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

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 complements core software offering
A Few of Our Clients…
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...

<table>
<thead>
<tr>
<th>Project Manager</th>
<th>Web Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>identify content</td>
<td>new pages</td>
</tr>
<tr>
<td>edited pages</td>
<td>manually download pages</td>
</tr>
<tr>
<td>export .po files for non-entity types</td>
<td>email/ftp all files to translators</td>
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<tr>
<td>translation process</td>
<td>receive translated files back from translators email/ftp</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
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<td>restore non-translatable text</td>
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<tr>
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<td>grant them access</td>
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<tr>
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<td>in-context review</td>
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<tr>
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</tr>
<tr>
<td>fix formatting mistakes</td>
<td>localization</td>
</tr>
<tr>
<td>links</td>
<td>page urls</td>
</tr>
<tr>
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<td>edits are not captured in TM</td>
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<tr>
<td>publish translated content</td>
<td>ongoing change control</td>
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<tr>
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<td>marketing adds/edits content</td>
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<tr>
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Everyone else makes you do it the **HARD** way...

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 real-time leveraging of translation memories
No ability to review or publish translations as they are completed

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- Project Manager
- Web Admin

**Identify content**
- new pages
- edited pages
- manually download pages
- export .po files for translators
- email files for translators
- receive translated files back from translators
- email/ftp
- dev fixes mistakes made during the process that break your website

**Restore unprocessed markup**
- restore non-translatable text
- in-context review
- Identify missing and or wrong translations

**Fix formatting mistakes**
- localization
- no easy way to send back to translators
- edits are not captured in TM

**Publish translated content**
- ongoing change control
- Author now above process only to editorial pages
How **HARD** can it really be?

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Now consider all of these things multiplied by ...
How **HARD** can it really be?

Your part  | Their part
---|---
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Insufficient manhours available to keep up with the pace and volume of change.
How HARD can it really be?

Too many manual steps in translation process
How HARD can it really be?

Now consider all of these things multiplied by ...

Not Enough Automation
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

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|page urls|images|make corrections|internal reviewers have to correct the mistake|no easy way to send back to translators|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 set|

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- **Web Admin**

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**Drupal Site**

**Lingotek Translation Module**

**Translation Management System**
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 Translation Network
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 Alert: New Assignments

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

Assigned:
Community: Basic Demo Site

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

Log In Now

Lingotek: 801-331-7777 | services@lingotek.com | support@lingotek.com

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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

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The Nexus 7

Languages
- 中文
- English
- Français
- Español

Development
- Devel settings
- Empty cache
- Entity info
- Execute PHP Code
- Field info
- Function reference
- Hook element()
- Menu item
- PHP Info
- Rebuild menus
- Reinstall modules
- Run cron

Submitted by admin on Fri, 10/18/2013 - 21:16

Google irrumpió en el mercado de tablet el año pasado con el Nexus 7, un tablet de 7 pulgadas de bajo costo pero de alta calidad que redujo significativamente la barrera del precio para el consumo de medios Android. A pesar de la mini iPad lanzando unos meses más tarde, el Nexus 7 vendió extremadamente bien, permitían ser el tablet Android más prolífico y empezando seriamente otros fabricantes a producir dispositivos de calidad a bajo costo.

Entrar en 2013, es hora de actualizar el Nexus 7 con un nuevo modelo y nuevas especificaciones. ASUS sigue produciendo el dispositivo, que ha recibido un impulso de velocidad sería, una exhibición de la mejor calidad, una cámara trasera y nuevas características. Si, cuesta 290 dólares que el modelo del año pasado, pero en $220 que todavía se presenta como una opción muy atractiva para las personas que desean leer, ver o tocar.

¿Estableció el primer Nexus 7 dispositivo de calidad, pero si mismo como un igual que el Nexus 7? Mantenga la barra elevada a sus elevados estándares? ¿El modelo 2013 2da generación presenta valor suficiente para justificar una actualización sobre el original?

Add new comment

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THE TRANSLATION NETWORK 32
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 to manage its localized websites and keep its 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

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

Q & A
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