



5 Steps to Open Your Website to a Global Audience



 **Lingotek**

THE TRANSLATION NETWORK

Agenda

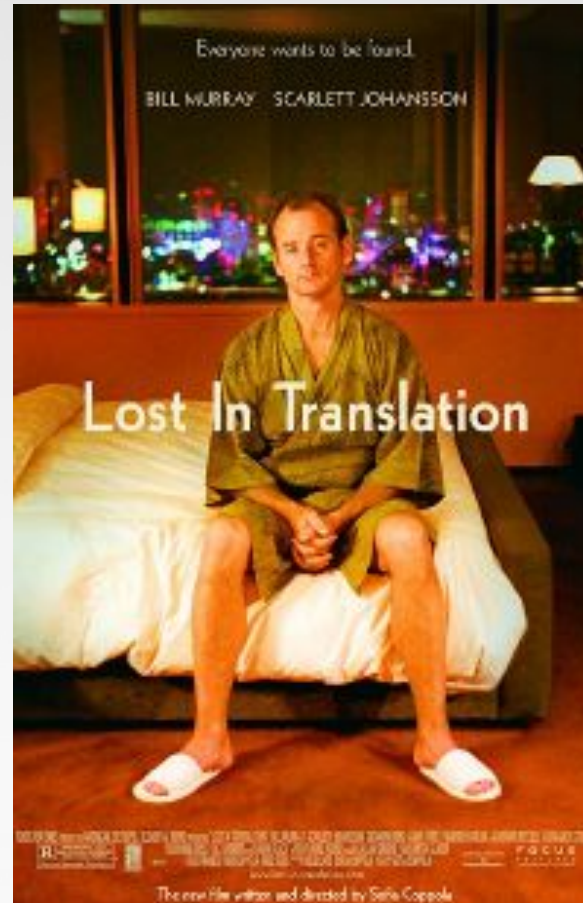
- 1 Easily manage your multilingual sites
- 2 Synchronize content and manage changes
- 3 Translate content on the fly
- 4 Use your community to translate
- 5 When needed, professionally translate the content on your site

Open Web Experience Management (Open WEM)

“Create immersive **digital content** and **campaigns**, socialize them across multiple communities and channels, and deliver the **ultimate** experiences along the **customer journey.**”

Translation in the viewer's own language is all that is missing!!

It is impossible for the viewer to have a great Web Experience if they have to view the site in a language that is not their own?



Users

70% of global web users spend their time visiting websites in their own language*.

Language.

The English language only accounts for 31% of all online use and is in decline*.

Purchase behavior

42% of internet users in the European Union would never buy a product in a language other than their own, with a further 38% of users only doing so very occasionally¹.

Preference

9 out of 10 internet users in the European Union would prefer to visit a website in their own language¹.

* Localization Matters, Common Sense Advisory, Copyright © 2008

¹ User language preferences online, European Commission, Copyright © 2011

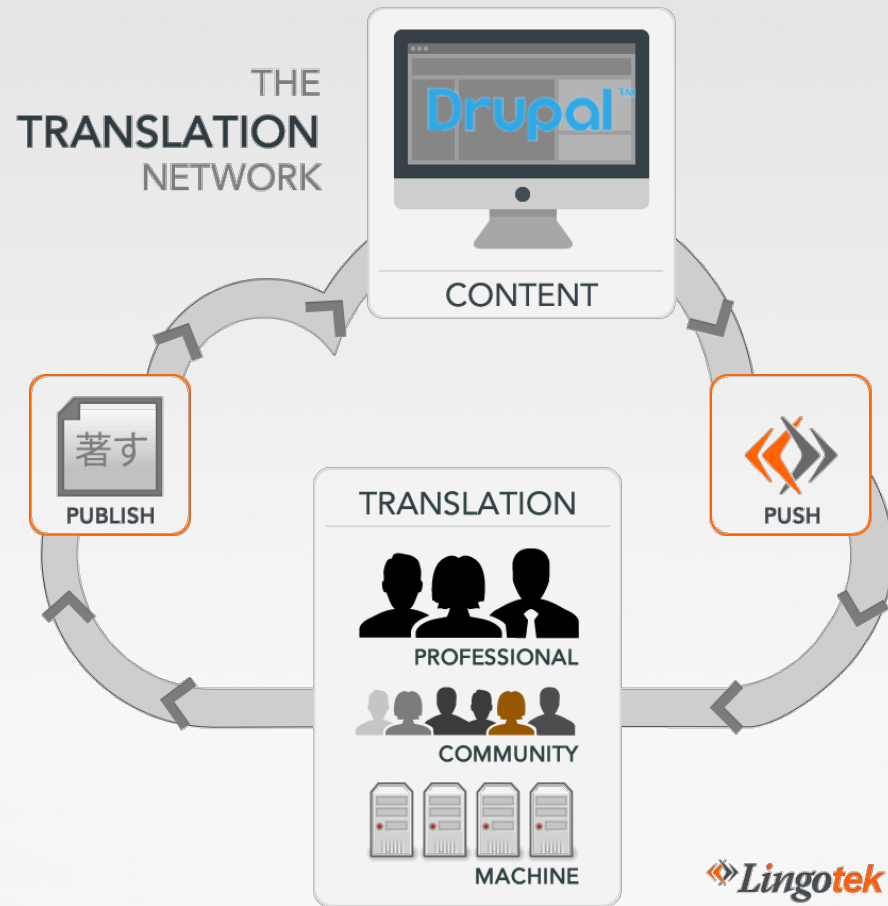


THE TRANSLATION NETWORK



Introducing Global Web Experience Management

How It Works



Content Value Index

» Three Levels Translation

Automatic

Machine Translation
Translation Memories

Community

Community User
Reviewer

Professional

Professional Translation
Professional Review

1

Easily Manage Your Multilingual Sites

Content Structure Appearance People **Modules** Configuration Reports

Hello **admin** Log out

Add content Find content

Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL

HOME GROUPS EVENTS Site

admin Logout Settings

Download additional [contributed modules](#) to extend Drupal's functionality.

Regularly review available updates to maintain a secure and current site. Always run the [update script](#) each time a module is updated. Enable the Update manager module to update and install modules and themes.

Administration

Modules

List Uninstall

All 125 of 226 Filter list Lingotek

Enabled Disabled Required Unavailable

Enabled	Name	Version	Description	Operations
<input checked="" type="checkbox"/>	Lingotek		Extends Drupal's multilingual features using the Lingotek Collaborative Translation Platform. Requires: Locale (disabled), Content translation (disabled), Field UI (enabled), Field (enabled), Field SQL storage (enabled), Title (disabled)	

1

Easily Manage Your Multilingual Sites

Content Structure Appearance People Modules Configuration Lingotek Reports Hello admin Log out

Add content Find content Edit shortcuts

Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL HOME GROUPS EVENTS Site admin Logout Settings

Choose Your Languages

To get started, select the source language of your website.

The current site default language is: English (en)

In most cases, your source language should be the default language.

Source Language *

English

The current language your site is written in.

[Next](#) [Previous Step](#)

Support Hours: 9am - 6pm MDT	Phone: (801) 331-7777	Email: support@lingotek.com
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1

Easily Manage Your Multilingual Sites

Administration

Lingotek

Dashboard Settings

Lingotek Global Marketing Cloud Account

Translation

Get started by choosing a language for this site to be translated into.

Your site's default language: English (en) 2 pages

Translate my site into: Language + Add

Analytics

Date	en	ja	de	es	fr	zh	it	pt
Jan 11, 2013	10	5	5	5	5	5	5	5
Jan 13, 2013	200	10	10	10	10	10	10	10
Jan 15, 2013	300	10	10	10	10	10	10	10
Jan 17, 2013	300	10	10	10	10	10	10	10
Jan 19, 2013	250	10	10	10	10	10	10	10
Jan 21, 2013	350	10	10	10	10	10	10	10
Jan 23, 2013	380	10	10	10	10	10	10	10

1 2 3

2

Synchronize Content and Manage Changes

Administration

Lingotek

Dashboard Settings

Languages

- English
- Français
- Deutsch

Global Marketing Cloud Account

Translation

Your site's default language: English (en) 3 pages

Translate my site into: + Add

Your site languages	Pages translated	Percentage of site translated
German (de) x	3	100%
French (fr) x	3	100%

Professional Translation Sync Translations

Analytics

Date	en	ja	de	es	fr	zh	it	pt
Jan 11, 2013	100	10	10	10	10	10	10	10
Jan 13, 2013	200	10	10	10	10	10	10	10
Jan 15, 2013	300	10	10	10	10	10	10	10
Jan 17, 2013	300	10	10	10	10	10	10	10
Jan 19, 2013	250	10	10	10	10	10	10	10
Jan 21, 2013	350	10	10	10	10	10	10	10
Jan 23, 2013	350	10	10	10	10	10	10	10

2

Synchronize Content and Manage Changes

Syncing Content Translations with Lingotek

Languages

- English
- Français
- Deutsch

Completed 1 of 1. 100%

Waiting for 10.0.11.166...

2

Synchronize Content and Manage Changes

The screenshot shows a Drupal website interface. At the top, there is a navigation menu with links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. On the right, it says "Hello admin" and "Log out". Below the navigation, there are links for "Add content" and "Find content". The main header area includes the site name "Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL" and navigation buttons for HOME, GROUPS, and EVENTS. A search bar is also present with the text "Site" and a magnifying glass icon. The main content area is titled "What's going on?" and shows a list of content items. The first item is "Lingotek | The Translation Network" with a "Read more" link. Below it is "Engineering team" with a "Follow" button. On the right, there is a "Recent site activity" section showing "about 2 hours ago" and "6 days ago".

Content Structure Appearance People Modules Configuration Lingotek Reports

Hello admin Log out

Add content Find content Edit shortcuts

Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL

HOME GROUPS EVENTS

admin Logout Settings

Site

What's going on?

Languages

- English
- Ελληνικά

Showing all content I'm not following sorted by last updated first

Lingotek | The Translation Network

Lingotek is the leading provider of Collaborative Translation Technology designed to meet the requirements of organizations challenged with communicating, interacting, and commercializing a global audience. Lingotek software helps companies achieve unprecedented control over the translation process and enables companies to capture, grow, and reuse their linguistic assets.

[Read more](#)

Engineering team

0 contributors

The online home for our Engineering team

Recent site activity

about 2 hours ago

6 days ago

2

Synchronize Content and Manage Changes

The screenshot shows a Drupal Commons website interface. At the top, there is a navigation bar with links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. The user is logged in as 'admin'. Below the navigation bar, there is a header with the site name 'Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL' and navigation links for HOME, GROUPS, and EVENTS. A search bar is also present.

What's going on?

Languages

- English
- Deutsch**
- Spanish

Showing all content I'm not following sorted by last updated first

Lingotek | Das Netzwerk Übersetzung

Lingotek ist der führende Anbieter von *Collaborative Übersetzungstechnologie* erfüllen die Anforderungen von Organisationen, die mit Kommunikation, Interaktion und Kommerzialisierung von ein weltweitem Publikum in Frage gestellt. Lingotek-Software hilft Unternehmen, die noch nie da gewesene Kontrolle über den Prozess der Übersetzung zu erreichen und ermöglicht Unternehmen zu erfassen, zu wachsen und ihre linguistischen Komponenten wiederzuverwenden.

[Read more](#)

Recent site activity

about 2 hours ago

6 days ago

Machine Translated Page

Automatic Machine Translation Translation Memories

3 Translate Content on the Fly

Content Structure Appearance People Modules Configuration Lingotek Reports Hello admin Log out

Add content Find content Edit shortcuts

Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL HOME GROUPS EVENTS admin Logout Settings Site

View Edit Voting results




Languages


- English
- Deutsch
- Ελληνικά

Lingotek | The Translation Network

Lingotek is the leading provider of *Collaborative Translation Technology* designed to meet the requirements of organizations challenged with communicating, interacting, and commercializing a global audience. Lingotek software helps companies achieve unprecedented control over the translation process and enables companies to capture, grow, and reuse their linguistic assets.

Lingotek has deployed systems for some of the most innovative organizations in the United States and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between. [Come see our customers.](#) Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures, Flywheel Ventures and In-Q-Tel. [Come see our investors.](#)

 0

Machine Translated Page

Automatic Machine Translation Memories

3 Translate Content on the Fly

Menu settings Solutions	Lingotek Translation Settings Enabled
URL redirects 1 redirect	
Revision information No revision	
URL path settings Alias: language-translation-solution	
Comment settings Closed	
Meta tags Description: Lingotek offers a wide ra... Keywords: translation solutions, tr... Title: Wide Range of Global Tran...	
Authoring information By cscharffs on 2011-11-10 11:44:08 -0700	
Publishing options Published	

Lingotek Translation Settings

The Lingotek Collaborative Translation module was developed by Lingotek to aid administrators of Drupal-created websites in getting their web content translated. The module integrates Lingotek's Collaborative Translation Platform directly into Drupal, so that your users can leverage the power of Lingotek's translation tools without ever having to leave the comfort of their Drupal environment.

Synchronization Method

Never

Always

100%

How do you want content on this site to be kept in sync with Lingotek? Do you want translations to be current and the latest (Always), or only downloaded from Lingotek when done (100%)? "Never" requires you to manually synchronize on the page's Lingotek tab by calling update.

Include source text in synchronization.

This determines if the target languages will fill untranslated text with the source language or simply leave untranslated text out of the document.

Automatically Push Node Content to Lingotek

When enabled, this node's content will be pushed to Lingotek when it is created and on every subsequent edit. If you choose not to enable automatic pushes, you can use the 'Push Content' button on this node's Lingotek tab to manually push the contents to Lingotek. (Note: only the content of the source node is pushed to Lingotek, not any existing translations. Also, existing translations will be overwritten when you pull a translation from Lingotek for a given language.)

Machine Translation Engine

Choose an engine to automatically translate the content with. Warning: This will automatically synchronize the content as a manual update would from the Lingotek tab for the page.

URL Alias Translation

Don't translate

Translate the URL alias

Use the translated page title

Choose how you would like to translate the URL alias. The last option requires that you install both the Title and the "Lingotek Translation" for the Title field.

Automatic | Machine Translation Translation Memories

4

Use Your Community to Translate

The screenshot shows a Drupal Commons website interface. At the top, there is a navigation bar with links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. The user is logged in as 'admin'. Below the navigation bar, there is a blue banner with the site name 'Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL' and navigation icons for HOME, GROUPS, and EVENTS. A search bar is also present. A yellow warning box highlights a translation notice: 'The translation of Solutions is still being worked on. Help make it better. [progress]'. Below this, there is a 'Languages' section with links for English, Deutsch, and Ελληνικά. The main content area features an article titled 'Lingotek | Das Netzwerk Übersetzung'. The article text describes Lingotek as a leading provider of collaborative translation technology, serving various organizations and companies. It mentions that Lingotek was founded in 2006 and has received industry and analyst recognition. The article concludes with social media icons for Twitter, Facebook, and LinkedIn. At the bottom right of the article, there is an orange 'Community' button with the text 'Community User Reviewer'.

4

Use Your Community to Translate

The screenshot displays the Lingotek Workbench interface for a translation task. At the top, a navigation bar includes links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. The user is logged in as 'admin'. The main workspace shows a document titled 'Exec Sum.docx' with a progress bar at 0% completion and 787 words. The interface is split into two panes: English on the left and Spanish on the right. The English text includes a company address, contact information, and an executive summary. The Spanish text is a partial translation of the same content. Below the panes, a 'Translation' section allows editing the original text and provides a large text area for the current translation. A 'Save and Next' button is visible at the bottom left of the translation area. A green button labeled 'I'm done translating' is located at the bottom right of the workspace. An orange banner at the bottom right of the screenshot contains the text 'Community' and 'Community User Reviewer'.

4

Use Your Community to Translate

The screenshot shows a Drupal Commons interface. At the top, there is a navigation menu with links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. The user is logged in as 'admin'. Below the navigation is a blue banner with the site title 'Drupal Commons 7.x-3.x-dev - Sub Folder - MySQL' and navigation buttons for HOME, GROUPS, and EVENTS. A search bar is also present. The main content area features a 'Languages' sidebar with links for English, Deutsch, and Ελληνικά. The main article is titled 'Lingotek | Das Netzwerk Übersetzung' and contains text about Lingotek's collaborative translation technology. To the right of the article, the text 'Community Translated Page' is displayed. At the bottom right, an orange box contains the word 'Community' and the role 'Community User Reviewer'. Social media icons for Twitter, Facebook, and LinkedIn are visible at the bottom of the article.

5

When Needed, Professionally Translate the Content on Your Site

Content Structure Appearance People Modules Configuration **Lingotek** Reports Hello admin Log out

Add content Find content Edit shortcuts

Administration

Lingotek

Dashboard Settings

Languages

- English
- Deutsch

Lingotek Global Marketing Cloud Account

Translation

Your site's default language: English (en) 2 pages

Translate my site into: Language + Add

Your site languages	Pages translated	Percentage of site translated
German (de)	0	

Professional Translation Sync Translations

Analytics

Date	en	ja	de	es	fr	zh	it	pt
Jan 11, 2013	20	5	5	5	5	5	5	5
Jan 13, 2013	200	10	10	10	10	10	10	10
Jan 15, 2013	300	15	15	15	15	15	15	15
Jan 17, 2013	300	15	15	15	15	15	15	15
Jan 19, 2013	280	15	15	15	15	15	15	15
Jan 21, 2013	380	15	15	15	15	15	15	15

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Professional Professional Translation Professional Review

5

When Needed, Professionally Translate the Content on Your Site

Administration

Your Quote

Showing results for: Products - Premise, Products - Inside, How it Works

Due Date: 14 August 2012
 Translation Quality: High
 Created on: 20 July 2012
 Good until: 20 August 2012 (30 days)

Approve Quote

Cost Breakdown

Total cost per language

Documents	Words	Source	Targets	Cost per word	Total
4	10,462	English, United States	German, Germany	\$0.23	\$2,846.48
					\$2,846.48

Total cost per document

Document	Words	Source	Targets	Cost per word	Total
Products - Premise	1,354	English, United States	German, Germany	\$0.23	\$311.42
					\$1,245.68
Products - Inside	1,354	English, United States	German, Germany	\$0.23	\$311.42
					\$1,245.68
How it Works	1,354	English, United States	German, Germany	\$0.23	\$311.42
					\$1,245.68
Content Value Index	1,354	English, United States	German, Germany	\$0.23	\$311.42
					\$1,245.68

Date: 1 2 3

Professional Professional Translation Professional Review

5

When Needed, Professionally Translate the Content on Your Site

Administration

Lingotek

Dashboard Settings

Languages

Account Information Users Lingotek **Billing**

Enter your billing information

Credit Card Number

Expires on
01 January 2012

Billing zip

Save

Visits

Jan 11, 2013 Jan 13, 2013 Jan 15, 2013 Jan 17, 2013 Jan 19, 2013 Jan 21, 2013

Date

es fr zh it pt

1 2 3

Professional Professional Translation Professional Review

5

When Needed, Professionally Translate the Content on Your Site

The screenshot shows a Drupal website interface. At the top, there is a navigation menu with links for Content, Structure, Appearance, People, Modules, Configuration, Lingotek, and Reports. The user is logged in as 'admin'. The main content area displays a list of content items, with the first item being 'Lingotek | The Translation Network'. A sidebar on the left is titled 'Languages' and contains a list of language options: English, Deutsch, and Ελληνικά. The 'Lingotek' article text describes the company as a leading provider of Collaborative Translation Technology. Below the article, there are social media icons for Twitter, Facebook, and LinkedIn, and a 'Read more' link. At the bottom of the page, there is a blue banner with the text 'Professional' and 'Professional Translation Professional Review'.

Lingotek Case Study



THE TRANSLATION NETWORK

Customer Case Study



Alfresco

Tour
Learn about Alfresco

Evaluate
Is Alfresco right for your company?

Support
Training, docs and help from us and our partners

Develop
Build on our open source platform

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](#)

“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

Case Study

» Challenge

- With nearly 8 million people in more than 180 countries as customers, Alfresco needed a way to manage its localized websites and to synchronize its marketing messages in a simple, scalable and cost-effective solution.

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.

Case Study

» Benefits

- Managing Global Workflow
- Elaborate International Workflow Needs
- In-Workflow Translation Generates Real-Time Results
- Infinite Scaling, Immediate Localization

Commitment

- Acquia Network Services Offer
- Acquia Partner
- Commerce Guys Partner
- Compatible with Drupal 6
- Compatible with Drupal 7
- Integrated with Commons 3.0 (next release)
- Integrated with Commerce Kickstart (next release)
- Monthly sprint updates

Free Trial Offer

- Free 30 day trial

<http://www.lingotek.com/Drupal>

Contact Us

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