



# Lingotek + MindTouch

## Finally. Networked translation inside MindTouch.

### What is MindTouch?

MindTouch is a new kind of cloud-based software that helps you sell smarter, serve better, and know more about your buyers and customers.

### MindTouch Strengths

MindTouch's robust search tools and topic-based decision trees direct users to customer journey content—product and user manuals, articles, FAQs, etc.—to create a self-service platform for convenient, efficient customer engagement.

### Use Cases



Customer Journey



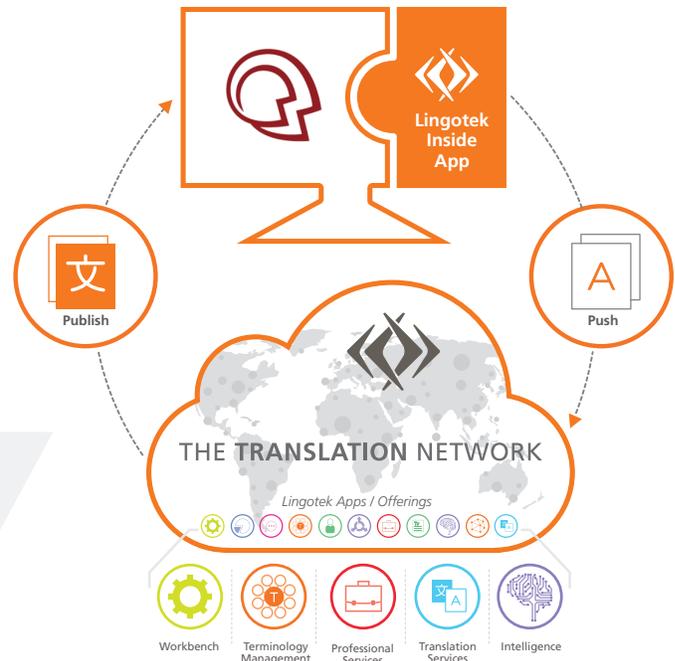
Customer Success



Support Documentation

### How It Works

The connector **extracts text** from MindTouch, and sends it to Lingotek for translation. Once the linguist completes the translation in Lingotek, the connector pushes the content back into MindTouch, **automatically rebuilding the multilingual version** of the asset. No knowledge of MindTouch or coding is required!



### What Can Our Connector Do?

The Lingotek Inside - MindTouch Connector lets you professionally translate everything in your customer's journey. The MindTouch User Interface (UI) can now be localized in 32+ languages at no additional cost to the customer.

## Key Features

### • Multilingual translation of your entire customer journey

- Professional translation of FAQs, articles, documents, user manuals, support, and training materials
- Choose your preferred translation method: professional translation with expert review or machine translation with single professional review. Add additional review for extremely technical or important content.
- Request translations in bulk or individual pages.

### • Automated workflows

- Automate project creation and assignments with customizable Lingotek workflows.
- Receive trigger emails when each translation is complete.

### • Project status dashboard

- Dashboard displays the real-time status of content translations from one central portal.
- View translation status for every page, every language, and every type of content.
- Visually track progress with at-a-glance color-coded labeling to identify recent updates.

### • Hassle-free publishing

- Save time because the connector automatically builds a new page when its translation is complete.
- No reformatting or copying and pasting is required. The connector maintains the original formatting of page titles, conditional content, guide tabs, context IDs, query recommendations, and learning paths.

### • Cost-efficient translation

- Pay only for the updates, not a whole new translation, any time your content changes.

### • Monitor customer engagement

- Track customer views and searches with MindTouch custom reports to find out what is important to customers in each market.
- Use search data to prioritize what to translate next.

## Benefits

The Lingotek Inside MindTouch connector brings all of the benefits of your MindTouch site to an international audience.

### • Drive revenue

- Expanding into global markets increases your sales territory.
- Shorten time to global markets by automating translation.



### • Attract global buyers

- Increase your global customer base.
- Search tags let users find you in any language.

### • Build customer loyalty

- Drive customer engagement with multilingual content.
- Ensure post-purchase success across markets with high value content.

### • Streamline project management

- More efficient workflows and processes lower overhead costs and free up more time for revenue-generating activities.
- Convenient visibility and tracking helps you always be up-to-date on the status of your projects.
- Knowing where you are at all times leads to better planning and execution.

### • Understand your customers

- Data on customer behavior informs decisions to improve sales and drive revenue.
- Translate the highest value content into languages that are best for your business.





## Frequently Asked Questions

### **Do you translate the MindTouch interface?**

Yes. The MindTouch UI can be localized in 32+ languages at no cost to the customer.

### **Do Related Articles display in international versions?**

Yes. Related Articles are pulled in based on their tags and their Help Rank algorithm.

### **Are Tags translated?**

Yes. Tags are translated and will pull in related articles anywhere they are used.

### **The page title is translated. Do you translate the URL?**

Translating URLs is in the development pipeline, so stay tuned. URLs are not currently translatable.

### **Will internal links continue to work?**

Internal links should remain unbroken as long as URLs remain untouched by your translator.

### **Will the Content ID remain the same?**

We recommend not translating Content IDs (Context IDs) in our translation guidelines; however, they can be translated if desired.

### **I need to translate into 34 languages. Can Lingotek handle that?**

Lingotek supports translation into as many as 250 languages. Translate into as many (or as few) languages as you like.

### **Do I need to learn a new system to manage translations?**

Lingotek integrates deeply into MindTouch, giving you a seamless and familiar experience.

# Screenshots

## Send Content for Translation



1. Add Chrome Extension  2. Authenticate   3. Choose Translation Settings 

## Default Settings

**MindTouch - Default Settings**

Download

Project

Workflow

|       |   |   |
|-------|---|---|
| ja-JP | <input type="text" value="https://lingotek-jp.mindtouch.us"/> | - |
| de-DE | <input type="text" value="https://lingotek-de.mindtouch.us"/> | - |
| es-MX | <input type="text" value="https://lingotek-sp.mindtouch.us"/> | - |
| en-US | <input type="text"/>  | + |

Connected Yes  Disconnect



## Company

### Lingotek | The Translation Network

**Finally. Networked Translation.**  
**Connect your company to the world.**



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.**

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your

content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

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