



 **Lingotek** + **ORACLE**<sup>®</sup>

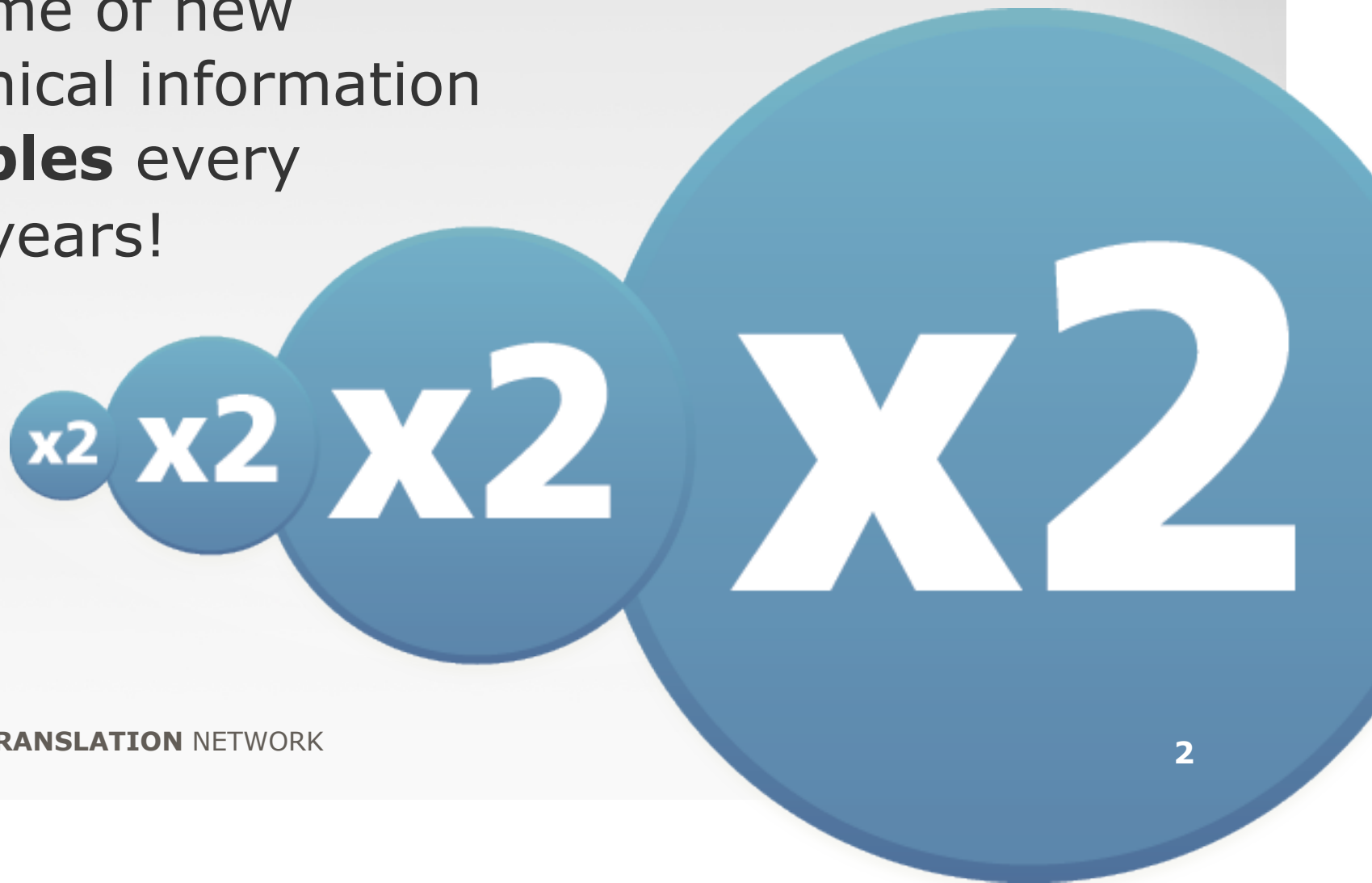
**The power to translate is now Inside**

**WebCenter Content  
including Site Studio and Sites**



# Information Explosion

Volume of new technical information **doubles** every two years!



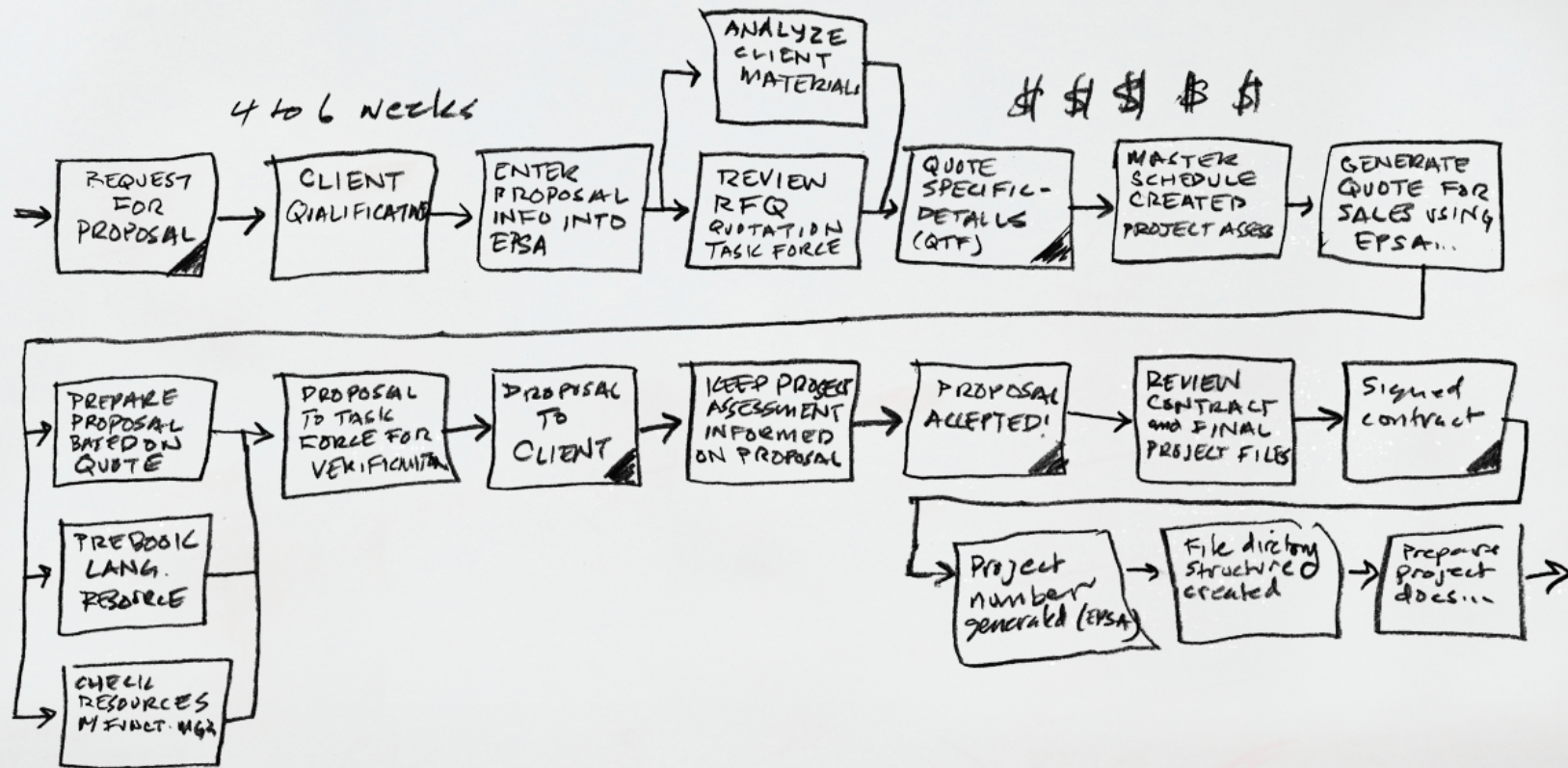
# THE SITUATION

*Global employees, partners, customers*

**ORACLE®**

customers are re-thinking  
how to translate this massive  
amount of information





Translation agencies are slow and expensive.  
Average \$.23 a word translation. Not real-time.

# PROBLEM

# SOLUTION

Moving a large offline business process ONLINE.



 **Lingotek**

THE TRANSLATION NETWORK

# SOLUTION

## Lingotek's Collaborative Translation Platform

We give Enterprise business customers' new ways to engage their global communities by providing trusted, rapid translations to expand and grow business in a cost effective way.



THE TRANSLATION NETWORK

# Questions?

- Do you have existing translation needs?
- Do you have an international presence?
- Do you want to expand your global presence?
- Looking to translate your content into more languages?
- Sound interesting?





Collaborative  
Translation  
Platform™

# SOLUTION

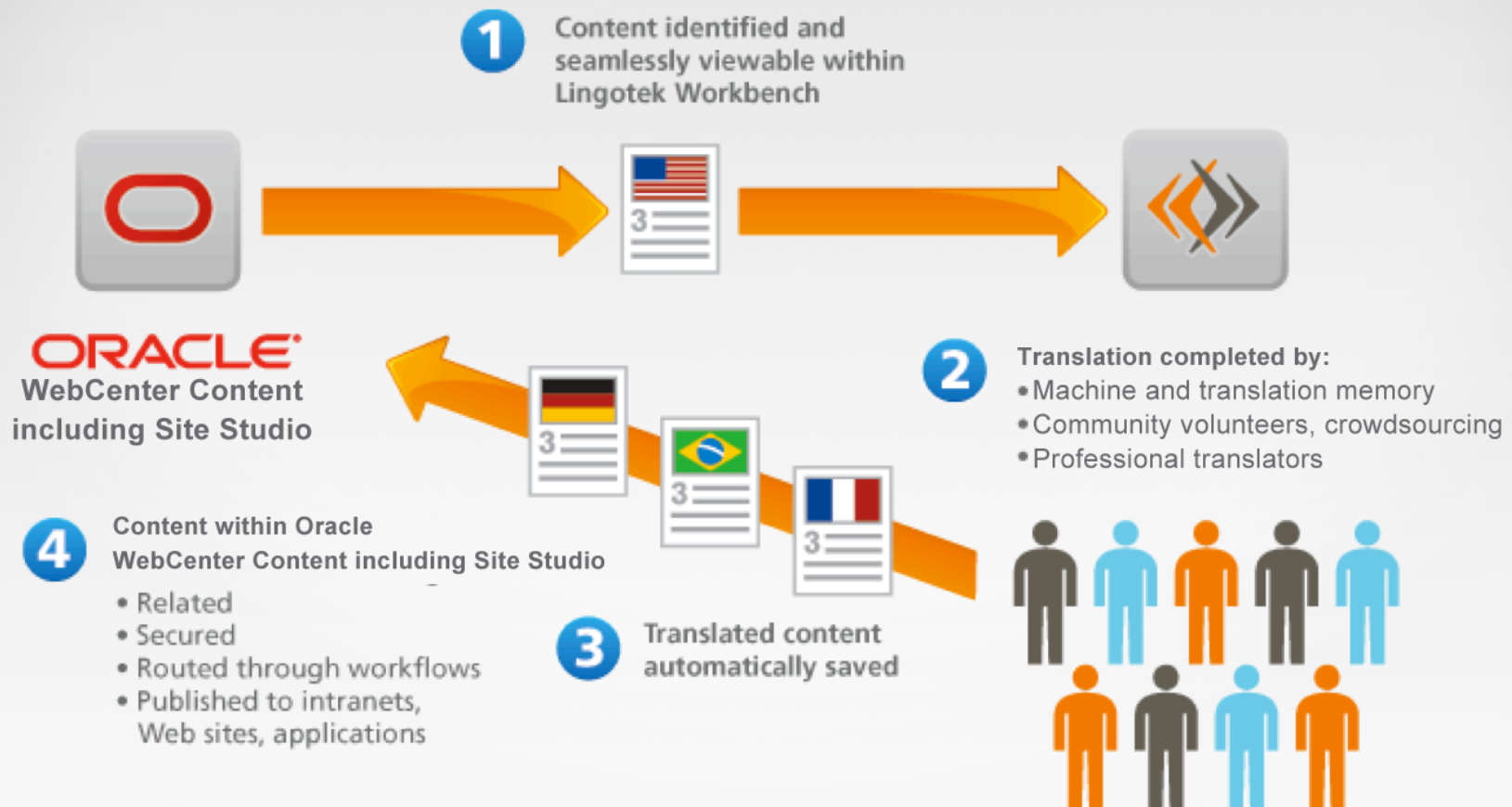
**ORACLE®** WebCenter Content

# Integration



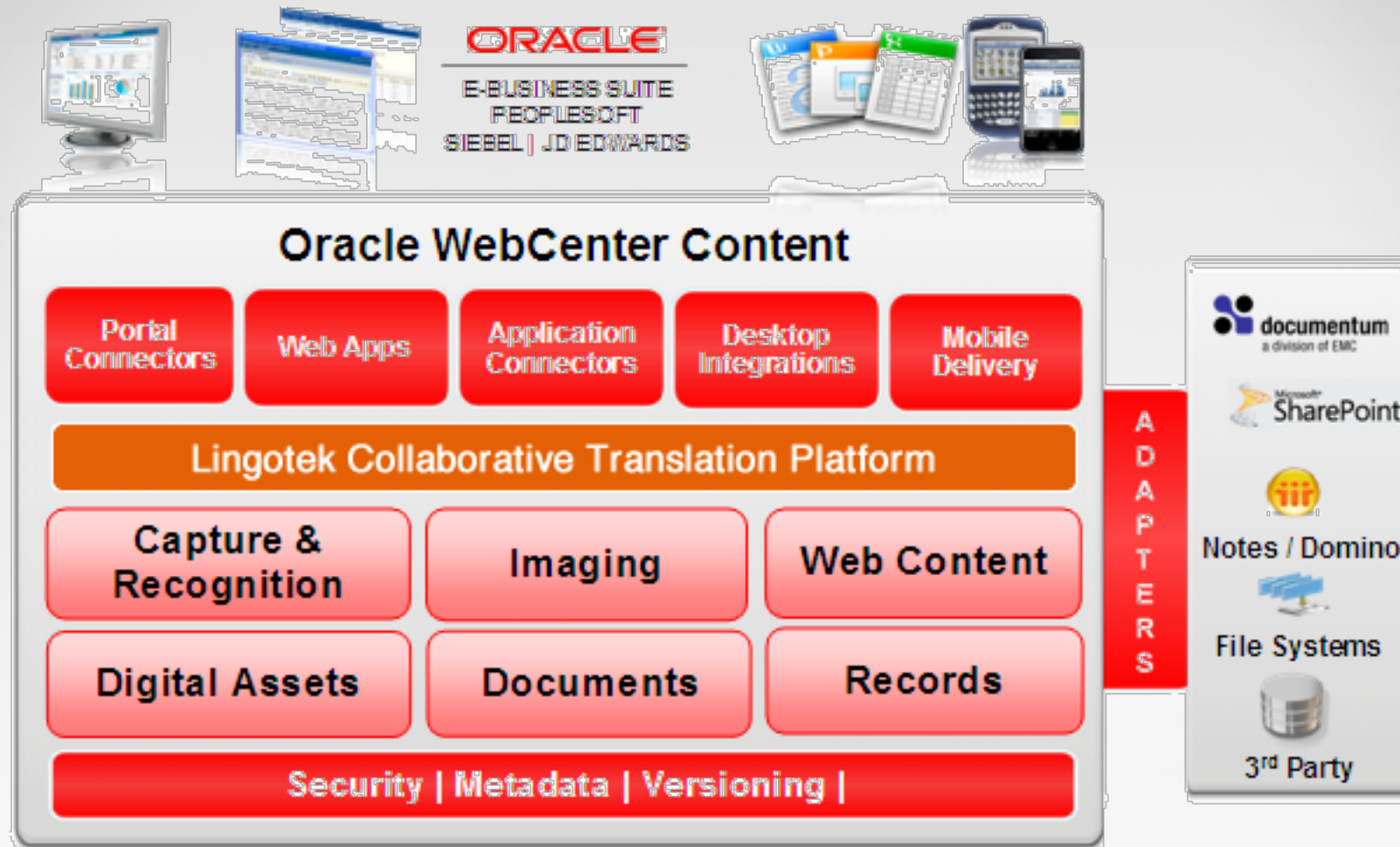
# Integrated Solution Overview

## Integrates Directly Within Oracle & Existing Business Processes

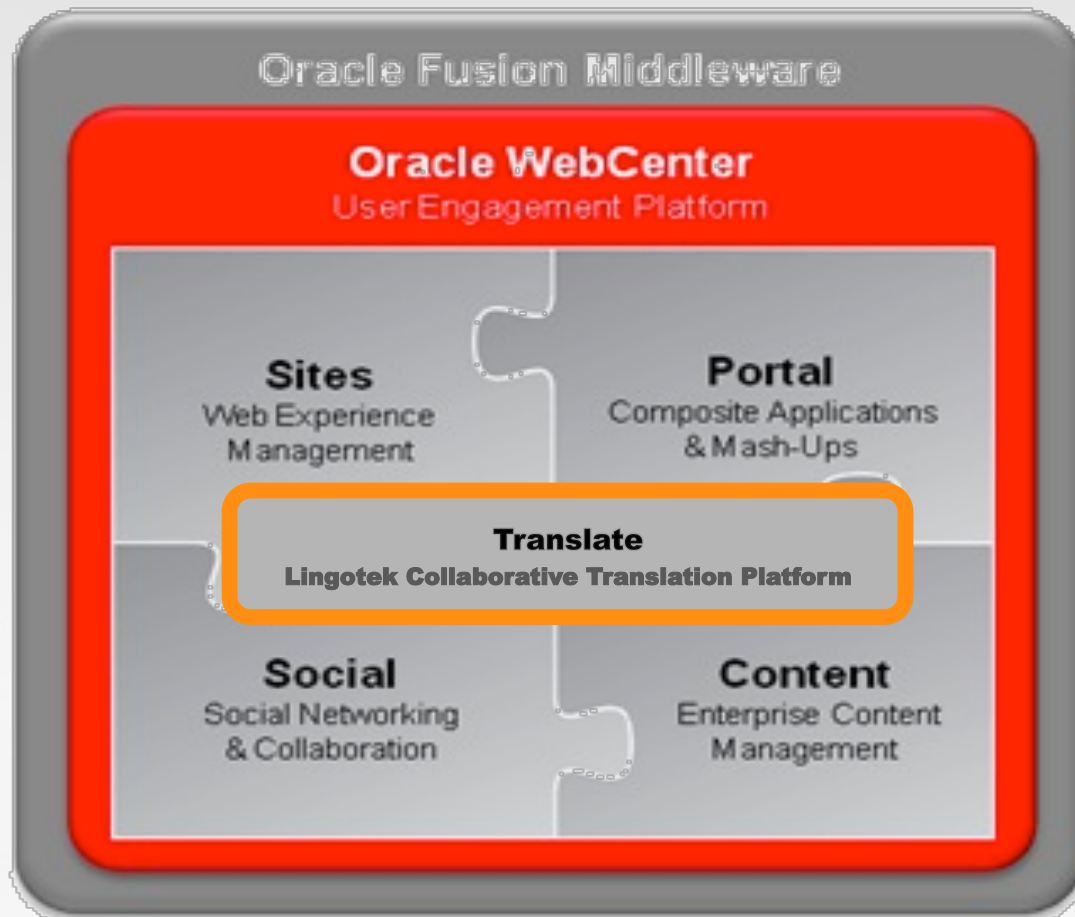


# Oracle WebCenter Content + Translation

Complete, Open & Integrated



# Additional WebCenter Feature for Content and Sites



# Lingotek – Inside for WebCenter Content including Site Studio

- **Bezzotech**, a leading Oracle Enterprise Content Management Professional Services Firm & Oracle Gold Partner, worked with Lingotek to provide a comprehensive integration between Oracle WebCenter Content including Site Studio and Lingotek's innovative Collaborative Translation Platform.

[www.bezzotech.com](http://www.bezzotech.com)

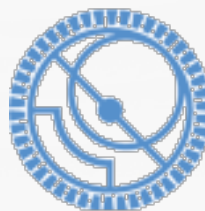


**BEZZOTECH™**

## WebCenter Content including Site Studio Integration Highlights

- Developed an intuitive Content Server User Interface to allow users to translate any piece of content in the repository.
- Added support to manage the relationships between source and translated content items.
- Added “Translation Awareness” to core content server services.
- Extended the workflow engine to support external translation management.
- Developed a web services integration for connecting WebCenter Content including Site Studio to Lingotek’s Collaborative Translation Platform.

[www.bezzotech.com](http://www.bezzotech.com)



# Lingotek Case Study

## Oracle Site Studio

# Demo

**ORACLE** Welcome to Content Server

---

## FULL ACCESS

Log in to use the content server with your full access privileges



## GUEST ACCESS

Use the navigation items below to access public content only.



[Home](#)



[Library](#)



[Search](#)

[ [Login](#) ] [ [Home](#) ] [ [Library](#) ] [ [Search](#) ]

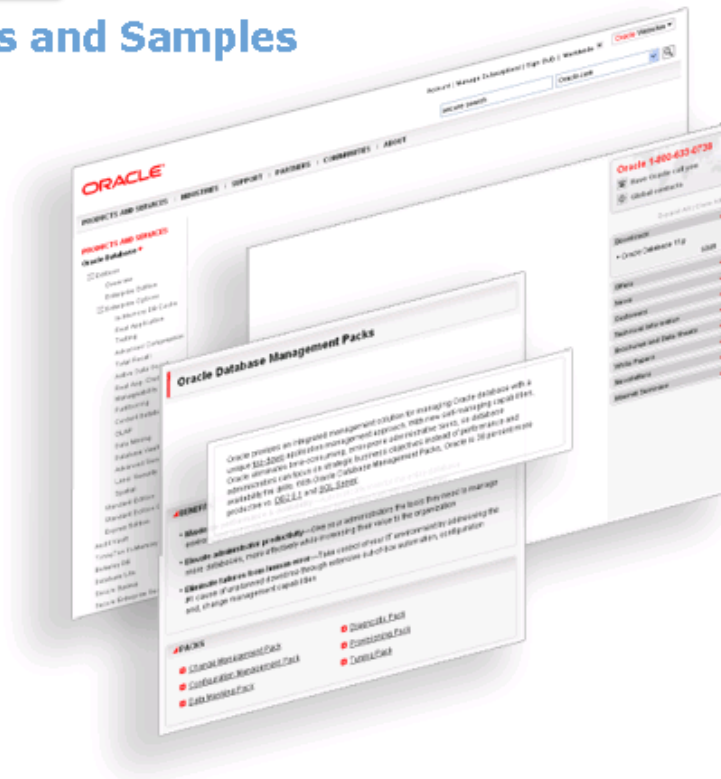
# Demo

ORACLE Site Studio Samples

Home

Samples

## Welcome to the Site Studio Concepts and Samples



**Site Studio** websites are assembled using sets of separately-managed templates and definition files. This enables the reuse of common elements, and allows different individuals in an organization to control different parts of a website's design and content.

**This Site** provides an introduction to the pieces of the Site Studio model, as well as a library of samples that can be viewed and used as a starting point for your own site-building. You can also use Site Studio Designer to explore this site from the ground up as an example of how a Site Studio website is organized and assembled.

### Quick Links to Samples

- [Page Templates](#)
- [Sub-Templates](#)
- [Placeholder Definitions](#)
- [Region Definitions and Templates](#)
- [Element Definitions](#)

Site Studio. Copyright (c) 2005, 2009, Oracle and/or its affiliates. All rights reserved.

# Demo

- Website String Admin
- Static Site Admin

## Manage Web Sites

Administration --> Site Studio Administration --> Manage Web Sites

[Help](#)

### Web Sites

Running Web Sites =====  
Lingotek Demonstration of Localization (Lingotek Site Studio Samples (samples)

- View Web Site
- Update Navigation
- View Web Site Objects Report
- Manage Site
- Stop Web Site
- Start Web Site

Reload Web Sites

Manage On-Demand Web Sites

# Demo



Quick Search

## Website String Administration

Available Sites Site Studio Samples

Available Languages

None
------

Create New Language

Edit Language



# Demo



Quick Search

## Website String Administration Create Label Resource

Author	sysadmin
Project File	SS_PROJECT_SAMPLES
Site Primary Language	English (US) ▾
Translation Language	▾
Comments	<input type="text"/>



# Demo

## Website String Administration Create Label Resource

Author sysadmin  
Project File SS\_PROJECT\_SAMPLES  
Site Primary Language English (US)  
Translation Language Chinese

Comments

--Please Select Translation Type--  
--Please Select Translation Type--  
Machine Translation  
Community Translation  
Professional Translation

Check In Reset

# Demo

Source: English

Target: Chinese

Segment 8 of 84, 5% Complete, 205 Words

- Topic 1
- Topic 2
- Topic 3
- Samples**
- Page Templates
  - Fixed Width - Top Nav Only
  - Fixed Width - Top and Side Nav
  - Flex Width - Top Nav Only
  - Flex Width - Top and Side Nav
- Sub-Templates
- Body Only
- Body, Right-Sidebar
- Body, Right-Sidebar, Breadcrumbs
- Placeholder Definitions
- Content Main
- Content Body
- Sidebar
- Banner
- Horizontal Nav Bar

- 主题1
- 议题2
- 主题3

**Samples**

↑ ↓ ↻ F

✓ | Enter a new translation here.

← → 1 of 1 Public Vault Translation Memory

+	Welcome to the Site Studio Concepts and Samples	欢迎本网站工作室概念和范例	★
---	---	---------------	---

(0) Notes/Comments

- Page Templates
- Fixed Width - Top Nav Only
- Fixed Width - Top and Side Nav
- Flex Width - Top Nav Only
- Flex Width - Top and Side Nav
- Sub-Templates
- Body Only

# Demo



## Manage Web Sites

[Help](#)

[Administration](#) --> [Site Studio Administration](#) --> [Manage Web Sites](#)

### Web Sites

Running Web Sites =====  
Lingotek Demonstration of Localization (Lingotek  
Site Studio Samples (samples)

View Web Site

Update Navigation

View Web Site Objects Report

Manage Site

Stop Web Site

Start Web Site

Reload Web Sites

Manage On-Demand Web Sites



# Demo

ORACLE Site Studio Samples

English (US) ▾

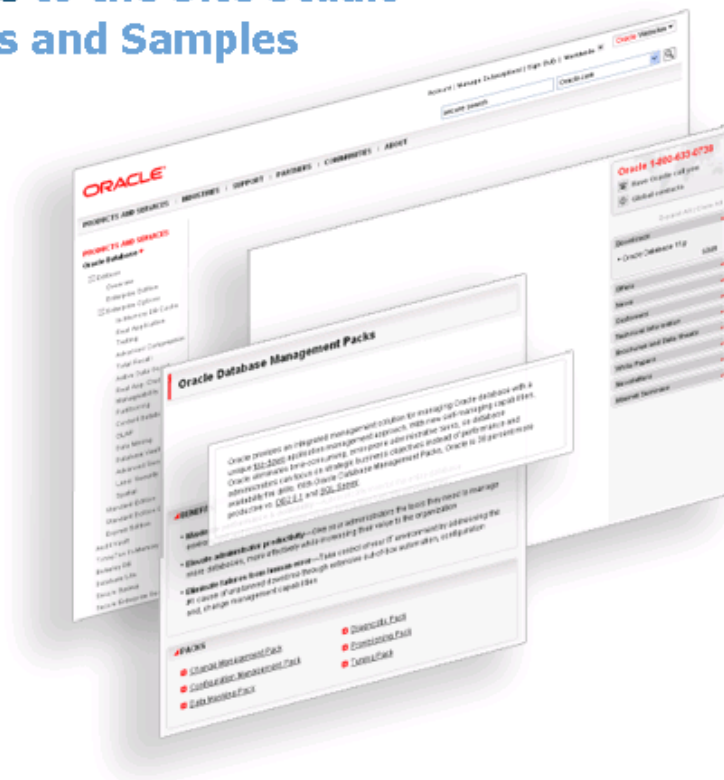
Remember Language?

--Please Select Translation Type-- ▾

Home

Samples

## Welcome to the Site Studio Concepts and Samples



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# Demo

ORACLE Site Studio Samples

Chinese

Remember Language?

--Please Select Translation Type--

首页

样品

网页模板

Sub-Templates

Placeholder Definitions

Region Definitions/Templates

Element Definitions

## Site Studio Sample Collection

The subsections under this tab describe the sample templates and definition files included with this product. These samples can be used as building blocks to begin creation of a new site as they are, or as examples that can be duplicated and modified as necessary to suit the needs of your project.

The definition file pages (Placeholder Definitions, Element Definitions, and Region Definitions) describe the structure and options of the various definitions.

The template file pages (Page Templates, Sub-Templates, and Region Templates) provide a description and visual example of the template, as well as a listing of any dependent files such as CSS, images, or scripts. Note that Region Templates are found under their corresponding Region Definitions in the navigation, rather than in a separate section of their own.

Site Studio. Copyright (c) 2005, 2009, Oracle and/or its affiliates. All rights reserved.

# Demo

ORACLE Site Studio Samples

Chinese

Remember Language?

--Please Select Translation Type--

--Please Select Translation Type--

Machine Translation

Community Translation

Professional Translation

首页

样品

网页模板

Sub-Templates

Placeholder Definitions

Region Definitions/Templates

Element Definitions

Site Studio

The subsections under this tab describe the sample templates and definition files included with this product. These samples can be used as building blocks to begin creation of a new site as they are, or as examples that can be duplicated and modified as necessary to suit the needs of your project.

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Site Studio. Copyright (c) 2005, 2009, Oracle and/or its affiliates. All rights reserved.

# Demo

Source: English

Site Studio websites are assembled using sets of separately-managed templates and definition files. This enables the reuse of common elements, and allows different individuals in an organization to control different parts of a website's design and content.

&nbsp;

&nbsp;

This Site provides an introduction to the pieces of the Site Studio model, as well as a library of samples that can be viewed and used as a starting point for your own site-building. You can also use Site Studio Designer to explore this site from the ground up as an example of how a Site Studio website is organized and assembled.

&nbsp;

&nbsp;

Quick Links to Samples

Page Templates

Sub-Templates

Placeholder Definitions

Region Definitions and Templates

Element Definitions

&nbsp;

{ url: ", repeat: ", positionX: ", positionY: ", position: ", color: " }

Target: Chinese Segment 6 of 17, 47% Complete, 132 Words

网站上所有网站都采用自定义模板和定义文件。这些模板用于构建网站，并允许在一个组织中不同的个人控制一个网站的设计和内容的不同部分。

&nbsp;

&nbsp;

This Site provides an introduction to the pieces of the Site Studio model, as well as a library of samples that can be viewed and used as a starting point for your own site-building. You can also use Site Studio Designer to explore this site from the ground up as an example of how a Site Studio website is organized and assembled.

Translation Memory window showing a match:

✓	这个网站提供了一个介绍的网站工作室模型件, 以及样本库, 可以被看作并以此为自己的网站建设的出发点。	
← → 1 of 2	Public Vault	Translation Memory
+	Welcome to the Site Studio Concepts and Samples	欢迎本网站工作室概念和范例
(0) Notes/Comments		

&nbsp;

&nbsp;

Quick Links to Samples

Page Templates

# Demo

ORACLE Site Studio Samples

Chinese

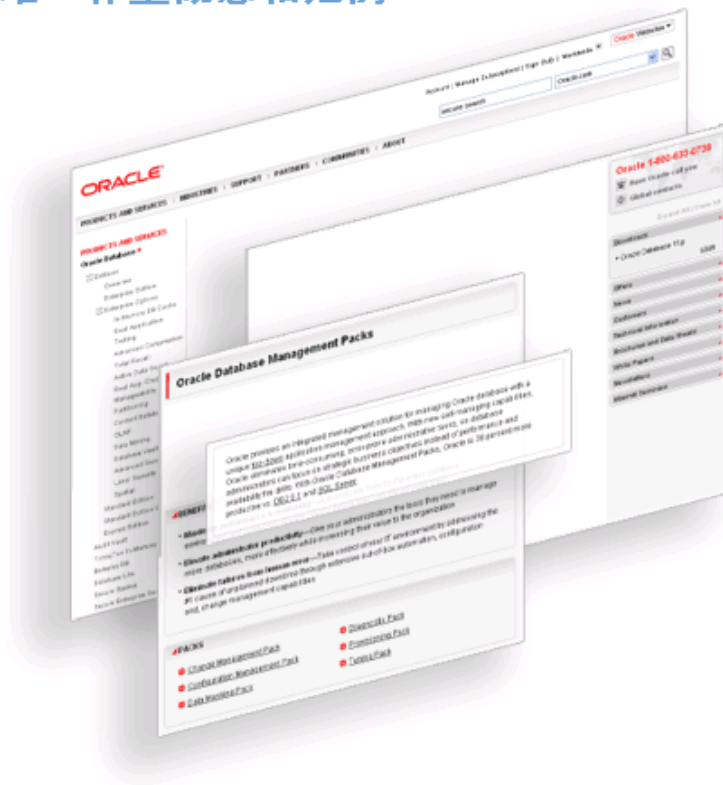
Remember Language?

--Please Select Translation Type--

首页

样品

## 欢迎本网站工作室概念和范例



网站工作室网站是分开组装使用管理套模板和定义文件。这使得重用的共同因素,并允许在一个组织中不同的个人控制一个网站的设计和内容的不同部分。

这个网站提供了一个介绍的网站工作室模型件,以及样本库,可以被看作并以此为自己的网站建设的出发点。您还可以使用网站设计工作室,探讨如何为一个站点工作室网站的组织和装配这个例子从地面网站上。

### 样品的快速链接

[页面模板](#)

[子模板](#)

[占位符定义](#)

[区的定义和模板](#)

[元素定义](#)

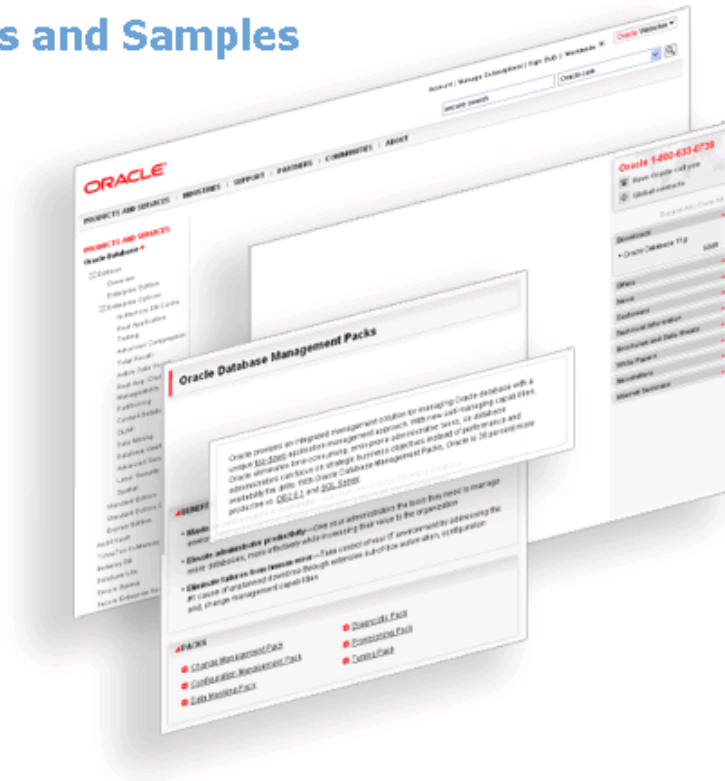
Site Studio. Copyright (c) 2005, 2009, Oracle and/or its affiliates. All rights reserved.

# Demo

ORACLE Site Studio Samples  
English (US)  Remember Language? --Please Select Translation Type--

Home Samples

## Welcome to the Site Studio Concepts and Samples



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- [Placeholder Definitions](#)
- [Region Definitions and Templates](#)
- [Element Definitions](#)

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# Business Case for Multi-Lingual Web Sites

# WebCenter Content Business Case

- **Sales.** Worldwide internet users spend \$448bn buying goods and services online, and this is expected to increase to \$694bn by 2012.\*
- **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 occasionally<sup>1</sup>.
- **Preference.** 9 out of 10 internet users in the European Union would prefer to visit a website in their own language<sup>1</sup>.



# Case study-\$1.5B Software Company

- » Problem
- » 12 Core, Oracle WebCenter installation.
- » Currently using Language Service Providers (LSP'S) for initial translation of web sites.
- » Impossible to use LSP's for translation of ongoing adds/changes to web sites.
  - Web content is transient with 15-25% of the content changing annually.
  - Adds/changes are time critical and cannot be dependent on sending out to an LSP with a turnaround of six to eight weeks.
  - Content may be changed again before last adds/change translations are received from the LSP.

# Case study-\$1.5B Software Company

## » Solution

- » Customer purchased user licenses for the Lingotek Collaborative Language Translation Platform
- » Initial Websites will be translated by Lingotek Translation Services utilizing the Lingotek Platform Workbench enabling:
  - Translation memories, Glossaries and Dictionaries to be preserved from the Lingotek translations for re-use by the customer Community for future adds and updates.
  - Community translates all additional changes, updates to websites.
  - Customer saves money on both initial translations with Lingotek Services, as well as ongoing adds and updates with the customer Community of translators using the Lingotek platform.



# Cost Calculator for Community Translation of Website Adds/Changes

Cost Calculator	
Assumes Customer is using LSP for ongoing Web Add/Change Translations	
Website Metrics	Calculations
Number of Words on source Web site	225,000
Number of different language sites	8
Total number of words on all sites	1,800,000
Percent of content, add/changes per year (industry average is 15%-25% per year)	25%
Total # of add/change words	450,000
LSP cost per word for add/change translations*	\$0.23
Total annual translation savings using Lingotek and Community	\$103,500.00

# Return on Investment for Community Translation of Website Adds/Changes

ROI	
Years of amortization of Lingotek Software	5
Initial License	\$75,000
Annual Software maintenance	\$15,000
Annual Software maintenance x amortized life of software	\$75,000
Total cost of Software	\$150,000
Annual Savings	\$103,500
Total Savings x years of amortization of Lingotek Software	\$517,500
ROI	345%

# Features



## MACHINE TRANSLATION

- Customization
- Retraining
- Post-Editing Pre-fill
- Searchable Resource



## TRANSLATION MEMORY

- Content Isolation
- Selective Sharing
- Capture, Reuse, Recycle
- Legacy Content Alignment



## TERMINOLOGY MANAGEMENT

- Import Glossaries
- Automated Extraction
- Management Interface
- SEO Management



## PROJECT MANAGEMENT

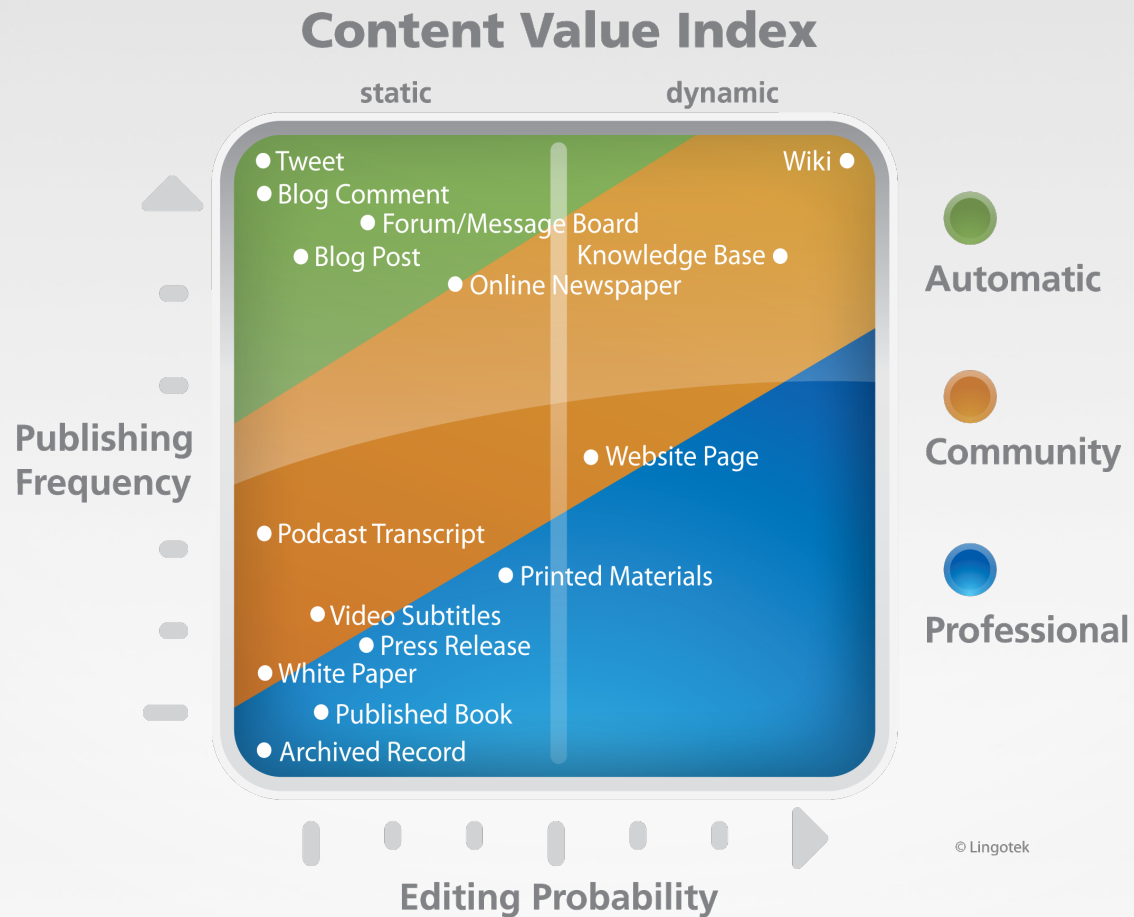
- Customizable Workflow
- Flexible Expansion
- Clear Visibility
- Real-time Stats
- Flexible Resource Allocation

# Content Value Index

## » Three Levels of Trusted Translation



# Content Value Index



# Lingotek Workbench

The screenshot shows the Lingotek Workbench interface. At the top, it displays the Lingotek logo and the word 'Workbench'. Below this, there are buttons for 'View', 'Save', 'Close', and 'Help'. The interface is divided into two main sections: 'Source' and 'Target'. The 'Source' section on the left shows the text 'This is a test.' repeated five times. The 'Target' section on the right shows the Chinese translation '这是一个考验。' repeated five times. Below the target text, there are several panels for translation options: 'Community Alternate Translations', 'Public Vault Translation Memory', and 'Google MT Machine Translation'. Each panel shows the source text and the target translation. At the bottom of the interface, there is a list of translated segments, each with a plus icon and the Chinese text '这是一个考验。'.

← Source

← Target

← Edit and Community Voting

← Translation Memories

← Machine Translation

← Notes and Comments

# Lingotek Dashboard

The screenshot shows the Lingotek dashboard interface. At the top, there is a search bar and navigation links for 'Support', 'Signout', and 'Lingotek'. The main header includes the Lingotek logo and 'Lingotek Inside' with a user profile icon. The sidebar on the left contains several sections: 'Home' (with 'Jobs'), 'Manage Projects' (with 'Projects', 'New Project', 'Project Alerts', 'Phase Templates', 'Segment Templates'), 'Project Resources' (with 'TM Vaults', 'Glossaries', 'Contacts', 'Search TMs', 'TM Upload Tool', 'Aligner'), 'Community Reports', and 'Community Maintenance' (with 'Manage Community Members', 'Customization', 'Tags', 'Embedded Applets', 'CMS Access').

The main content area shows a breadcrumb trail: 'Home > Projects > Lingotek Website Live'. Below this is a 'Project Summary' section with a table:

Owner	Client	Due Date	Status	Progress
Calvin Scharffs	Test Client	30 Nov 2010	Active	11%

Below the project summary are buttons for 'Documents', 'TM Statistics', 'Reports', and 'Settings'. There is also an 'Add Documents' button. The 'Documents' section features a table with the following data:

Document	Priority...	Source	Targets	Due Date	Words ...	Progress
API v3.0		English		30 Nov 2010	14336	0%
Collaborative Transl...		English		30 Nov 2010	121	0%
Getting Started with...		English		30 Nov 2010	993	0%
Investors		English		30 Nov 2010	305	0%
Lingotek Corporate ...		English	Chinese, English, Fren...	30 Nov 2010	164	0%
Media Kit		English		30 Nov 2010	136	0%
Partners		English		30 Nov 2010	300	0%
test		English	Spanish	30 Nov 2010	21	100%
test		English		30 Nov 2010	2	0%
Why Lingotek?		English	Chinese, French, Ger...	30 Nov 2010	302	17%

At the bottom of the dashboard, there is a footer with the Lingotek logo, copyright information 'Copyright © 2011 Lingotek. All rights reserved. 801.727.1580', and a link to 'Privacy Policy'.

Manage Projects

Project Resources

Community Reports

Community Maintenance

Project Summary

- Documents
- TM Stats
- Reports
- Settings

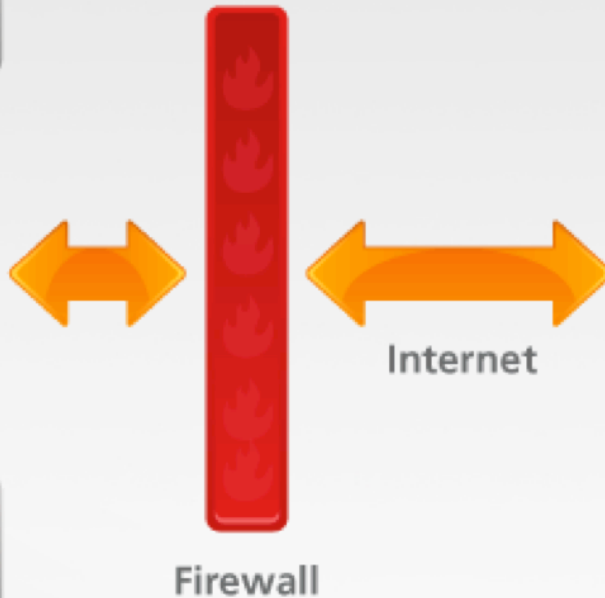
Documents

# Architecture - Premise

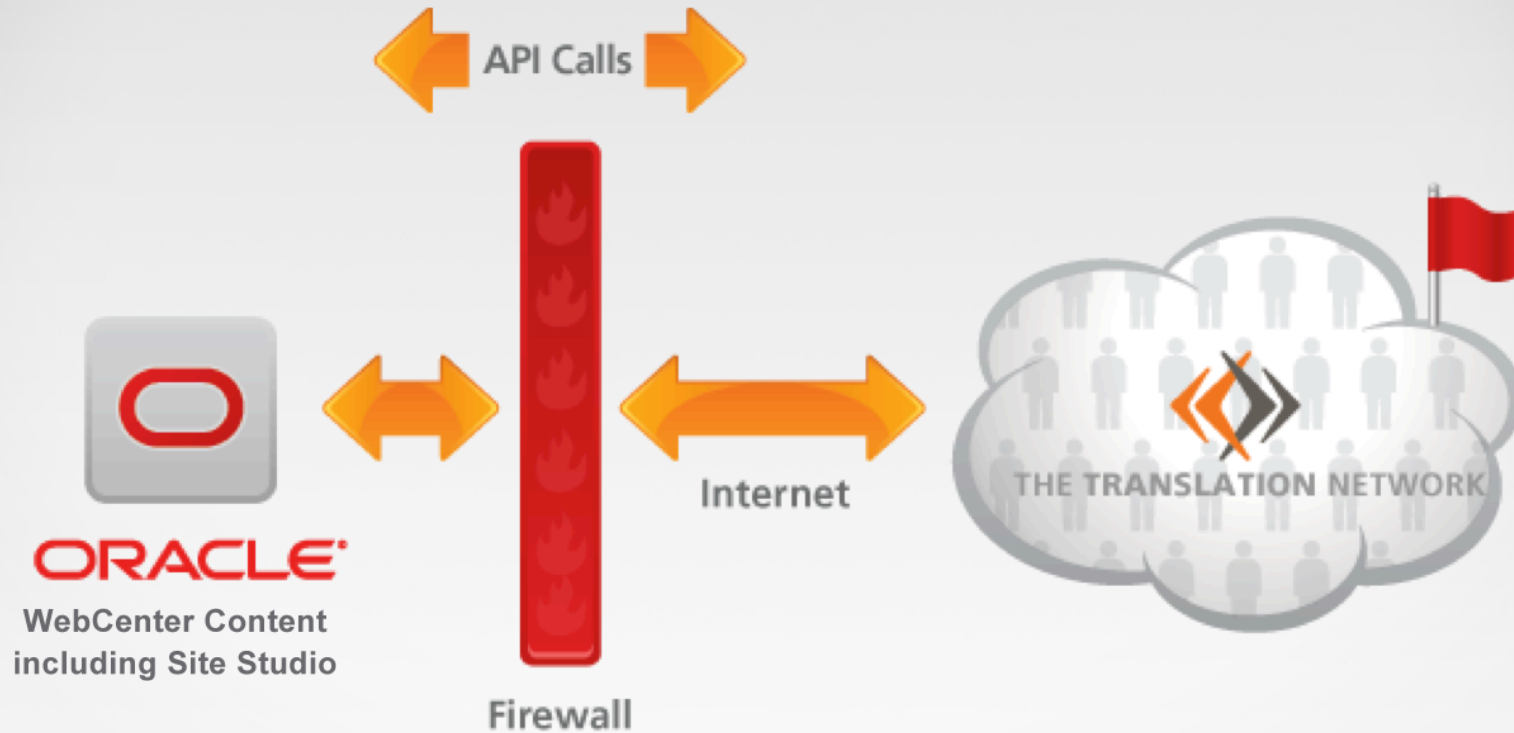
Collaborative  
Translation  
Platform



**ORACLE**  
WebCenter Content  
including Site Studio



# Architecture – SaaS





# Collaborative Translation Platform™

**HITACHI**  
Inspire the Next



THE CHURCH OF  
JESUS CHRIST  
OF LATTER-DAY SAINTS



**Federal Government**



# Partners

## » North America

- Bezzotech
- Fishbowl
- Ironworks
- Techstream
- Experis

## » UK

- Infomentum

## » Germany

- Silbury

## » Australia/NZ

- Redrock

# Commitment

- First ISV to become member of Oracle Validated Integration Program (OVI) with WebCenter Content (May 2011)
- Compatible with Oracle Content Server 10g & 11g
- Oracle Weblogic Ready



# Free Trial Offer

- Free 30 day trial community for up to 10 users

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

- Free 2 hour consultation

# Contact Us

Lingotek contact information:

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

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512.301.3705