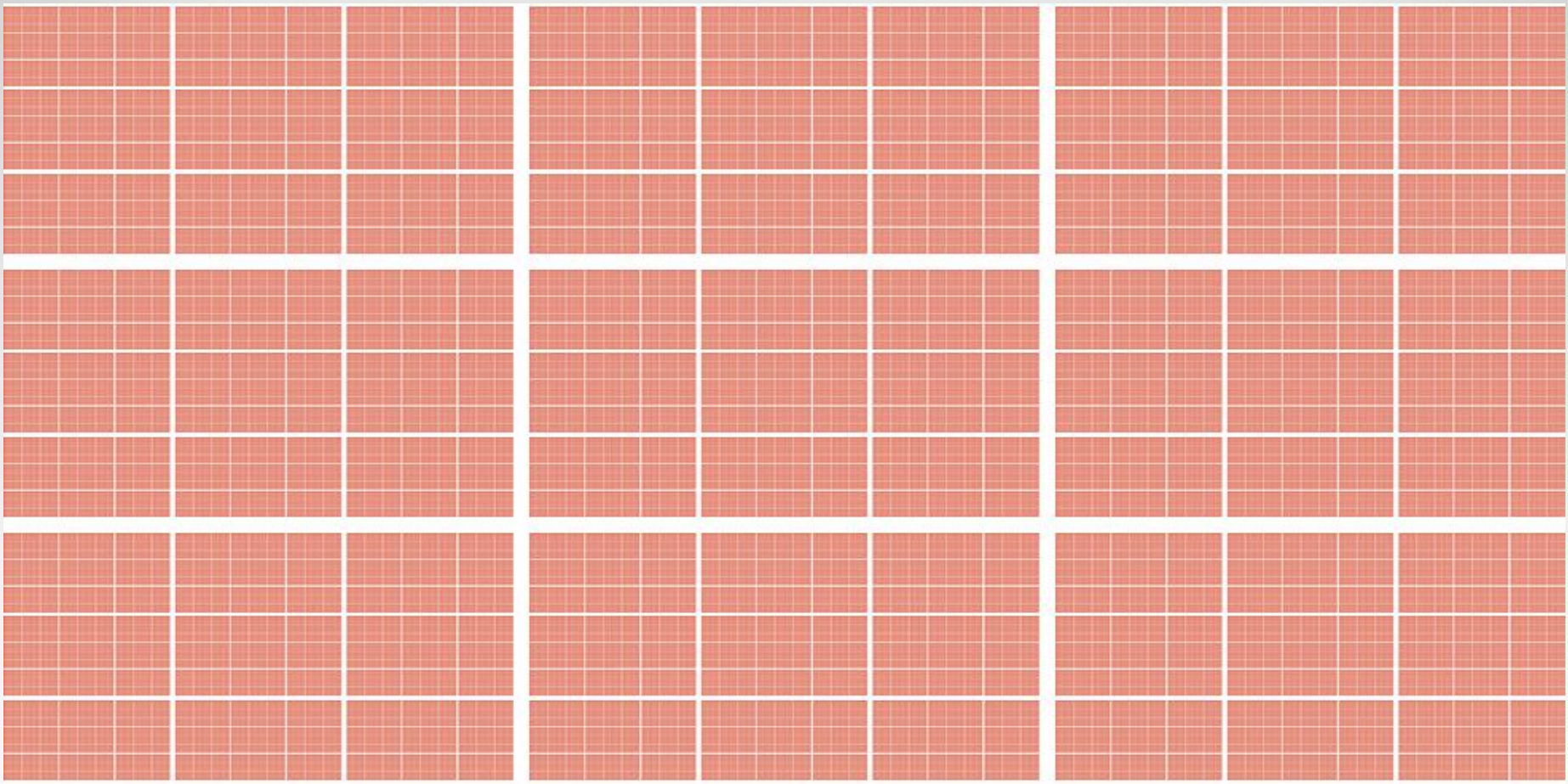
number of pages

words per page

people involved in the process

steps in your process

managed across multiple timezones



How **HARD** can it really be?

 Your part  Their part

Now consider all of these things multiplied by ...

languages

number of pages

words per page

people involved in the process

steps in your process

managed across multiple timezones

Insufficient manhours available to keep up with the pace and volume of change

How **HARD** can it really be?

 Your part  Their part

Now consider all of these things multiplied by ...

languages

number of pages

words per page



people involved in the process

steps in your process

managed across multiple timezones

Too many manual steps in translation process

How HARD can it really be?

 Your part  Their part
Now consider all of these things multiplied by ...

languages

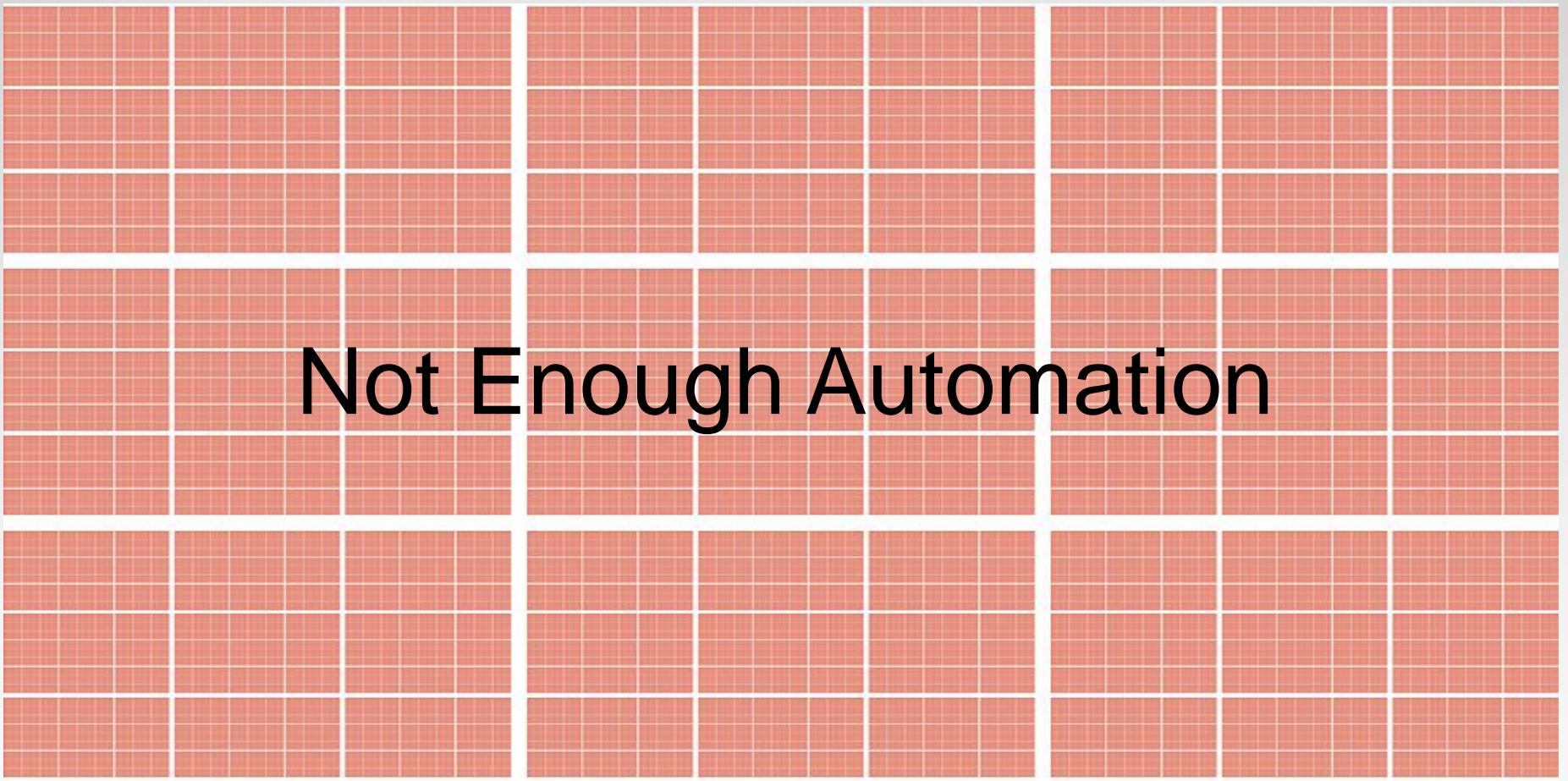
number of pages

words per page

people involved in the process

steps in your process

managed across multiple timezones

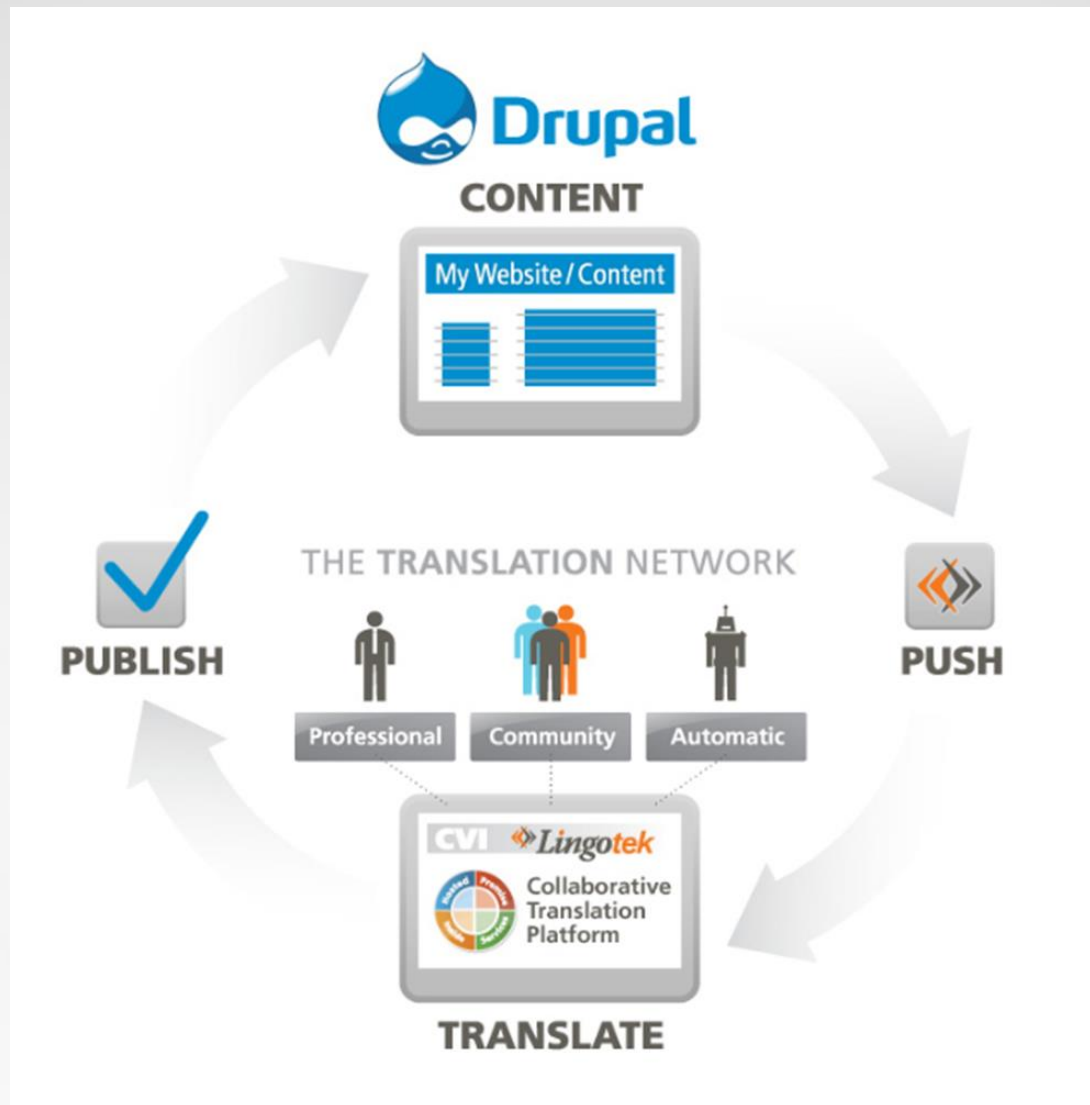


Solution

Lingotek

We provide enterprise business customers with a flexible, automated solution for managing their multilingual content workflows – saving them time, money and mistakes.

How It Works



Automated Workflows

Content Value Index

Automatic

Machine Translation
Translation Memories

Community

Community User
Reviewer

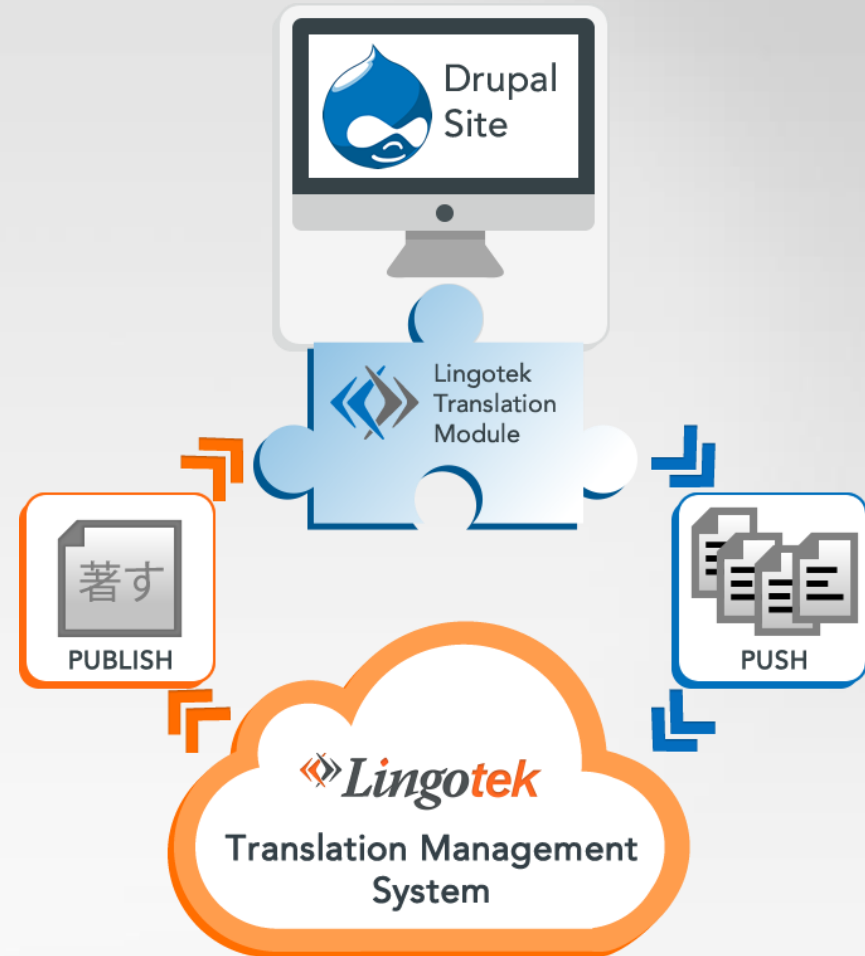
Professional

Professional Translation
Professional Review



Lingotek Translation Module

identify content	new pages	edited pages			email/ftp all files to translators	translation process
receive translated files back from translators email/ftp					copy & paste translations into the proper places	notify internal reviewers
	review without actually publishing the translations	in-context review	Identify missing and or wrong translations	fix formatting mistakes	localization	links
page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM	
	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial pages	

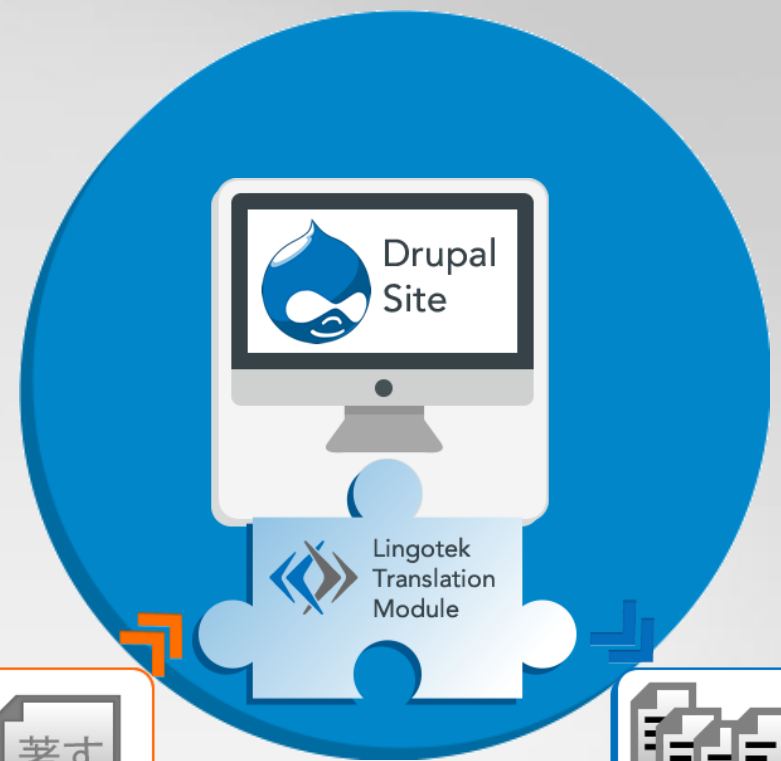


 Project Manager



Lingotek Translation Module

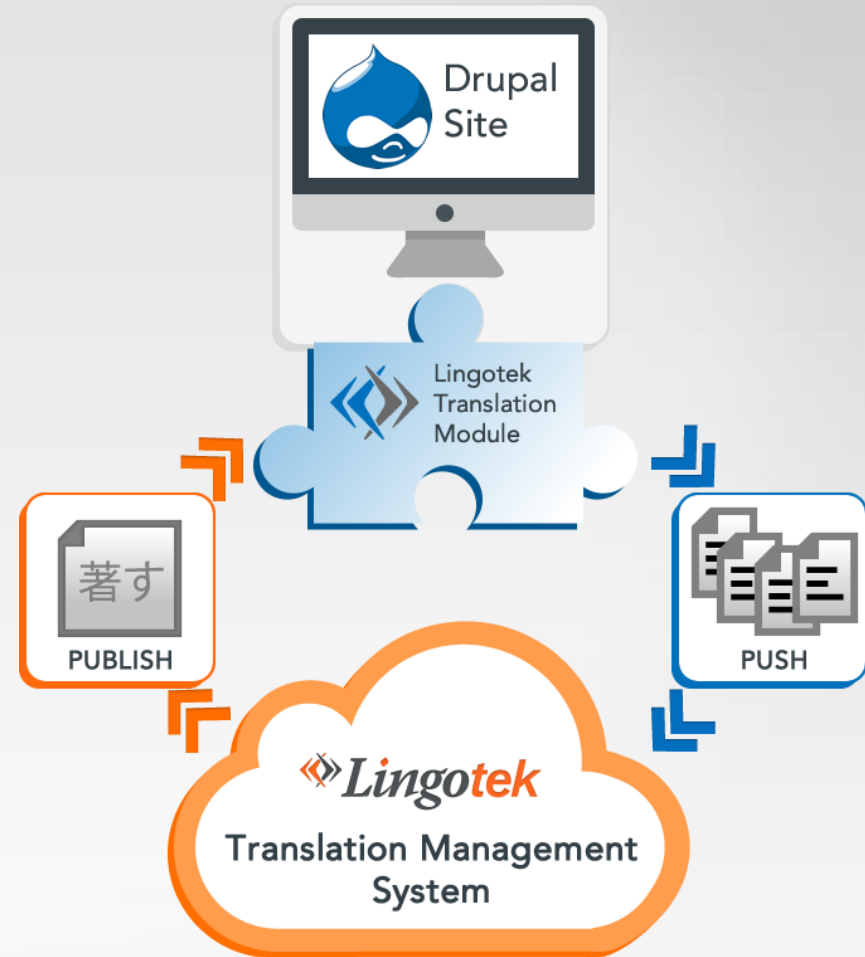
identify content	new pages	edited pages			email/ftp all files to translators	translation process
receive translated files back from translators via email/ftp					copy & paste translations into the proper places	notify internal reviewers
	review without actually publishing the translations	in-context review	Identify missing and or wrong translations	fix formatting mistakes	localization	links
page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM	
	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial	





Lingotek Translation Module

identify content	new pages	edited pages	manually download pages	export .po files for non-entity types	email/ftp all files to translators	translation process
receive translated files back from translators via email/ftp	dev fixes mistakes made during the process that break your website	restore unpreserved markup	restore non-translatable text	prepare your website for storing multilingual content	copy & paste translations into the proper places	notify internal reviewers
grant them access	review without actually publishing the translations	in-context review	Identify missing and or wrong translations	fix formatting mistakes	localization	links
page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM	publish translated content
ongoing change control	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial updates	

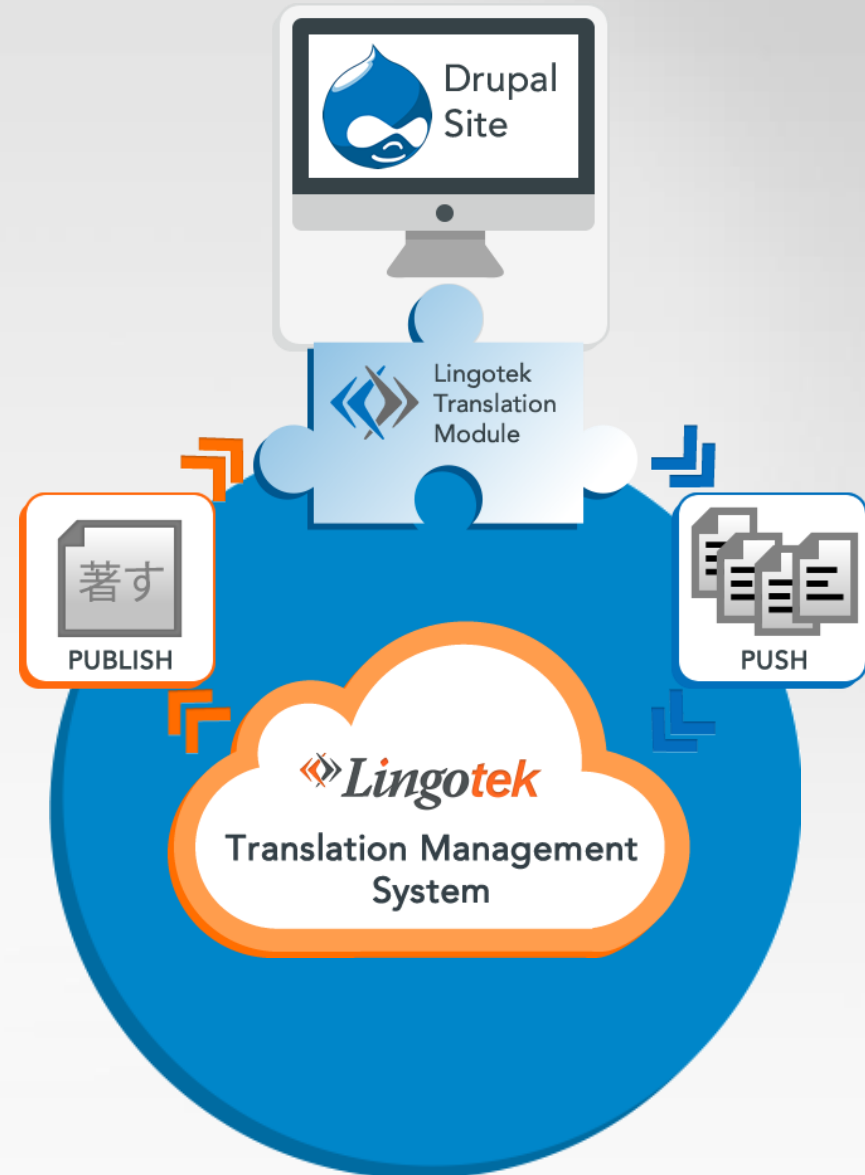


Web Admin



Lingotek Translation Module

identify content	new pages	edited pages	manually download pages	export .po files for non-entity types	email/ftp all files to translators	translation process
receive translated files back from translators via email/ftp	dev fixes mistakes made during the process that break your website	restore unpreserved markup	restore non-translatable text	prepare your website for storing multilingual content	copy & paste translations into the proper places	notify internal reviewers
grant them access	review without actually publishing the translations	in-context review	Identify missing and or wrong translations	fix formatting mistakes	localization	links
page urls	images	make corrections	internal reviewers have to correct the mistakes	no easy way to send back to translators	edits are not captured in TM	publish translated content
ongoing change control	legal needs to make a change	marketing adds/edits content	no process for being alerted to changes	process restarts	except now the above steps only apply to partial	



Tour

Setup and Initial Translation

» Install

- Installing the Lingotek Module and Enabling it

» Configure

- Setting up your account and system settings for Multilingual content.

» Machine Translate

- Selecting a language and Machine Translating your entire website.

» Enjoy!

- See the Website in English and Spanish!

Setup and Initial Translation



Install



Configure



Machine Translate Site



Enjoy!

The screenshot shows the Acquia Drupal Basic Demo Site interface. The top navigation bar includes links for 'Tablero de instrumentos', 'Contenido', 'Estructura', 'Aspecto', 'Gente', 'Módulos', 'Configuración', 'Traducción', 'Informes', and 'Ayuda'. The user is logged in as 'admin'. The main content area features a search bar, a language selector showing 'Idiomas' with options for 'English' and 'Español', and a navigation menu with 'Agregar contenido'. The main article is titled 'Artículo simple para la comunidad traducción' and is displayed in Spanish. The article text reads: '4:20 Y hace siete años nuestros padres trajeron en este continente una nueva nación, concibieron en la libertad y dedican a la proposición que todos los hombres son creados iguales. Ahora estamos comprometidos en una gran guerra civil, si esa nación, o cualquier nación, así concebida y tan dedicado, puede durar mucho. Nos hemos reunido en un gran campo de batalla de esa guerra. Hemos venido a dedicar una porción de ese campo, como una última morada para quienes aquí dieron sus vidas esa nación podría vivir. Es completamente apropiado y correcto que debemos hacer esto.' A link to 'Leer más sobre Artículo simple para la comunidad traducción' is provided below the article.



Internal Translation

» English Content

- Creating a new Article in English

» Selecting Workflow

- At the Node Level, you can pick different workflows for Translation

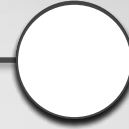
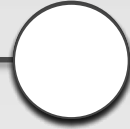
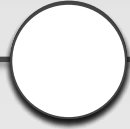
» Using the TMS

- Utilizing the TMS to Assign work to users
- Users can easily find translations and Edit the Machine Translation.

» Download Translation

- Easily download the content to Lingotek

Internal Translation



Create Content

Selecting Workflow

Using TMS

D/L Translation

Lingotek

POWERING THE TRANSLATION NETWORK
Lingotek Alert: New Assignments

Important Notification

 You have a new assignment in the Collaborative Translation Platform™.

Assigned:

Community: Basic Demo Site



[Log In Now](#)

Details:

Document:	Words:	Task:	Due:
Demo - Community 233	233	Post-Edit	

Lingotek: [801.331.7777](tel:801.331.7777) | services@lingotek.com | support@lingotek.com

 Copyright ©2011 Lingotek. All rights reserved.

Professional Translation

» Changing the Settings

- Select the Professional Translation Profile.

» Monitor Translation Progress

- Utilize the Dashboard and Node Status to monitor the Translators Progress.

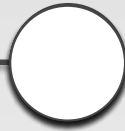
» Translated Content Updated

- New Updates can be immediately published or subject to internal review.

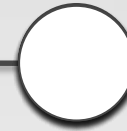
Professional Translation



Create a Node



Watching the Progress



Content Integration

The screenshot shows a Drupal 7 administration page for a node titled "Nexus 7". The page is in Spanish. The top navigation bar includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Translation, Reports, and Help. The user is logged in as "admin". The page content includes a search bar, a "Languages" section with links for Chinese, English, French, and Spanish, and a "Development" section with various utility links. The main content area displays the node title "Nexus 7" with tabs for View, Edit, Translations, Lingotek Developer Tools, and Devel. The text of the node is in Spanish, discussing the Nexus 7 tablet. The bottom of the page shows a "Add new comment" section.

Some Additional Workflows

- » **Professional Translation + Internal Review/Edit**
 - Have content professionally translated and then reviewed/edited by internal in-country personnel
- » **Machine Translation + Internal Review/Edit**
 - Machine translate new or changed content, then have internal/in-country personnel review/edit results.
(Requires less time, especially if translation memories and glossaries are utilized.)
- » **Machine Translation + Professional Review/Edit**
 - Machine translate new or changed content, then have in-country professional agency review/edit results.
(Costs less money, especially if translation memories and glossaries are utilized.)

Some Additional Workflows

- » **Crowdsourced Translation + Internal Review/Edit**
 - Have translations made by site visitors reviewed/edited internally prior to being published in production.
- » **Crowdsourced Translation + Professional Review/Edit**
 - Have translations made by site visitors reviewed/edited by professional linguists prior to being published in production.
- » **Internal Translation (Corporate) + Internal Review/Edit (In-country)**
 - Have new content translated internally at the corporate level and then reviewed/edited (further localized) by in-country individuals or teams prior to being published in production.

Lingotek Case Study



Case Study



» Challenge

- With nearly 8 million customers in more than 180 countries, Alfresco was struggling manage its localized websites and keep it's global marketing messages synchronized.

Case Study



» Solution

- Alfresco used Lingotek – Inside Drupal with the Translation Management System to launch its global websites, sync content and get real-time statistics of where the translations were in the process.

Customer Case Study



Your Enterprise Content. Always in sync.

The only enterprise content management solution that you can use in the cloud, on-premise and both.

Are you a business user? Collaborate in the cloud now. [Sign up free](#)

Are you an IT leader? Experience the power of the platform. [Download free](#)

エンタープライズコンテンツ常に同期

クラウド、オンプレミス、またはその両方で使用できる、唯一のエンタープライズコンテンツ管理ソリューション

Cloud. Content. Management.

Holen Sie sich 10 GB echtes Content Management

Cloud. Content. Management.

Holen Sie sich 10 GB echtes Content Management

Votre contenu d'entreprise. Toujours synchronisé.

La seule solution de gestion de contenu d'entreprise que vous pouvez utiliser dans le Cloud, sur site et sur les deux à la fois.



“Using Lingotek – Inside Drupal has been fantastic; the change in process for translation is huge. Emailing file attachments around seems so archaic.”

Chris Vitti Director, Websites and Marketing Systems Alfresco

Detailed Case Studies

lingotek.com

- Alfresco
- Acquia
- Intel
- Cisco
- SAIC
- EMC²





Bull Weber

Director of Sales

(Office) 203.647.0085

(Cell) 203.435.2548

(Email) bweber@lingotek.com

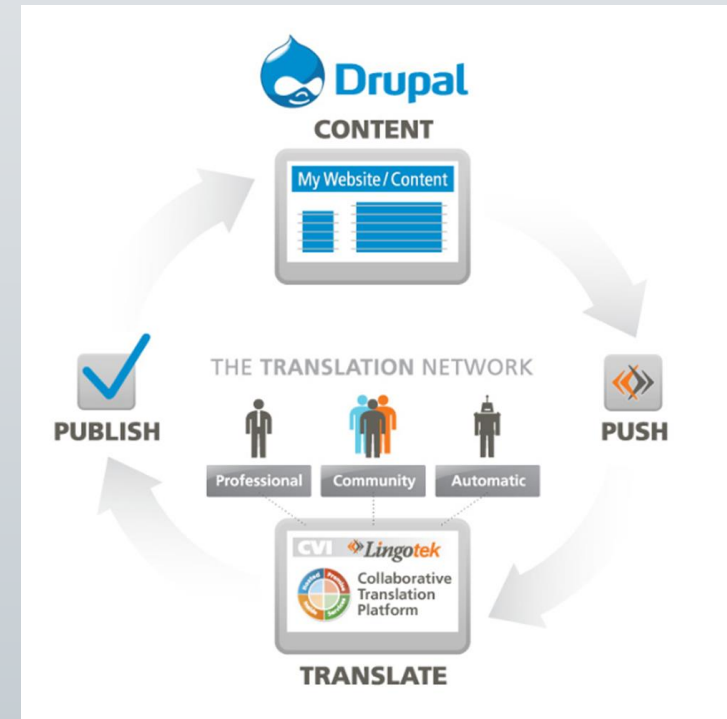
(Web) www.lingotek.com/drupal

Lingotek + Drupal: The Power to Translate is Now Inside Drupal

Q & A



THE TRANSLATION NETWORK





Lingotek + Drupal: The Power to Translate is Now Inside Drupal



THE TRANSLATION NETWORK

Bull Weber
Director of Sales
Lingotek