Multilingual WordPress

How to make your WordPress site multilingual

Oct 4th and 5th, 2014
WordCamp Tampa

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@ssorenson13
Topics for Discussion for Today

- General Terminology
- Which plugins extend Wordpress core to provide multilingual capabilities?
- Plugins that connect you to external services
  - Machine
  - Community
  - Professional
- How do I translate a theme into a new language?
- What is required to ensure that your themes, plugins, and content are multilingual ready?
- How can machine, community, and professional translation be leveraged?
- What is the process for translating posts, pages, menus, and other types of content?
General Terminology
Multilingual in Wordpress

- WordPress core does not support bilingual or multilingual out-of-the-box (unilingual is supported)

- Plugins developed by the community enable multilingual functionality

source: http://codex.wordpress.org/Multilingual_WordPress
Terminology

- **Internationalization (i18n)** - adequately prepare plugin or theme to be multilingual ready (e.g., using `__()`, `_n()`)  

- **Localization (L10n)** - the process of adapting internationalized software for a specific region or language (e.g., translation, message)
Terminology

Three Types of Translation

- Machine Translation
- Community Translation
- Professional Translation
Terminology

- .pot (portable object template) No Translations
- .po (portable object) Translations
- .mo (machine object)
Which plugins extend Wordpress core to provide multilingual capabilities?
Types of multilingual plugins

- Multisite: one language per site
- Single site: one language per post
- Single site: all languages in one post
- Plugins that direct you to external translation services (Machine/Community/Professional translation)

source: http://codex.wordpress.org/Multilingual_WordPress
Multisite:
one language per site
Multisite:
one language per site
Multisite: one language per site

» Free

- Multilingual Press
- Zanto WP Translation
- Multisite Language Switcher
Multisite: one language per site

Multilingual Press

Requires: 3.8 or higher
Compatible up to: 4.0
Last Updated: 2014-9-25
Downloads: 73,025

<table>
<thead>
<tr>
<th>Ratings</th>
<th>5 stars</th>
<th>4 stars</th>
<th>3 stars</th>
<th>2 stars</th>
<th>1 stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6 out of 5 stars</td>
<td>19</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Zanto WP Translation

Requires: 3.0 or higher
Compatible up to: 4.0
Last Updated: 2014-9-8
Downloads: 2,708

<table>
<thead>
<tr>
<th>Ratings</th>
<th>5 stars</th>
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<th>3 stars</th>
<th>2 stars</th>
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</tr>
</thead>
<tbody>
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Multisite Language Switcher

Requires: 3.6.1 or higher
Compatible up to: 4.0
Last Updated: 2014-9-25
Downloads: 98,119

<table>
<thead>
<tr>
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<th>3 stars</th>
<th>2 stars</th>
<th>1 stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.9 out of 5 stars</td>
<td>61</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
**Multisite:**
**one language per site**

<table>
<thead>
<tr>
<th>Native name</th>
<th>English name</th>
<th>RTL</th>
<th>HTTP</th>
<th>ISO 639-1</th>
<th>ISO 639-2</th>
<th>wp_locale</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaraf</td>
<td>Alar</td>
<td></td>
<td></td>
<td>aa</td>
<td>aar</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Afrikaans</td>
<td>Afrikaans</td>
<td></td>
<td></td>
<td>af-ZA</td>
<td>afr</td>
<td>af</td>
<td>1</td>
</tr>
<tr>
<td>Akan</td>
<td>Akan</td>
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<td>1</td>
</tr>
<tr>
<td>Aromanian</td>
<td>Aromanian</td>
<td></td>
<td></td>
<td>sq-AL</td>
<td>sq</td>
<td>sq</td>
<td>1</td>
</tr>
<tr>
<td>Arabic</td>
<td>Arabic</td>
<td></td>
<td></td>
<td>am-AR</td>
<td>ara</td>
<td>ar</td>
<td>1</td>
</tr>
<tr>
<td>Aragonés</td>
<td>Aragonese</td>
<td></td>
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<td>an</td>
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<td></td>
<td>1</td>
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<tr>
<td>Armenian</td>
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<td>hy-AM</td>
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<td>ast</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Asap maq</td>
<td>Avar</td>
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<td>av</td>
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<tr>
<td>Azerbaijani</td>
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<td></td>
<td></td>
<td>az-AZ</td>
<td>aze</td>
<td>az</td>
<td>1</td>
</tr>
<tr>
<td>Azerbaijani (Turkey)</td>
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<td></td>
<td>az-TR</td>
<td>az</td>
<td>aze</td>
<td>az_TR</td>
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<td>ba</td>
<td>1</td>
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<td>Basque</td>
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<td></td>
<td>eu-EU</td>
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<td>eus</td>
<td>1</td>
</tr>
<tr>
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<td>Belarusian</td>
<td></td>
<td></td>
<td>be-BY</td>
<td>bel</td>
<td>bel</td>
<td>1</td>
</tr>
</tbody>
</table>

Languages are sorted descending by priority and ascending by their English name.
If you change the priority of a language to a higher value, it will show up on an earlier page.

Reset table to default values
Multisite: one language per site

Zanto Translation Network Setup

First time Zanto Installation
1. Complete this form to create a new multi blog Translation Network

<table>
<thead>
<tr>
<th>Select Blogs to associate</th>
<th>Assign Blog Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>test</td>
<td>English</td>
</tr>
<tr>
<td>My site</td>
<td>German</td>
</tr>
<tr>
<td>Rocking all the way</td>
<td>Spanish</td>
</tr>
</tbody>
</table>
Multisite: one language per site

Edit Post  Add New

Hello world!
Permalink: http://localhost/blog/2014/08/28/hello-world/  Edit  View Post  Get Shortlink

Add Media

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!
Single site: one language per post
Single site: one language per post
Single site: one language per post

» Free

- Polylang
  - Lingotek Translation
- xili-language
- Bogo

» Paid

- WPML
- $29-$79 year or $195 life time
Single site:
one language per post

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rabbits</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/08/25</td>
</tr>
<tr>
<td>Leopard</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/15</td>
</tr>
<tr>
<td>Dolphins</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/12</td>
</tr>
<tr>
<td>Elephants</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/11</td>
</tr>
<tr>
<td>Chimpanzees</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/11</td>
</tr>
</tbody>
</table>
Single site: one language per post

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Language</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WordCamp Paris 2014</td>
<td>Michel</td>
<td>News</td>
<td>thème enfant, wordcamp</td>
<td>Not yet translated</td>
<td>2014/01/12 Published</td>
</tr>
<tr>
<td>WordCamp 2014 Paris [m à j]</td>
<td>Michel</td>
<td>News</td>
<td>wordcamp</td>
<td>Translated in:</td>
<td>2013/12/12 Published</td>
</tr>
</tbody>
</table>
Single site:
one language per post
Single site:
one language per post
Single site:
all languages in one post
Single site: all languages in one post

Diagram:

- English
- German
- Chinese

Post

Site
Single site: all languages in one post

» Free
  ▪ mqTranslate
  ▪ qTranslate

» mqTranslate adds the following features to qTranslate:

  • Language selection for editor accounts (allows your translators to see only their source and target languages)
  • Protection of concurrent edits of different languages (ie your english and german translators can save their work at the same time without risking data loss)
Single site: all languages in one post

qTranslate

Requires: 3.8.1 or higher
Compatible up to: 3.8.3
Last Updated: 2014-1-26
Downloads: 1,292,424

Ratings

5 stars: 509
4 stars: 88
3 stars: 28
2 stars: 20
1 stars: 247

mqTranslate

Requires: 3.9 or higher
Compatible up to: 4.0
Last Updated: 2014-9-13
Downloads: 54,704

Ratings

5 stars: 56
4 stars: 4
3 stars: 1
2 stars: 0
1 stars: 2

Last updated: Sep 24, 2014
Single site: all languages in one post

Hallo Welt!

Hello world!

世界您好！
Plugins that connect you to external services
Machine/Community/Professional
Machine Translation Plugins

- Prisna
- Transposh
- Polylang/Lingotek
- Google AJAX Translation
- Global Translator
- Google Translate Wordpress
Community Translation Plugins

- Transposh
- Polylang/Lingotek
- Google AJAX Translation
Professional Translation Plugins

- Polylang/Lingotek
- qTranslate
- WPML
# Comparison Review

<table>
<thead>
<tr>
<th>Pros</th>
<th>One language per post</th>
<th>Multiple languages per post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multisite</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Each site has its own posts</td>
<td>Non-cluttered edit page</td>
<td>Side-by-side editing</td>
</tr>
<tr>
<td>Easy Migration</td>
<td>Easy import/export</td>
<td>No additional tables and fewer things to modify in Wordpress</td>
</tr>
<tr>
<td><strong>Cons</strong></td>
<td>Complex content listing</td>
<td></td>
</tr>
<tr>
<td>More work to manage all of the different servers/installations</td>
<td>Translation associations</td>
<td>Less flexible publishing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hard import/export</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uninstallation can be challenging</td>
</tr>
</tbody>
</table>
How do I translate a theme into a new language?
Translate Plugins/Themes

- Find a Theme/Plugin that is translation ready
- Download the .pot file from your server using FTP
- Find a tool to translate the .pot file
- Convert your .po file to .mo
- Upload the translated/re-named .po and .mo file back to your server
Translate Plugins/Themes

» Find a Theme/Plugin that is translation ready

You can find translation-ready Themes by filtering your search on wordpress.org.

- Navigate to wordpress.org
- Select Themes
- Select the link for “check out our new filter and tag interface”
- On the Tag Filter screen select the checkbox next to the “translation-ready” option

Plugins can not be found through this method. You need to check the plugins description/feature list to see if it is translation ready. You also may contact the developer of the plugin.
Translate Plugins/Themes

» Download the .po file from your server using FTP

The .pot file for your Theme/Plugin will be located in the Theme/Plugins languages directory. Download this file using any FTP program.
Translate Plugins/Themes

» Find a tool to translate the .po file
Translate Plugins/Themes

» Convert your .po file to .mo
Translate Plugins/Themes

» Upload the translated/re-named .po and .mo file back to your server
What is required to ensure that your themes, plugins, and content are multilingual ready?
WordPress i18n

» Wordpres uses Gettext tools and libraries to help standardize on i18n. Gettext provides a set of standard functions that developers can wrap around their translatable strings.

   http://www.gnu.org/software/gettext/

» For more information about internationalization in Wordpres:
   http://codex.wordpress.org/I18n_for_WordPress_Developers
WordPress i18n
Basics functions

___()
_e()
WordPress i18n
Additional functions

_x() _ex() _n()

esc_html__()()
esc_html_e()
esc_html_x()
esc_attr__()
esc_attr_e()
esc_attr_x()
WordPress i18n - Otto's Laws
"You’re probably doing it wrong"

http://ottopress.com/2012/internationalization-youre-probably-doing-it-wrong

» Law the First: Thou shalt not use PHP variables of any kind inside a translation function’s strings.

» Law the Second: Thou shalt always translate phrases and not words.

» Law the Third: Thou shalt disambiguate when needed.
References & Tutorials

Multilingual Wordpress
https://codex.wordpress.org/Multilingual_WordPress

18n for WordPress Developers
https://codex.wordpress.org/I18n_for_WordPress_Developers

Plugin and Theme Development
http://make.wordpress.org/docs/theme-developer-handbook/theme-functionality/internationalization/

Translating Your Theme
http://code.tutsplus.com/tutorials/translating-your-theme--wp-25014
How can machine, community, and professional translation be leveraged?
Machine Translation
<table>
<thead>
<tr>
<th>Plugin</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Akismet</strong></td>
<td>Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the &quot;Activate&quot; link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 3.0.2</td>
</tr>
<tr>
<td><strong>Hello Dolly</strong></td>
<td>This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Version 1.6</td>
</tr>
<tr>
<td><strong>Lingotek Translation</strong></td>
<td>Provides a seamless integration to the Lingotek Translation Management System (TMS).</td>
</tr>
<tr>
<td><strong>Polylang</strong></td>
<td>Adds multilingual capability to WordPress</td>
</tr>
</tbody>
</table>
Add new language

Choose a language

You can choose a language in the list or directly below.

Full name

The name is how it is displayed on your site (for example: English).

Locale

WordPress Locale for the language (for example en_US). You will need to install the .mo file for this language.

Language code

Language code - preferably 2-letters ISO 639-1 (for example: en)

Text direction

Choose the text direction for the language

About Polylang

Polylang is provided with an extensive documentation (in English only). It includes information on how to set up your multilingual site and use it on a daily basis, a FAQ, as well as a documentation for programmers to adapt their plugins and themes. You will also find useful information in the support forum. However don't forget to make a search before posting a new topic.

Polylang is free of charge and is released under the same license as WordPress, the GPL. If you wonder how you can help the project, just read this. Finally if you like this plugin or if it helps you save time, don't forget to donate.
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<table>
<thead>
<tr>
<th>Full name</th>
<th>Locale</th>
<th>Code</th>
<th>Order</th>
<th>Flag</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Español</td>
<td>es_ES</td>
<td>es</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Português</td>
<td>pt_PT</td>
<td>pt</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>中文</td>
<td>zh_CN</td>
<td>zh</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
</tbody>
</table>

**About Polylang**

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[Donate]
The translation network provides an interface for managing languages and strings. Users can add new languages, select a language, and manage its locale and code. The table lists various languages with their respective locales, codes, order, flag, and number of posts. The About Polylang section contains documentation links in English, providing information on setting up a multilingual site.
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rabbits</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/08/25</td>
</tr>
<tr>
<td>Leopard</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/15</td>
</tr>
<tr>
<td>Dolphins</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/12</td>
</tr>
<tr>
<td>Elephants</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/11</td>
</tr>
<tr>
<td>Chimpanzees</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/11</td>
</tr>
</tbody>
</table>
Bulk Actions
- Edit
- Move to Trash
- Upload to Lingotek
- Request translations
- Update translations status
- Download translations
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
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<tr>
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<td>Chimpanzees</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/11</td>
</tr>
</tbody>
</table>
Rabbits

Rabbits are small mammals found in several parts of the world. There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.

Leopard

Leopards show a great diversity in coat color and rosettes patterns. In
Lapins

Les lapins sont des petits mammifères trouvés dans plusieurs parties du monde. Il y a huit différents genres de la famille classifiée comme des lapins, y compris le lapin européen et les lapins d'Amérique. Lapin habitats comprennent prés, bois, forêts, Prairies, déserts et zones humides.

Léopard

Léopards montrent une grande diversité de manteau modes couleur
Community Translation
Rabbits

Rabbits are small mammals found in several parts of the world. There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.

Leopard

Leopards show a great diversity in coat color and rosettes patterns. In addition, they are well adapted for life in the dense forests and savannas of Africa and Asia.
<table>
<thead>
<tr>
<th>Username</th>
<th>Name</th>
<th>E-mail</th>
<th>Role</th>
<th>Posts</th>
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</thead>
<tbody>
<tr>
<td>admin</td>
<td></td>
<td><a href="mailto:newtest@lingotek.com">newtest@lingotek.com</a></td>
<td>Administrator</td>
<td>42</td>
</tr>
<tr>
<td>editor</td>
<td>Editor Editor</td>
<td><a href="mailto:editor@lingotek.com">editor@lingotek.com</a></td>
<td>Editor</td>
<td>0</td>
</tr>
</tbody>
</table>
Personal Options

Visual Editor
- Disable the visual editor when writing

Admin Color Scheme
- Default
- Light
- Blue
- Coffee
- Ectoplasm
- Midnight
- Ocean
- Sunrise

Keyboard Shortcuts
- Enable keyboard shortcuts for comment moderation. More information

Toolbar
- Show Toolbar when viewing site

Admin language
- Wordpress default

Name
- Username: editor
  - Usernames cannot be changed.

Role
- Editor
  - Subscriber
  - Contributor
  - Author
  - Administrator
  — No role for this site —
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rabbits</td>
<td>admin</td>
<td>cool</td>
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<td>2014/07/15</td>
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<tr>
<td>Leopard</td>
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<td>Dolphins</td>
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<tr>
<td>Elephants</td>
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<td>Zebras</td>
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<td>2014/07/10</td>
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<tr>
<td>The Green Gecko</td>
<td>admin</td>
<td>cool</td>
<td></td>
<td>2014/07/10</td>
</tr>
</tbody>
</table>
Rabbits are small mammals found in several parts of the world. There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.
兔子都是在世界的几个地区发现的小型哺乳动物。归类为兔，包括欧洲兔子和棉尾兔的家庭中有八个不同的属。兔的栖息地包括草地、树林、森林、草原、沙漠、湿地。

豹

豹子显示极大的多样性在外套颜色和莲座状植株的模式。一般情况下，被毛的颜色从淡黄色到深金色或褐色。变化和图案的黑色花纹


Professional Translation
Rabbits

Rabbits are small mammals found in several parts of the world. There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.

Leopard

Leopards show a great diversity in coat color and rosettes patterns. In
Rabbits

Rabbits are small mammals found in several parts of the world. There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.

Leopard

Leopards show a great diversity in coat color and rosettes patterns. In
<table>
<thead>
<tr>
<th>Plugin</th>
<th>Description</th>
<th>Version</th>
<th>Author</th>
<th>Visit plugin site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akismet</td>
<td>Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the &quot;Activate&quot; link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key.</td>
<td>3.0.2</td>
<td>Automattic</td>
<td><a href="https://wordpress.org/plugins/akismet">Visit plugin site</a></td>
</tr>
<tr>
<td>Hello Dolly</td>
<td>This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page.</td>
<td>1.6</td>
<td>Matt Mullenweg</td>
<td><a href="https://wordpress.org/plugins/hello-dolly">Visit plugin site</a></td>
</tr>
<tr>
<td>Lingotek Translation</td>
<td>lingotek translation network is the Lingotek Translation Management System (TMS). It is a plugin that integrates with WordPress and provides a centralized platform for managing translation projects. It allows for automatic translation of content and provides a dashboard for monitoring and managing translations.</td>
<td>1.5.4</td>
<td>Frédéric Demarle</td>
<td><a href="https://wordpress.org/plugins/lingotek-translation-network">Visit plugin site</a></td>
</tr>
<tr>
<td>Polylang</td>
<td>Adds multilingual capability to WordPress</td>
<td>1.5.4</td>
<td>Frédéric Demarle</td>
<td><a href="https://wordpress.org/plugins/polylang">Visit plugin site</a></td>
</tr>
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<td>Tags</td>
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Coelhos

Os coelhos são pequenos mamíferos encontrados em várias partes do mundo. Existem oito diferentes gêneros da família classificada como coelhos, incluindo o coelho-Europeu e os coelhos do coelho. Os habitats coelho incluem prados, bosques, florestas, pradarias, desertos e zonas húmidas.

Leopardo

Leopardos apresentam uma grande diversidade de casaco cor e rosetas padrões. Em geral, a cor da pelagem varia do amarelo pálido a marrom escuro, com manchas brancas chamadas de rosetas.
Are you ready to join The Translation Network?
Our Customers
A Few of Our Customers...

Case Studies
Intel OSTC uses Lingotek for localization for the Tizen initiative into 6 languages
Case Study

» Who:
  ▪ Tizen is an open source, standards-based software platform supported by leading mobile operators, device manufacturers, and silicon suppliers for multiple device categories such as smartphones, tablets, netbooks, in-vehicle infotainment devices, and smart TVs

» Challenge:
  ▪ Translation process manual; not synchronized
  ▪ Not leveraging existing translation assets

» Results:
  ▪ 55% reduction in translation turn around
  ▪ 45% reduction in translation project costs
  ▪ Fully automated with real-time project over sight
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

» Who:
  ▪ By automating document-intensive business processes and enabling large-scale collaboration, Alfresco helps companies to service customers better and adapt more quickly to rapid market changes. Every day, over 8 million business users in 180 countries rely on Alfresco to manage 4 billion documents, files and processes

» Challenge:
  ▪ Translation not synchronized across six web sites; manual process with emailing files, error prone, delayed content publishing in five language; unable to track project progress

» Results:
  ▪ Fully integrated, centralized workbench for access to all project files via Cloud; automated project management, workflow; reduced translation spend by 40% and time to deliver new content in all support languages from three months to three weeks
HGST launched a worldwide web site localization project that enabled the translation and localization of content into 8 languages, with room to scale.
Who:
- HGST has an unmatched reputation for reliability and offers a broad portfolio of high quality hard disk and solid state drives that store, manage and protect the world’s data. Our drives are relied on by enterprises, Internet companies, consumers and creative professionals to store and manage their data efficiently and securely.

Challenge:
- 100’s of web site content changes each month; manual translation process to keep updated in eight languages; slow, costly, error prone

Results:
- ROI in first 3 months of use
- Content changes automatically identified, workflow started
- Fully automated with real-time project over sight
The easiest way to draw in 3D

You love what you do. Now love how you do it.

Download SketchUp

9

Ability to quickly keep Product Forums and Knowledgebase articles up-to-date in 9 languages

THE TRANSLATION NETWORK
Case Study

» Who:
  - SketchUp, subsidiary of Trimble Buildings, develops 3D software for architects, designers, builders, and engineers
  - 30 million unique activations a year
  - 40% from outside USA

» Challenge:
  - Localized content not updated; unlock Product Community Forums and Knowledgebase content to in customer’s preferred language to drive CSAT and new activations in expanding APAC region; reduce Tech Support incidents through web self-service

» Results:
  - SketchUp now has fully integrated Lingotek – Inside environment to extend subject matter expertise in Top 9 languages; ability to quickly keep Product Forums and Knowledgebase articles up-to-date; measurable CSAT improvement and reduced support tickets
24,000 documents across 300 products in 19 languages with over 300 information developers and localization experts working together
Case Study

» Who:
  - CA Technologies delivers software and solutions across the complete service lifecycle—from pre-production portfolio planning and service modeling, to service assembly, automation, quality assurance and production management—with solutions that work across its customers’ choice of platforms, technologies and vendors.

» Challenge:
  - 300 information developers and localization specialists
  - 24,000 Documents across 300 languages
  - Support 19 languages

» Results:
  - 55% faster turnaround
  - Content index by Google
  - SEO friendly for each language
Translation in the Cloud
Translation Hub
Manage multilingual content across the entire enterprise.
DevZone

Make your applications multilingual with Lingotek