

Drupal Module + TMS + Acquia Give Varian More Automation, Integration & Faster Translation

About Varian



Varian Medical Systems, Inc. (VAR) designs, manufactures, sells, and services medical

devices and software products for treating cancer and other medical conditions worldwide. The company was founded in 1948 and is headquartered in Palo Alto, California.

About Acquia



Acquia provides the leading cloud platform for building, delivering, and optimizing digital experiences. Global organizations use the Acquia platform to create a single, powerful digital foundation for delivering world-class customer experiences. With the Acquia platform, organizations can realize the vision of personalized, contextual, and real-time customer engagement for the right person, at the right time, on the right device. These experiences can be easily deployed and managed at scale, for one to thousands of sites, driving transformative business results at breakthrough speed.

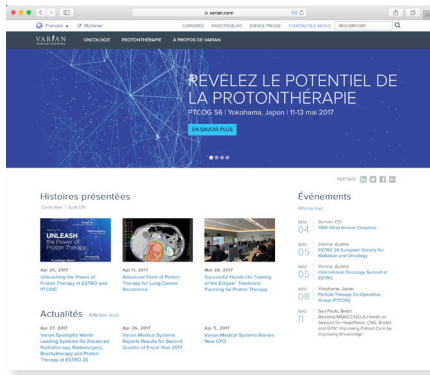
The Lingotek - Acquia Partnership

Our strategic partnership with Acquia began by providing localization for Acquia's own website. The Lingotek - Inside Drupal Module offers Acquia and members of the Drupal community sophisticated translation technology to seamlessly localize their digital experience platforms for global markets. The partnership continues to expand and now includes joint go-to-market and sales activities.



Challenge

Varian was establishing a new globalization infrastructure and was looking for ways to improve the speed and delivery of localized web content. The company's website is built on the Drupal platform, so it was looking for a Drupal connector that was capable of quickly translating web content into multiple languages. The company also needed a TMS that could effectively manage translation memory (TM), integrate well with existing company systems, and that had a simple user interface (UI).



Business Objectives

- Standardize Localization for Multiple Departments
- User-Friendly TMS
- Drupal Integration
- TM Management
- Reduce Manual Processes

Several different business units—marketing, IT/web, sales, compliance/regulatory—are responsible for creating multilingual content, and as a result, many were handling localization separately, using several different vendors. There were also different processes among the different business units for managing translation. Varian wanted a better user experience and to integrate these several disparate systems, so members of different departments could all work with the same localization platform.

Varian's prior localization efforts required labor-intensive manual processes. In addition, their previous platform offered a poor UI. They were experiencing many code errors between the TMS and the website. After a year of struggling to integrate the vendor TMS with Drupal, Varian decided to find a vendor that offered better Drupal integration.

Solution

Varian is using Acquia's content management system for the company's Drupal-based websites. Acquia is familiar with Lingotek's translation technology and uses it to seamlessly localize their digital experience platforms for global markets.

After considering multiple vendors, Varian chose Lingotek for its clean, easy-to-use TMS UI and the Lingotek - Inside Drupal Module. The Lingotek Translation Network is able to give Varian a cloud-based solution that can store, track, and manage multilingual content, and that integrates with a TMS, without ever leaving the Drupal environment.

Based on Lingotek and Acquia's long-standing relationship, they were able to work well together to help Varian achieve their stated business objectives.

Benefits

Varian has released five translated websites and is currently in the process of translating the site into six additional languages. The company is on schedule to have its corporate website translated into eleven languages by the end of the year.

Seamless Drupal Integration

"The integration with the Drupal connector has made translating and localizing our website into multiple languages a seamless process, and it's saving us a lot of time," said Scott McRay, Director of Global Web Strategy at Varian Medical. With Lingotek's cloud-based translation technology, the company has been able to build a site, from begin to end, in about three months.

Easy Onboarding & Training

With Lingotek's TMS, Varian no longer has to deal with labor-intensive manual processes or a poor user interface. The Translation Network was so intuitive and easy to use, it substantially reduced the amount of training time required for onboarding new users.

Centralized TM Management

Lingotek's translation workbench gives Varian translation teams access to multiple TM vaults and glossaries, so they have all the resources they need at their fingertips. The company is now able to use its TM to leverage every word for faster, more cost-efficient translation. Having a cloud-based TMS ensures that Varian's TM is centrally stored and managed, making it immediately accessible and always up to date for other projects and translators.



Automated Workflows

Using Lingotek’s customizable workflows, Varian project managers were able to automate the creation of new translation projects. The drag-and-drop selection process made it easy to build in internal and external review, so it would happen automatically. The company also appreciated the added visibility of cloud-based project management. “We know where we are in the process,” reported McRay, “Lingotek has allowed us to streamline our process and eliminated the need for manually managing files.”

Lingotek Drupal Module + TMS + Acquia Results

- Website translated into 11 languages by year-end
- Seamless Drupal integration
- Faster translation
- User-friendly TMS interface
- Easy on-boarding of LSP
- Cloud-based TM management
- Translation cost savings through TM leverage
- Easy-to-use workflows
- Eliminated manual processes

Next Steps

Varian plans to continue expanding their language offering over the next several years. It also is looking to integrate more robust workflows to accommodate other departments’ needs. The company will also explore a possible integration using the Lingotek - Inside Connector for Salesforce. Finally, Varian will continue to work toward their goal of using a single source for translation management for the company and how Lingotek’s combination of technology, connectors and language services can help them achieve it.

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.



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