Lingotek + Acquia + Drupal

About Acquia

Acquia, the enterprise guide to Drupal, empowers businesses using the open source content management system Drupal. Co-founded by Drupal's creator in 2007, Acquia helps customers manage the growth and scale of their online properties with confidence. Acquia's products, cloud infrastructure, and support enable companies to realize the full power of Drupal while minimizing risk, as it's done for enterprise customers including Twitter, Warner Music Group, Humana, Stanford University, Mercedes-Benz and MTA. Acquia was recently named the number one software company in Inc. Magazine's 2012 survey of the 500 fastest growing private companies. Acquia has also been named one of the 100 most promising companies in America by Forbes Magazine.

Challenge

As one of the fastest growing private companies in 2012 according to Inc. Magazine, Acquia needed a way to expand the company globally and manage its multilingual websites using the flagship Drupal open source publishing system. Acquia needed to synchronize its marketing messages using a simple, scalable and cost-effective solution.

Solution

Acquia chose Lingotek – Inside Drupal with the Collaborative Translation Platform to launch its global websites, sync content, easily update marketing messages and obtain real-time translation statistics.

Benefits

With Lingotek – Inside Drupal, all of the translations were handled within the Drupal content management system, and Acquia was 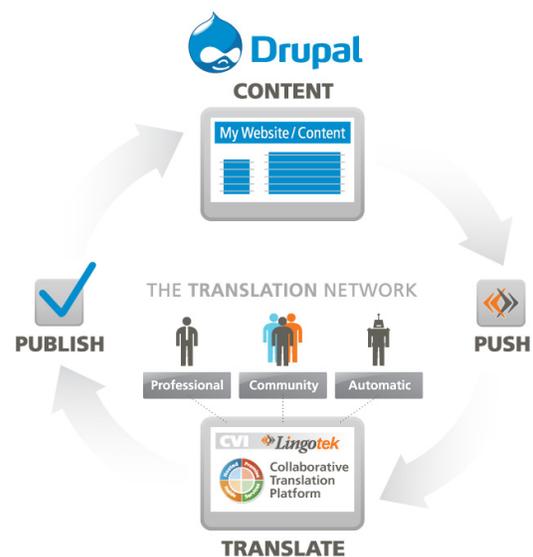provided with real-time reports on the progress of site translation. This automated workflow freed Acquia from manually managing the translation of content and allowed the company to concentrate on its global business rather than translating content.

Speed and Efficiency in Translation

When it comes to the "frequently and fast" part of the translation equation, enterprises like Acquia can run into problems. Professional service providers produce translated content in files, which company workers then have to manually insert into their content management systems. When companies update or edit source documents, they have to hunt down all the translated content and change each document individually. Lingotek – Inside Drupal solves the problem by making the Lingotek Collaborative Translation Platform fully

integrated and interoperable with Drupal. Lingotek combines best-in-class machine translation solutions, real-time community/crowd translation and professional translation to enable companies to publish globalized content in an efficient and cost-effective manner. Drupal simplifies the creation and management of different types of content across multiple channels, including social media.

Globalization Without Interrupting the Workflow
The combination of the Lingotek platform with Drupal ensures that the process of authoring, publishing, targeting, optimizing and personalizing global Web content is automated, saving Acquia the time and effort of manually entering content. Users can seamlessly integrate translation into their Drupal workflows, optimizing their translation and localization across web, social and mobile channels in multiple languages. The original structure and formatting of all translated content is maintained, saving workers the time and effort involved with inserting the text translation and reformatting.

In addition, Lingotek's continuous publication model addresses the dynamic nature of content, automatically updating the status of translated documents within Drupal whenever users edit or update source documents. This enables users to sync translations in real time. The translation, localization, updating and publishing content happens in a single, uninterrupted workflow.

Immediate Success
By harnessing Lingotek – Inside Drupal, Acquia is able to translate its websites in record time. The capability to initiate the translation inside the content management system was key to making this happen, and the ability to continuously translate was a major factor in Acquia using the Lingotek solution.

"Using Lingotek – Inside Drupal has simplified the process of rolling out websites in new geographies," said Bryan House, VP of Product Marketing for Acquia, "the translation of our multilingual sites is a lot simpler and easy to manage."

About Lingotek
Lingotek is the industry-leading provider of Collaborative Translation Technology. By harnessing the power of communities, products and services can now be distributed around the world in the native language of each market, while simultaneously increasing product loyalty among users. The Lingotek Collaborative Translation Platform brings machine translation, translation memories and terminology management together with a social network to enable the social production of localized content. Lingotek puts you in business everywhere. More information is available at **www.lingotek.com.**

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