



Lingotek Bridges Unique Website Architecture to Take International Telecom's Site Global

About This Telecom Client

Our client is a world leader in wireless technologies that develops, designs, manufactures, and markets digital communications products and services internationally.

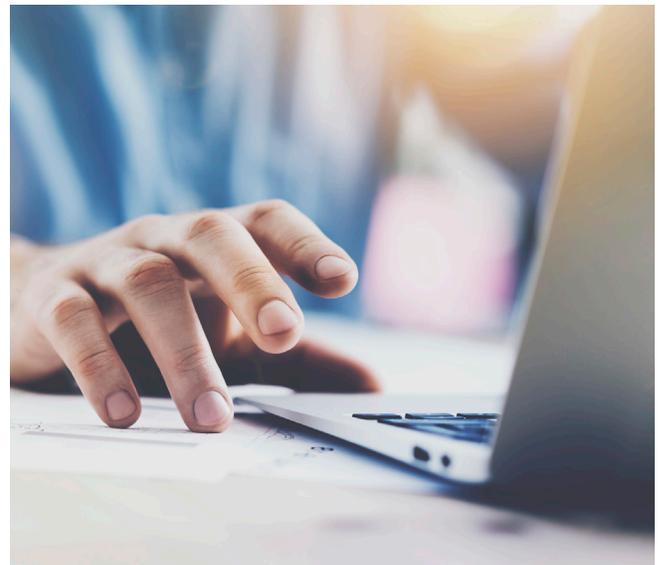
Challenge

In order to link people around the world more closely to information, entertainment, and each other, this telecom client wanted to update its Drupal 7 website and make it multilingual. Mirum, a global digital marketing agency, built the site using a unique pod architecture. With pod architecture, site administrators can customize the fields and theme used on a page via a drag-and-drop interface.

It is very powerful and provides a maximum flexibility and efficiency, however, pods were not able to be translated using Drupal's core multilingual functionality. Trying to manually manage the localization of their Drupal website was becoming very time consuming, costly, and error prone. The extensive use of pods was an issue that needed to be solved before the corporate site could become multilingual.

Solution

Our telecom industry client benefited from the Lingotek - Inside Drupal 7 Module that integrates Drupal with Lingotek's automated, cloud-based translation management system (TMS) to offer users



professional-grade translation tools. It is the only module to integrate a TMS directly into Drupal, giving the community top-of-the-line translation technologies within the Drupal environment.

Lingotek and Mirum worked together to create support for pod translation. To solve the company's translation problems, Lingotek enhanced its Lingotek - Inside Drupal 7 Module to allow custom entities—such as pods—to be handled via code-level hooks. Mirum implemented logic to pass pod content to Lingotek and store the translations properly into their database.



Benefits

The end result was a seamless translation experience for the customer's site administrators and translators. There were many features and improvements added to their website, but multilingual pod support was a key factor that enabled the automated and streamlined translation of their content. Pod content was uploaded for translation along with all the associated content for a given page, translated via the Lingotek TMS, then pushed back into Drupal.

Within six months, this company was able to launch their multilingual website. The website was re-launched in English with the Chinese site going live almost

simultaneously. Using the Lingotek - Inside Drupal 7 Module led to several improvements and efficiencies for this telecom client:

- **Localized Drupal 7 website into 8 languages**
- **Faster, automated website translation**
- **Reduced translation costs**
- **Improved translation quality and fewer errors**
- **Efficient resource allocation**
- **Customization and flexibility to match the site's unique architecture**

This customized integration demonstrates how Lingotek can help digital agencies and module maintainers work together to create powerful, customized experiences for site builders and end users.

Next Steps

Ongoing updates to the customer's website will continue using the Lingotek - Inside Drupal 7 Module.

About Lingotek

Lingotek | The Translation Network

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Find out more about Lingotek at www.lingotek.com.



THE **TRANSLATION** NETWORK | www.lingotek.com

Translation Software:
sales@lingotek.com
+1 (801) 662-0050
+1 (877) 852-4232 opt 2 - Toll free

Translation Services:
services@lingotek.com
+1 (801) 331-7777 opt 1
+1 (877) 852-4231 opt 1 - Toll free

Support:
support@lingotek.com
+1 (801) 331-7777 opt 3
9 am - 6 pm MDT