Lingotek + ORACLE®

The power to translate is now Inside

Oracle WebCenter
Sites

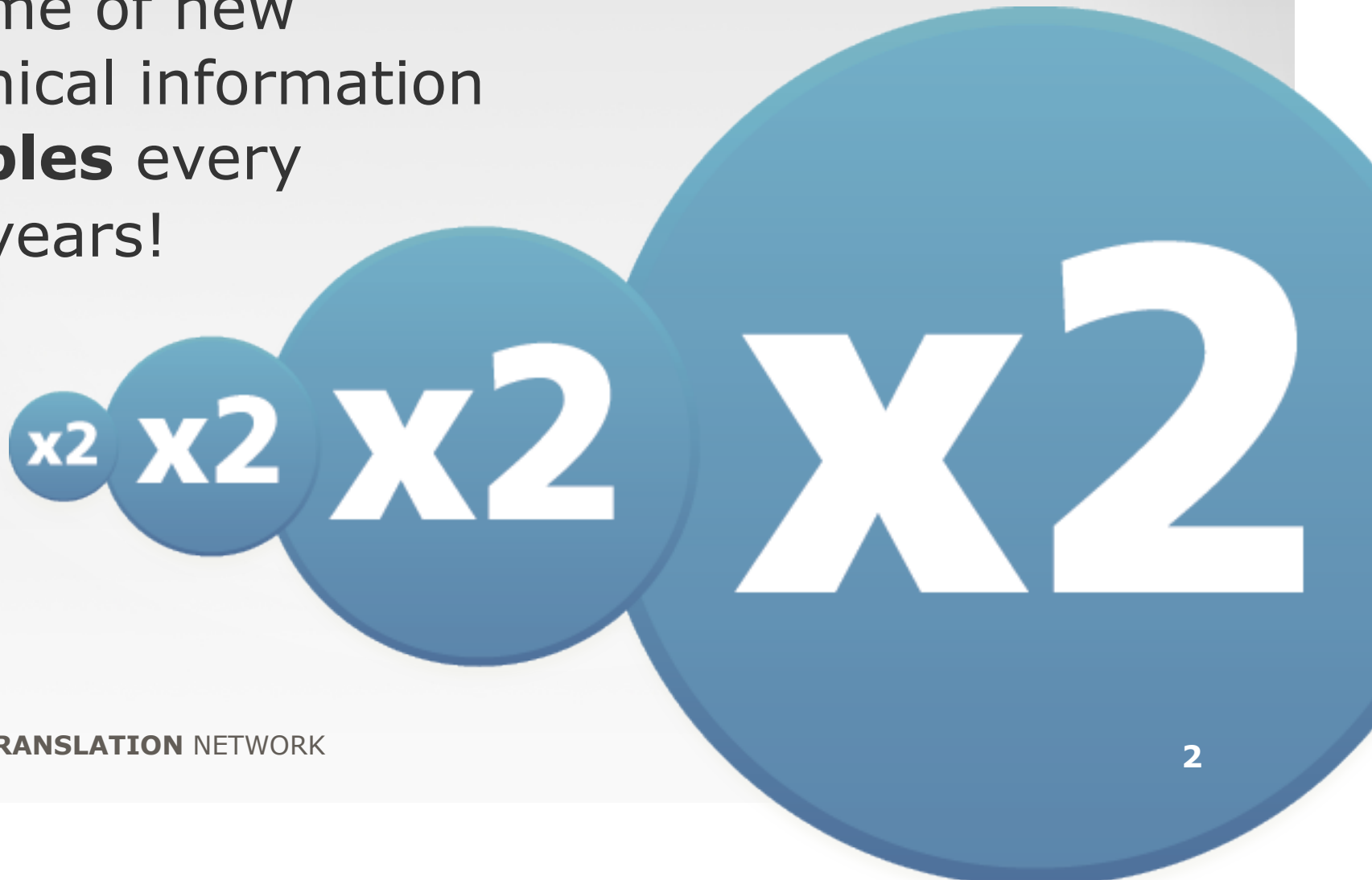
ORACLE Gold Partner

ORACLE Validated Integration
Oracle Applications

ORACLE WEBLOGIC READY

Information Explosion

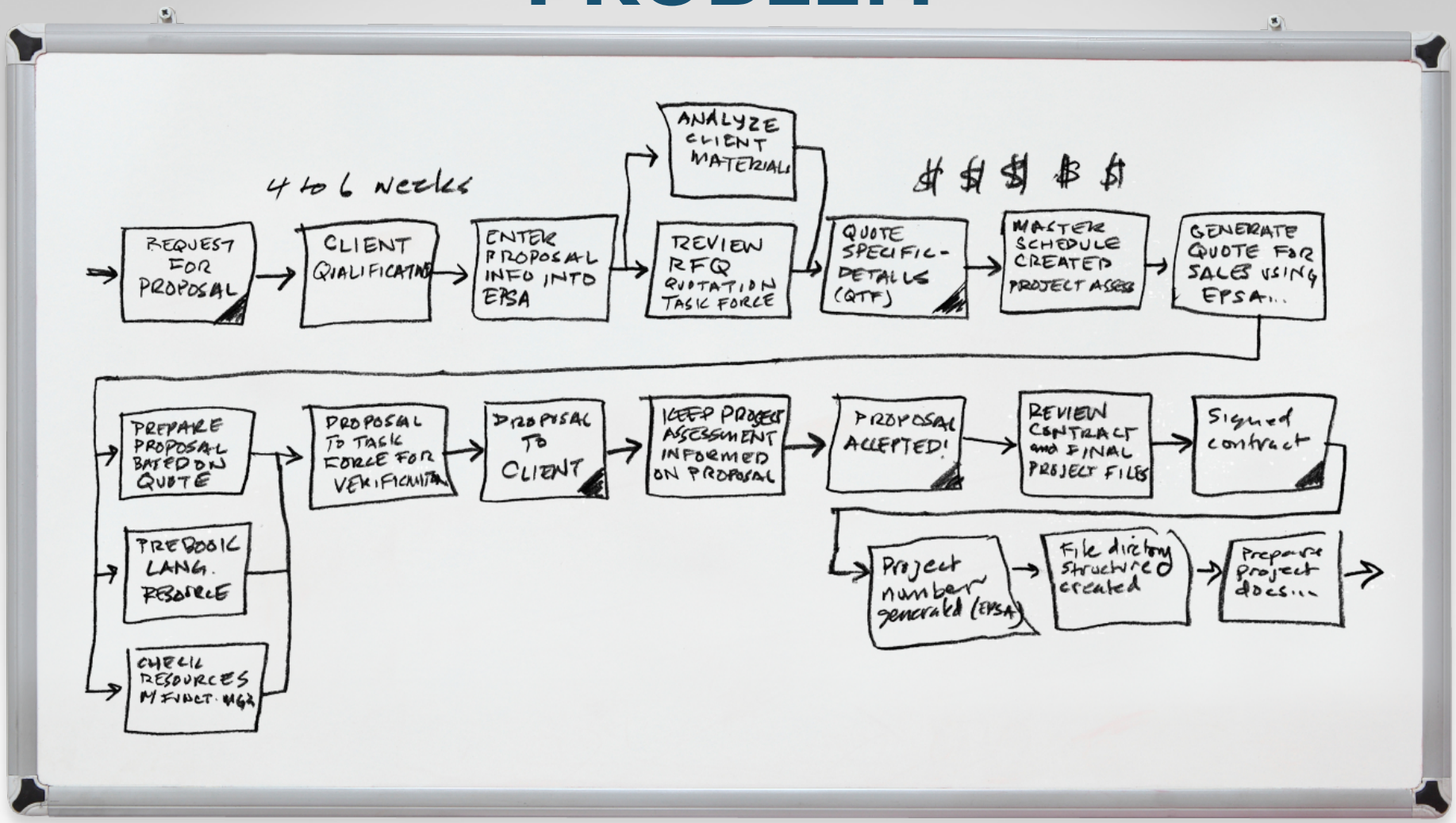
Volume of new technical information **doubles** every two years!



THE SITUATION

ORACLE® customers are re-thinking how to translate this massive amount of information within WebCenter

PROBLEM



Translation agencies are slow and expensive.

Average $.23 a word translation. Not real-time.

SOLUTION

Moving a large offline business process ONLINE.

Lingotek | THE TRANSLATION NETWORK

What We Do

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.

Our Platform

Collaborative Translation Platform™

How It Works

CONTENT
My Website / Content
PUSH
THE TRANSLATION NETWORK
Professional
Community
Automatic
TRANSLATE
CVI
Lingotek
Collabrative
Translation
Platform
PUBLISH

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

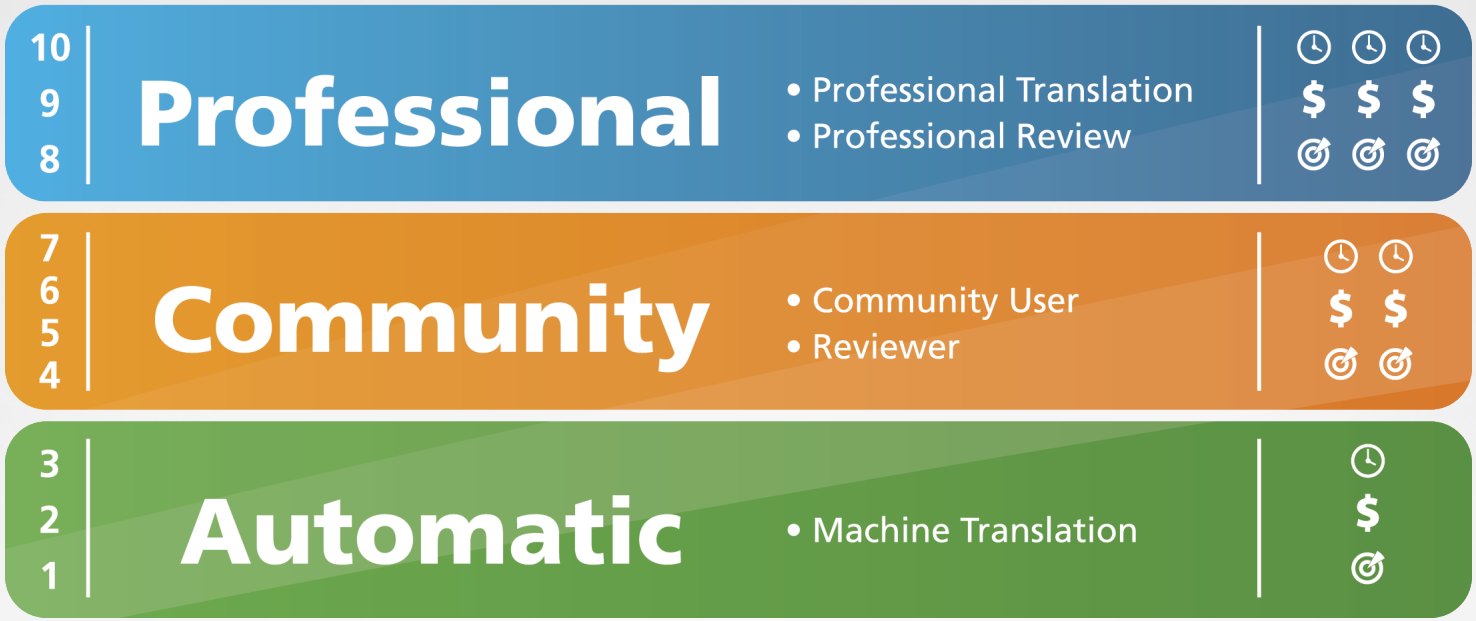
- Import Glossaries
- Automated Extraction
- Management Interface
- SEO Management

PROJECT MANAGEMENT

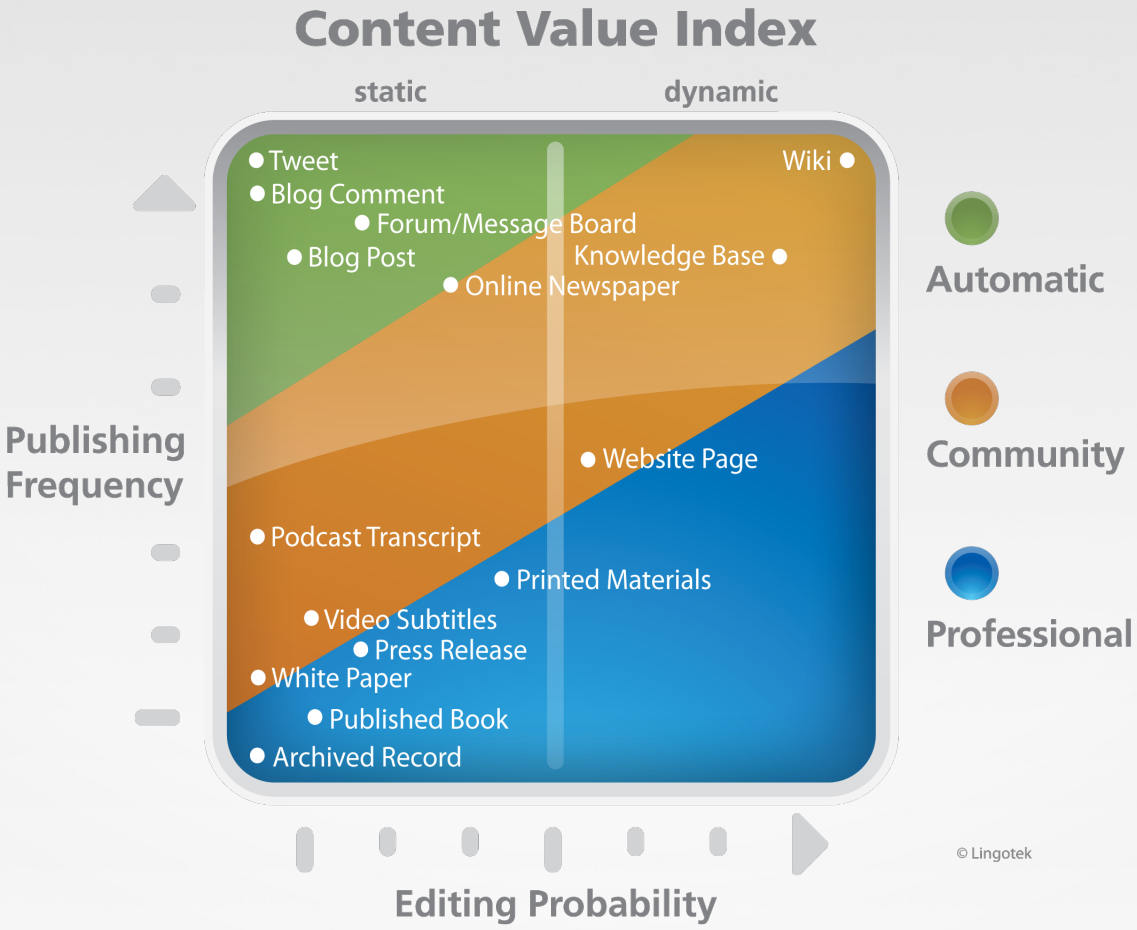
- Customizable Workflow
- Flexible Expansion
- Clear Visibility
- Real-time Stats
- Flexible Resource Allocation

Content Value Index

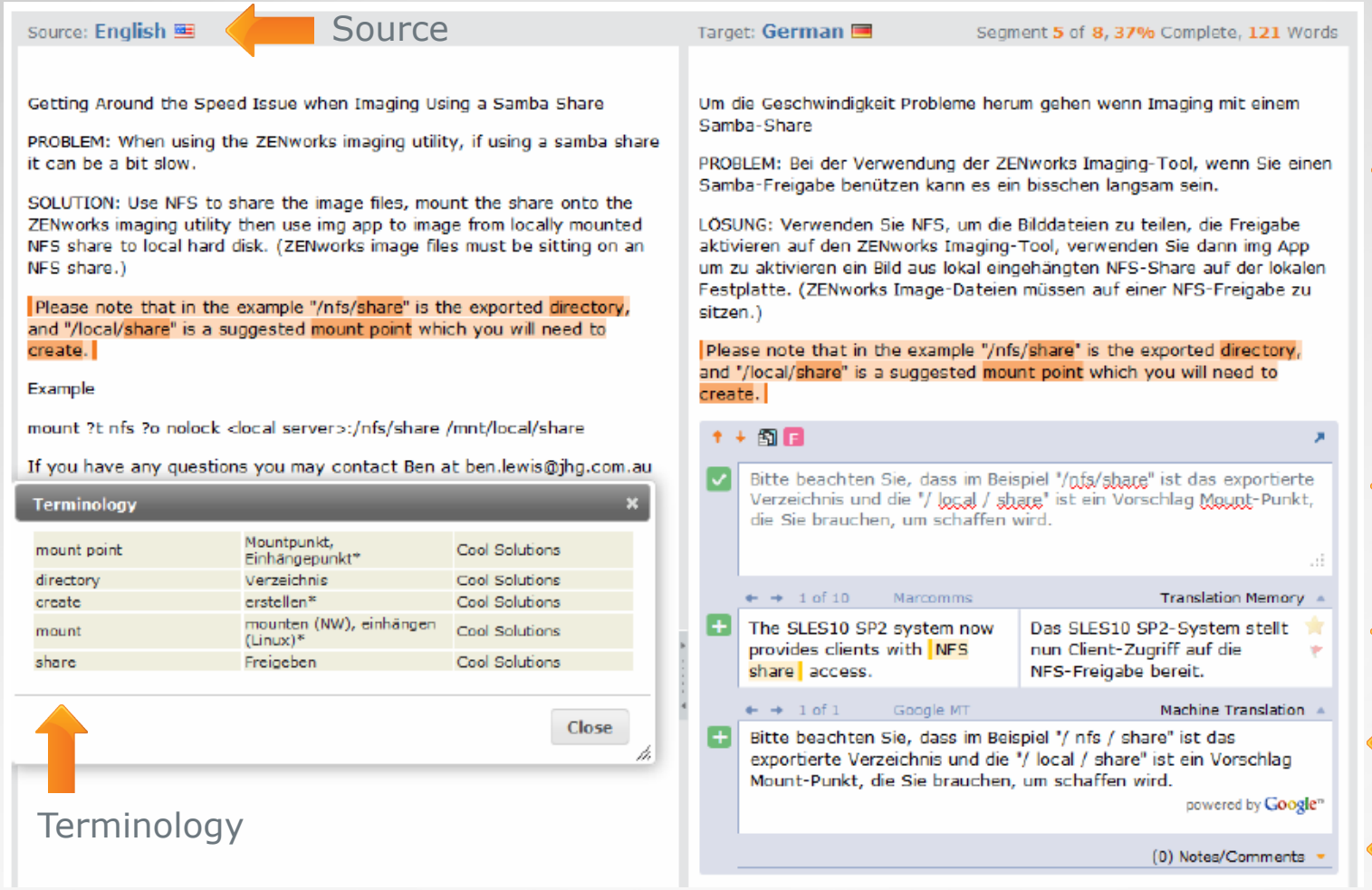
» Three Levels of Trusted Translation



Content Value Index



Lingotek Translator Workbench



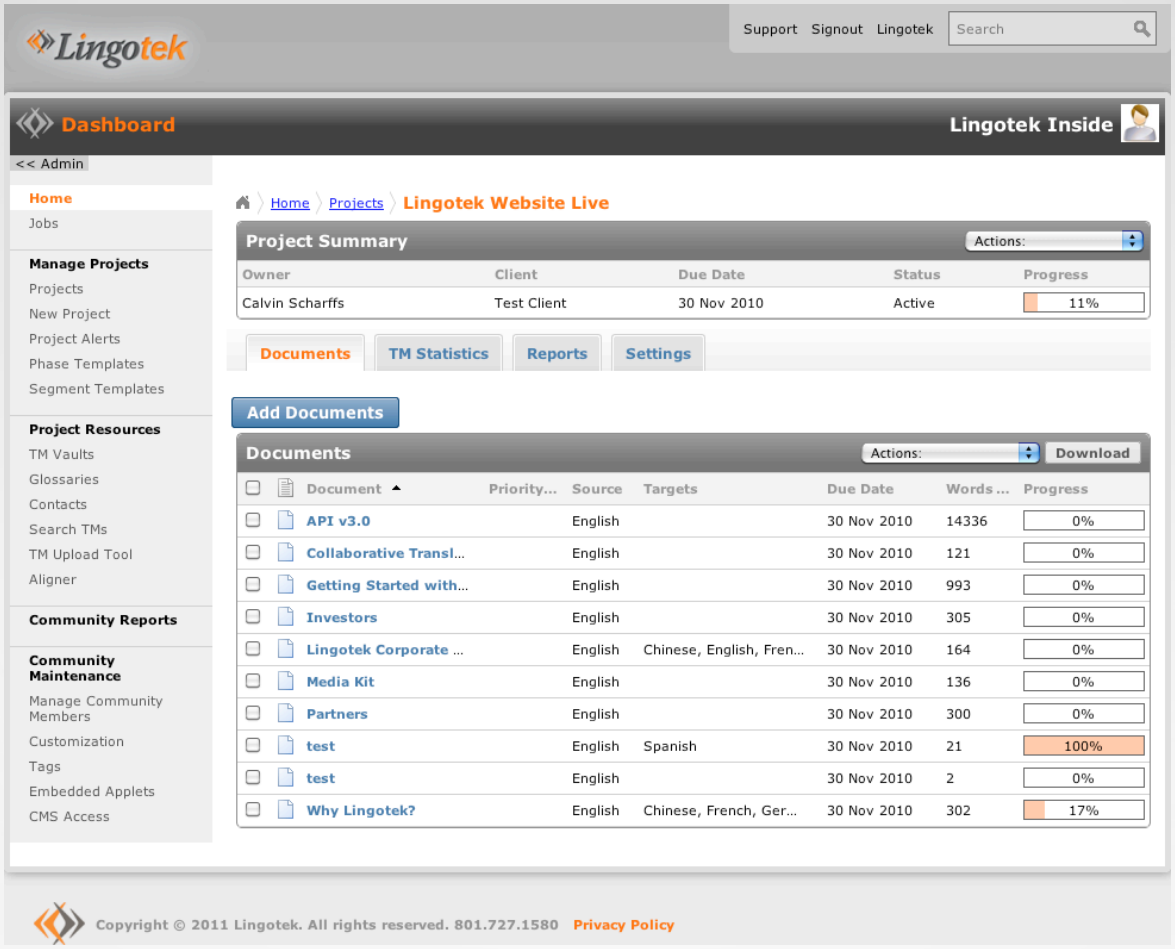
Lingotek Project Dashboard

Manage Projects

Project Resources

Community Reports

Community Maintenance



Project Summary

•Documents
•TM Stats
•Reports
•Settings

Documents

Collaborative
Translation
Platform™

ORACLE® **WebCenter**

Integration

ORACLE Gold Partner

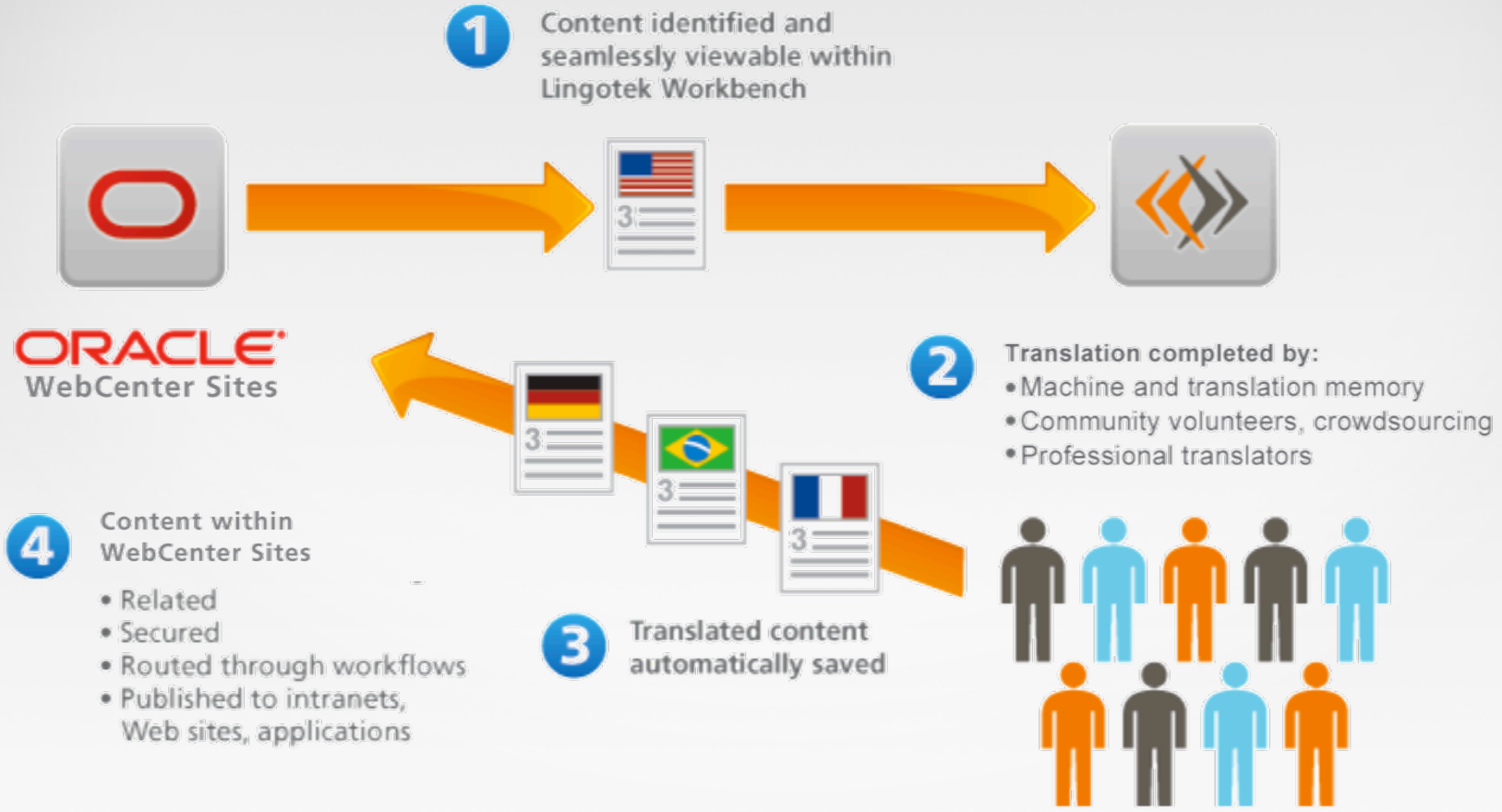
THE **TRANSLATION** NETWORK

ORACLE
Validated Integration
Oracle Applications

ORACLE
WEBLOGIC
READY

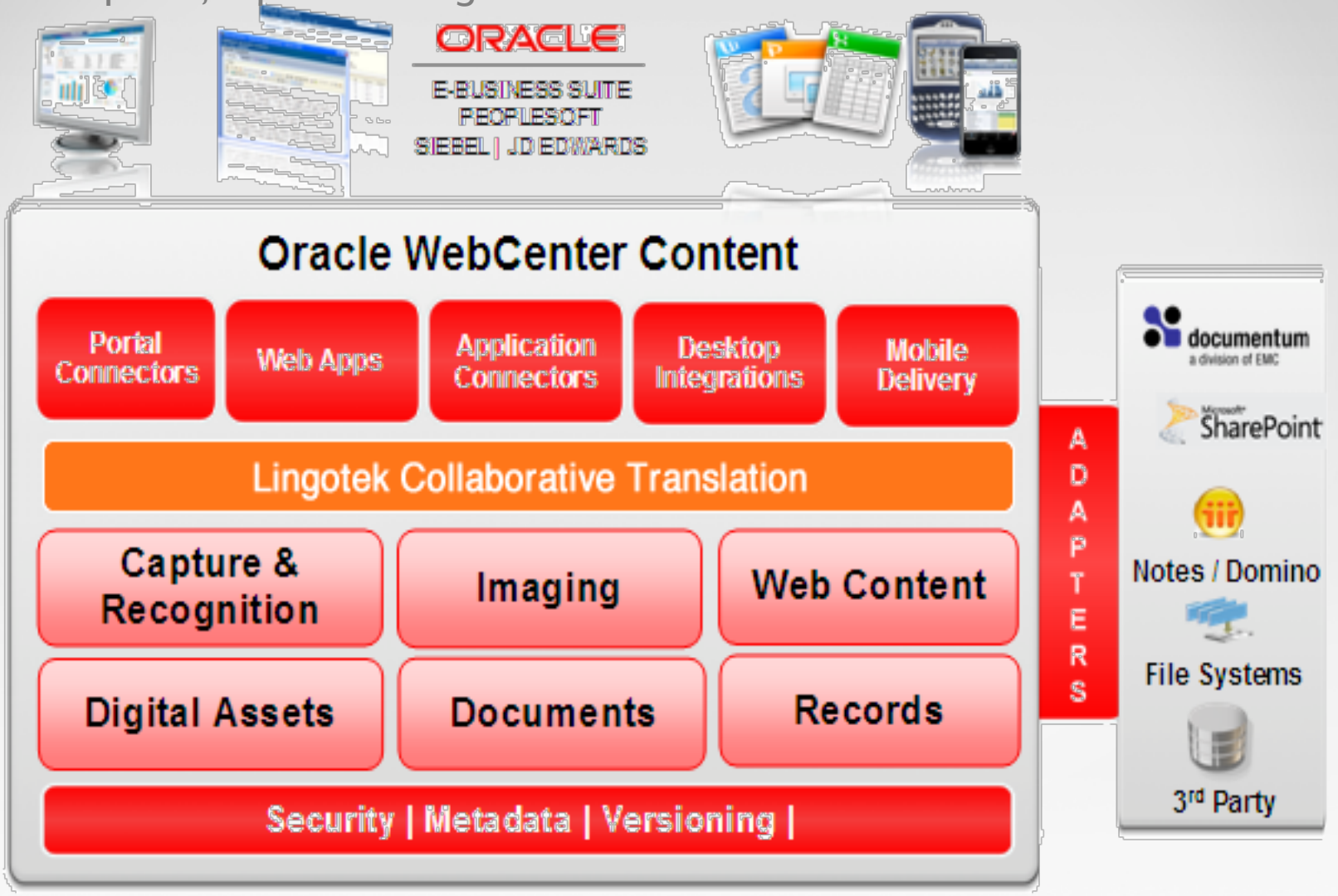
Integrated Solution Overview

Integrates Directly Within WebCenter Sites & Existing Business Processes

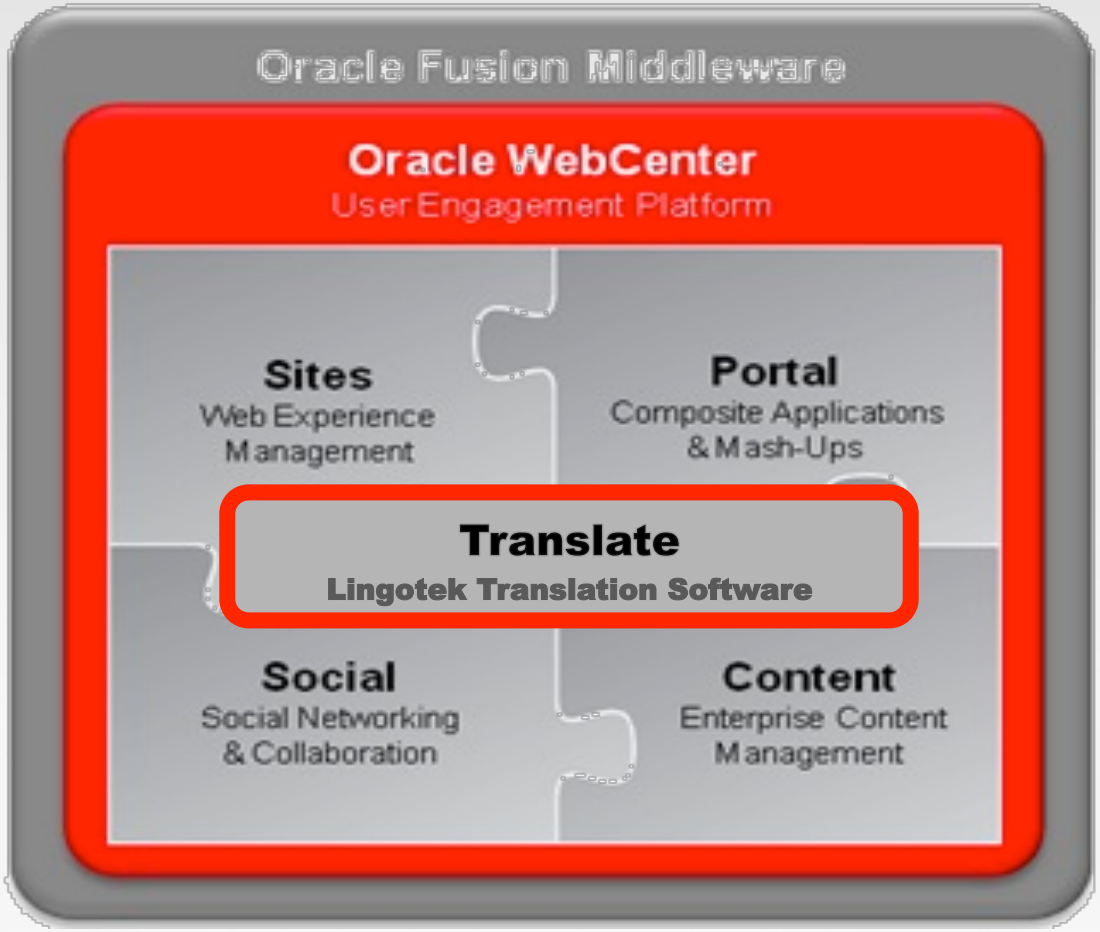


Oracle WebCenter Content +Translation

Complete, Open & Integrated



Additional WebCenter Selling Feature for Content and Sites

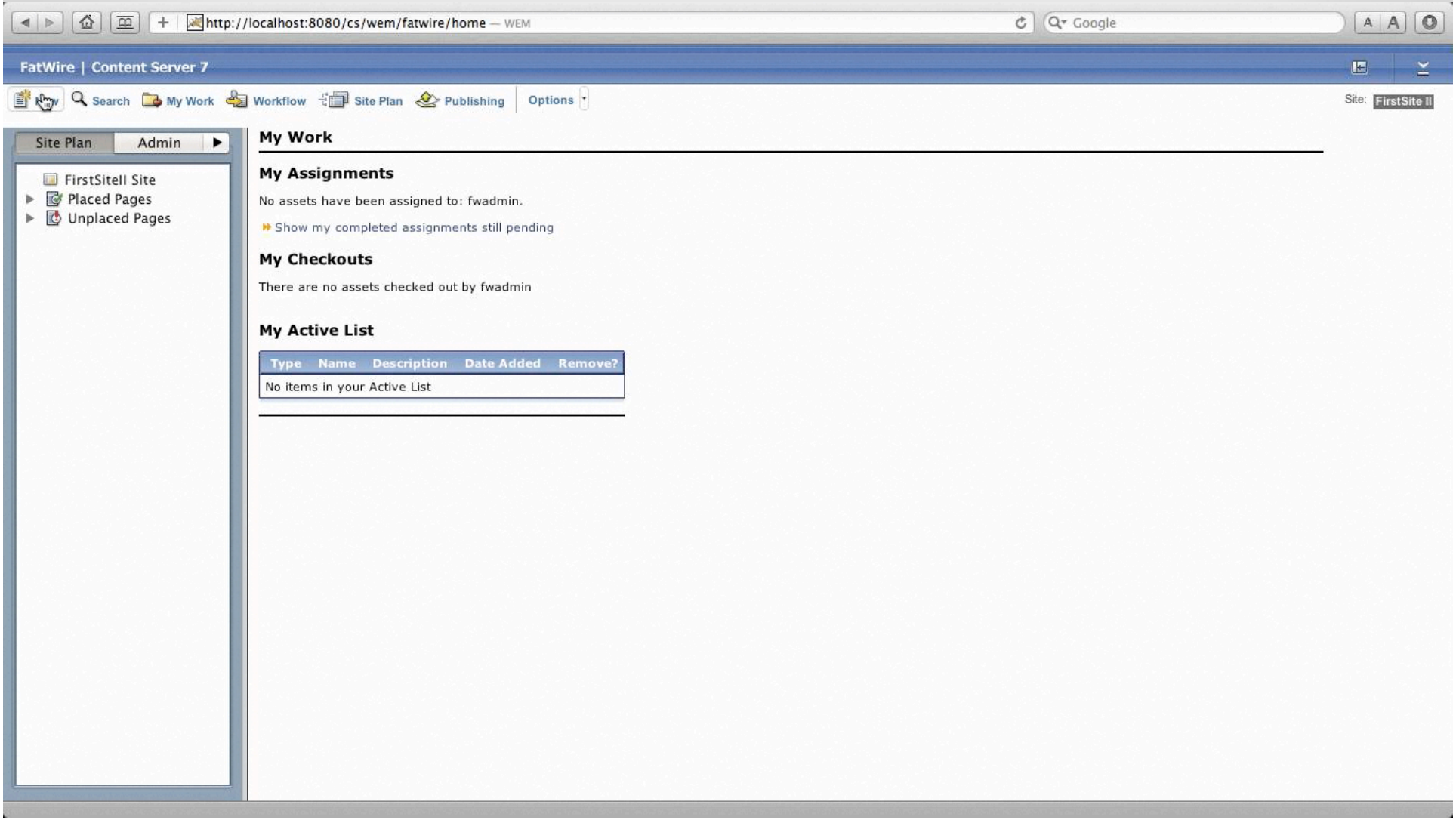


Lingotek Integration: WebCenter Sites

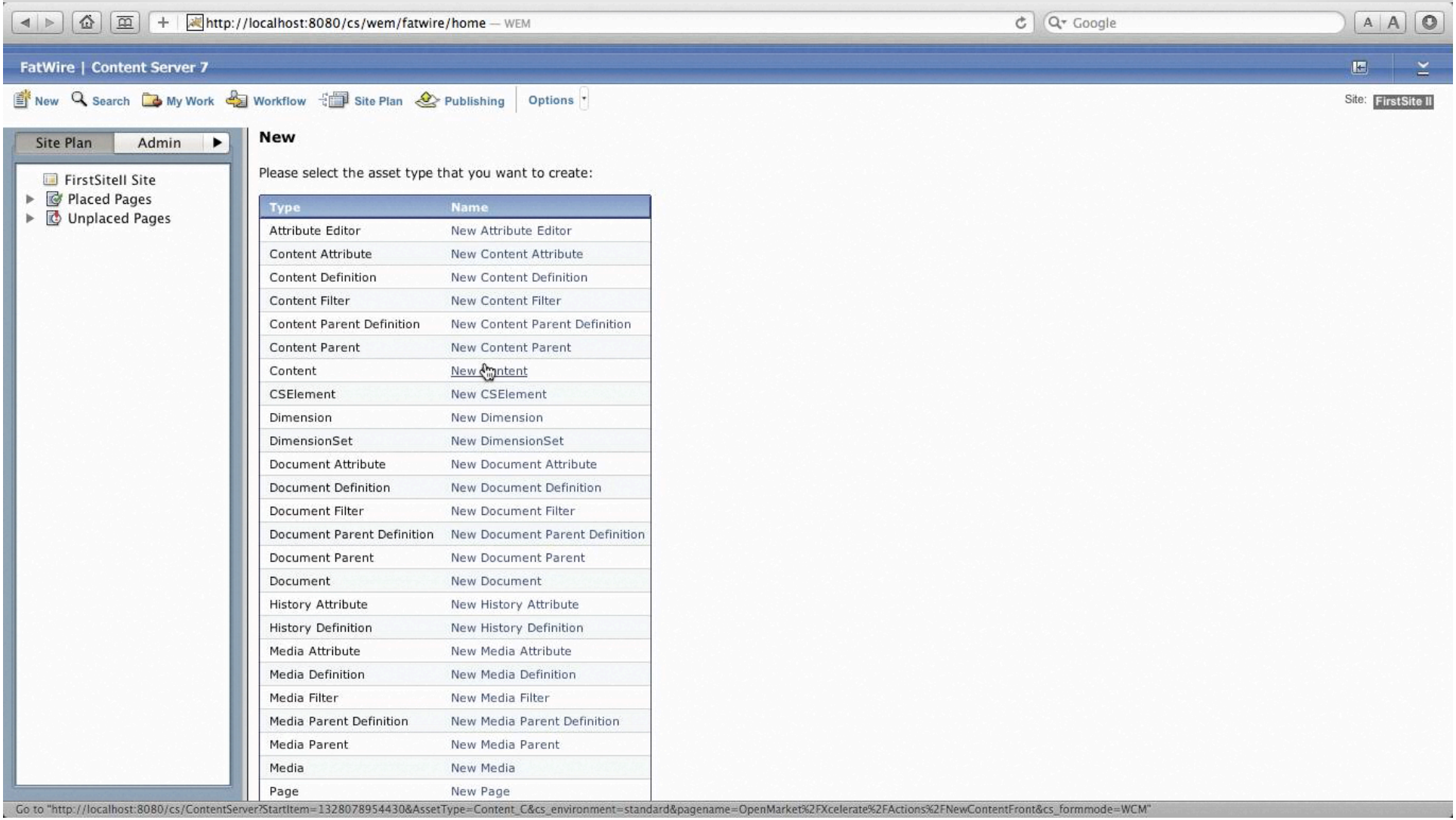
Tony Field
President, Metastratus
tony.field@metastratus.com

METASTRATUS
WEB SOLUTIONS

WebCenter Sites Workflow



WebCenter Sites Workflow



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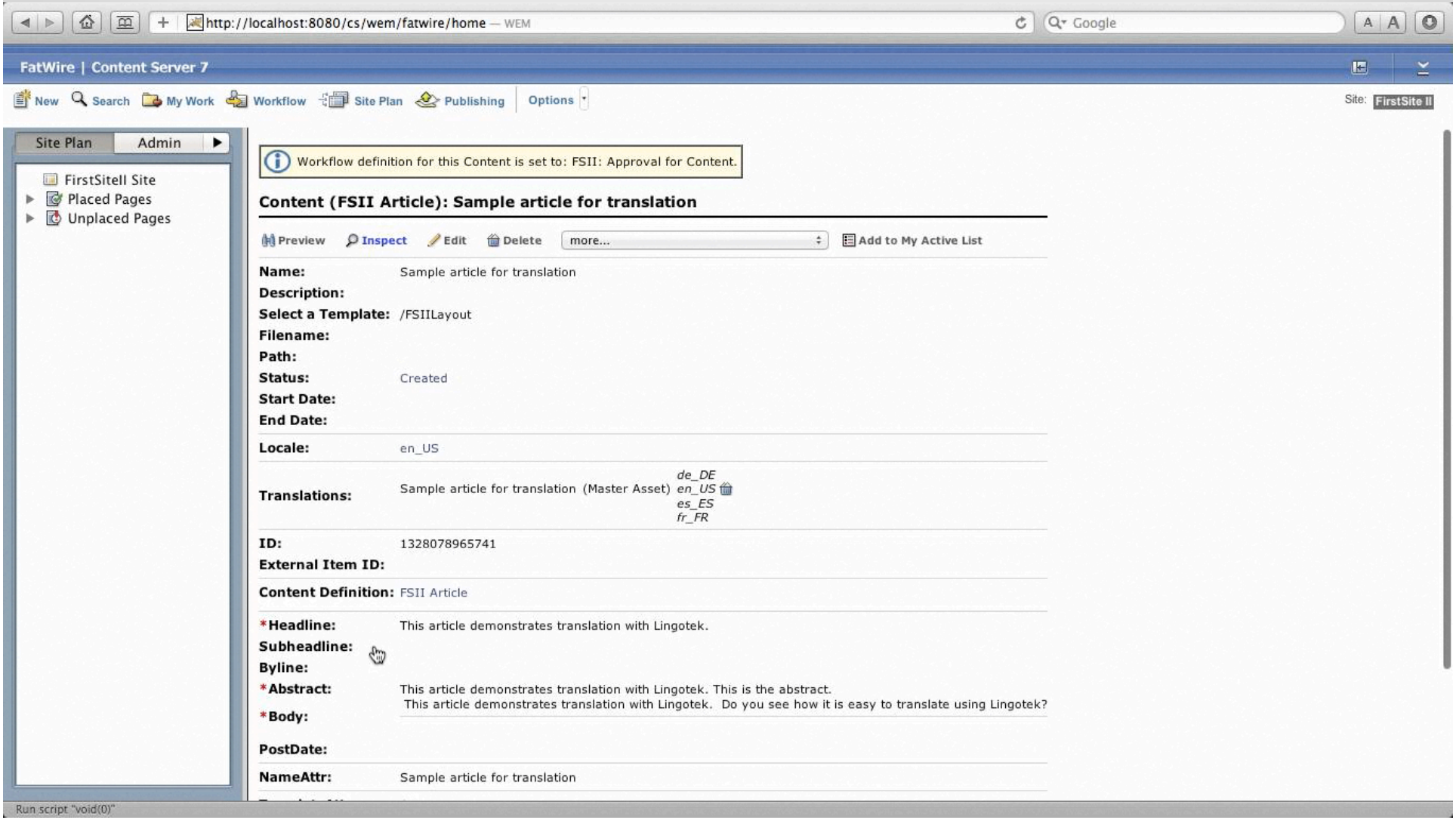

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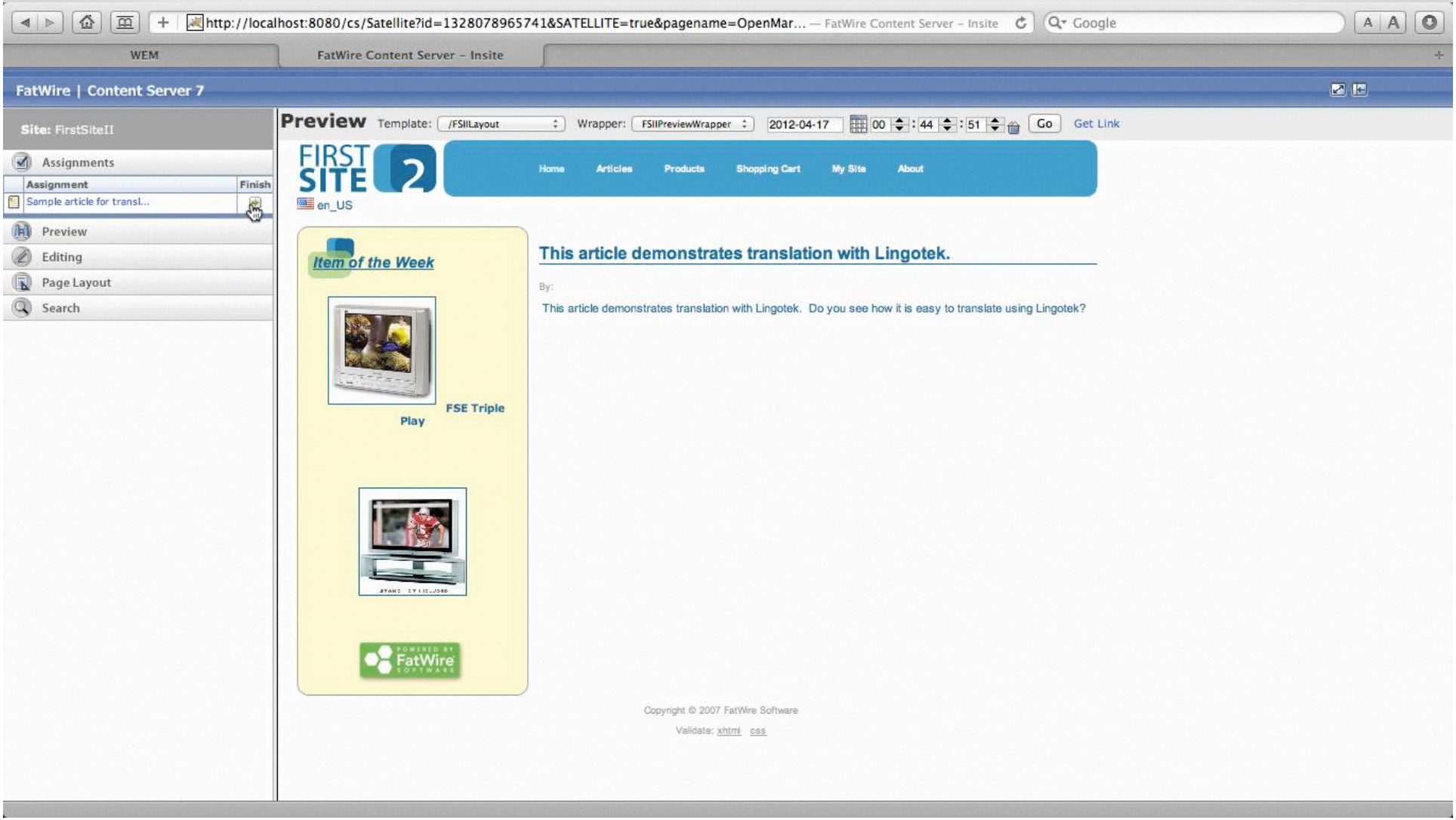

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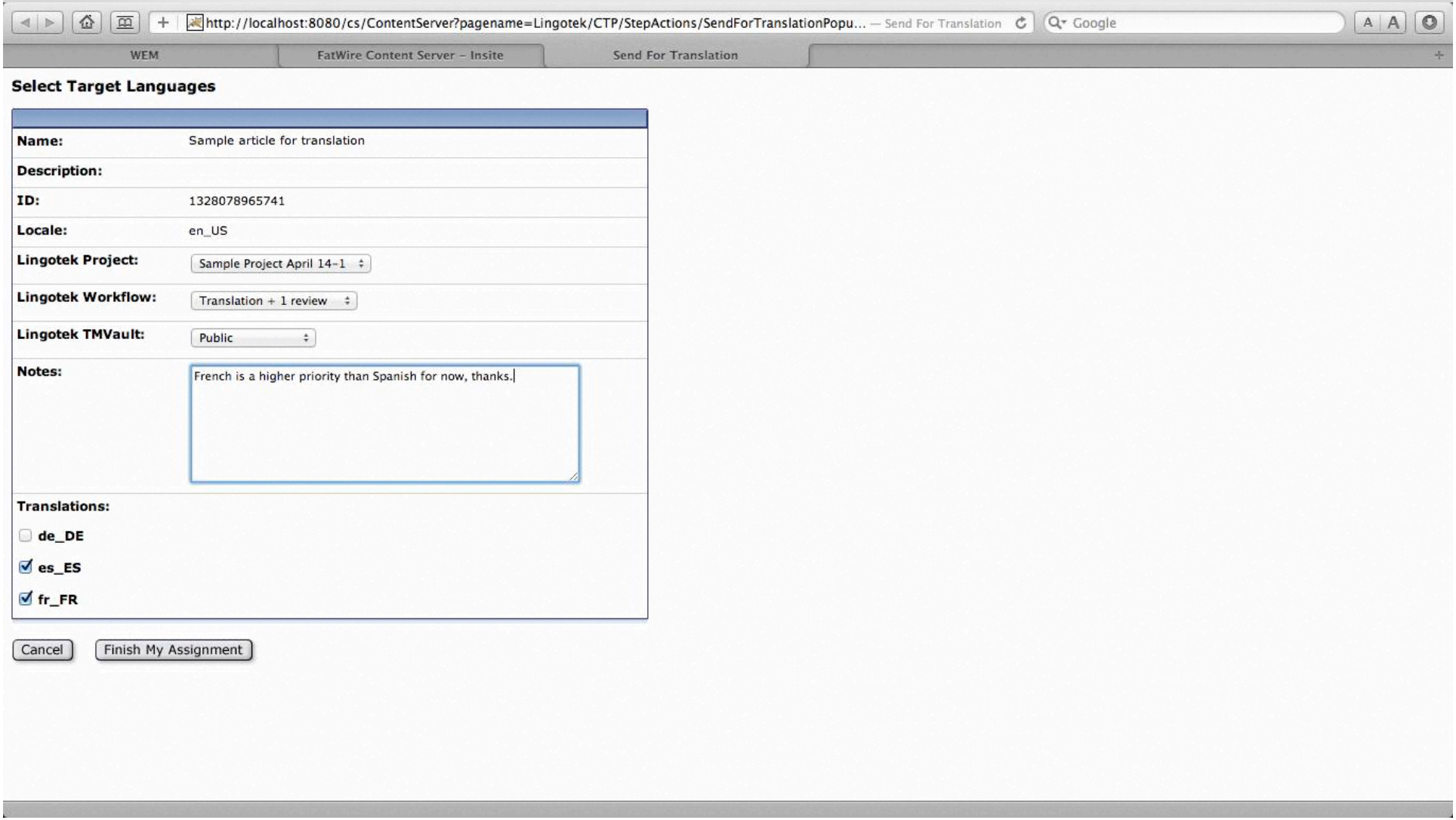

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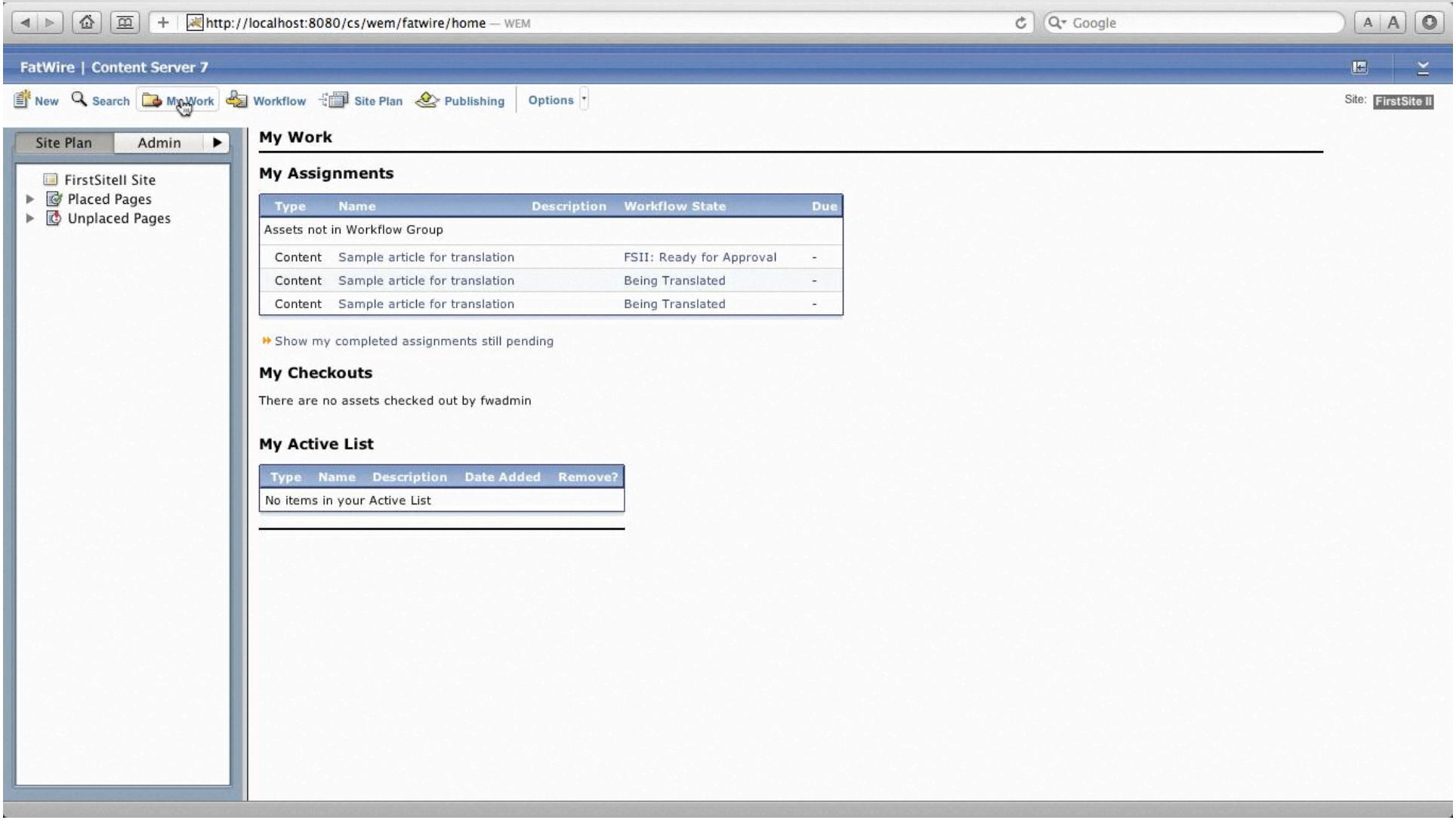

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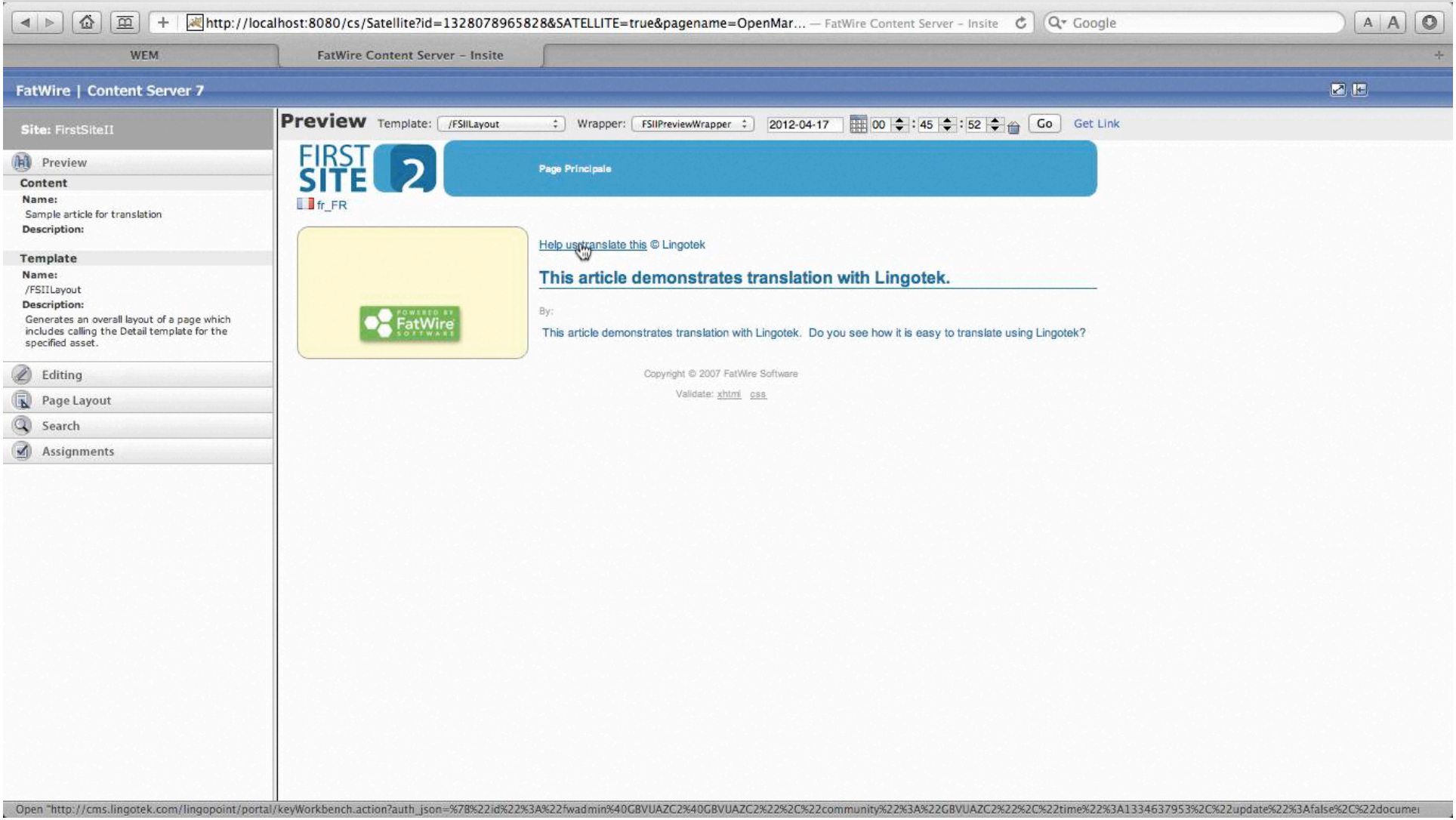

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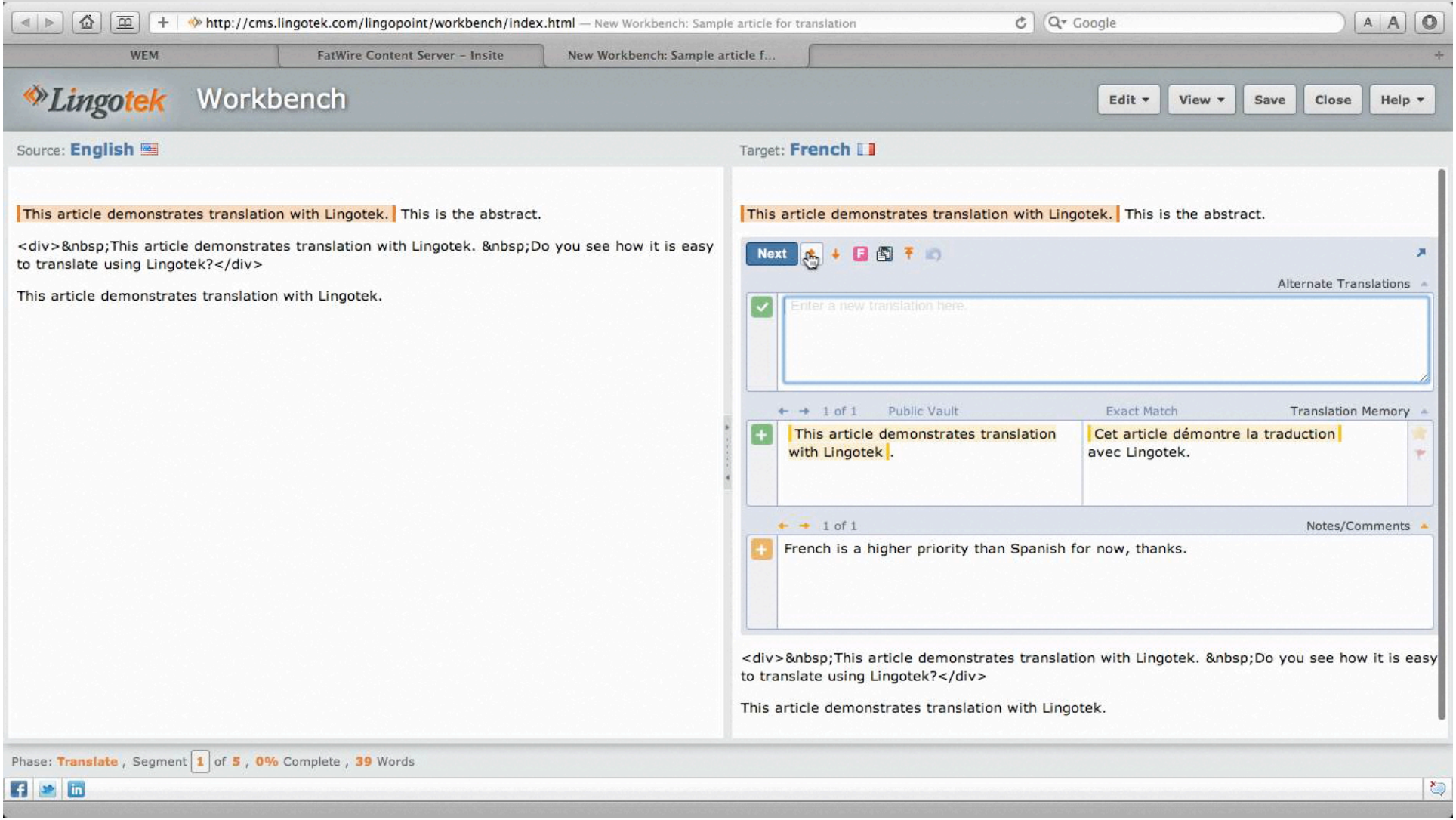

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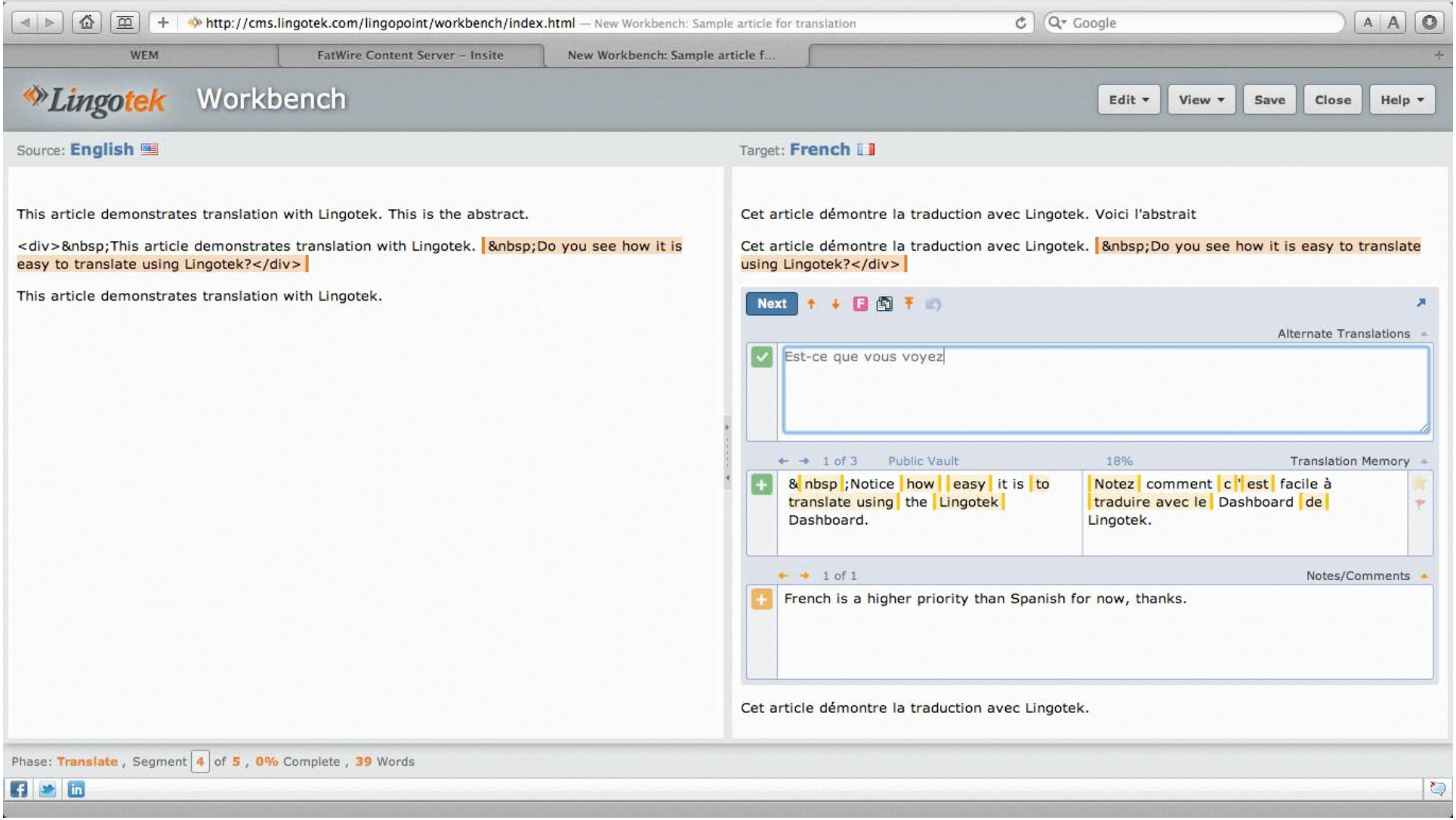

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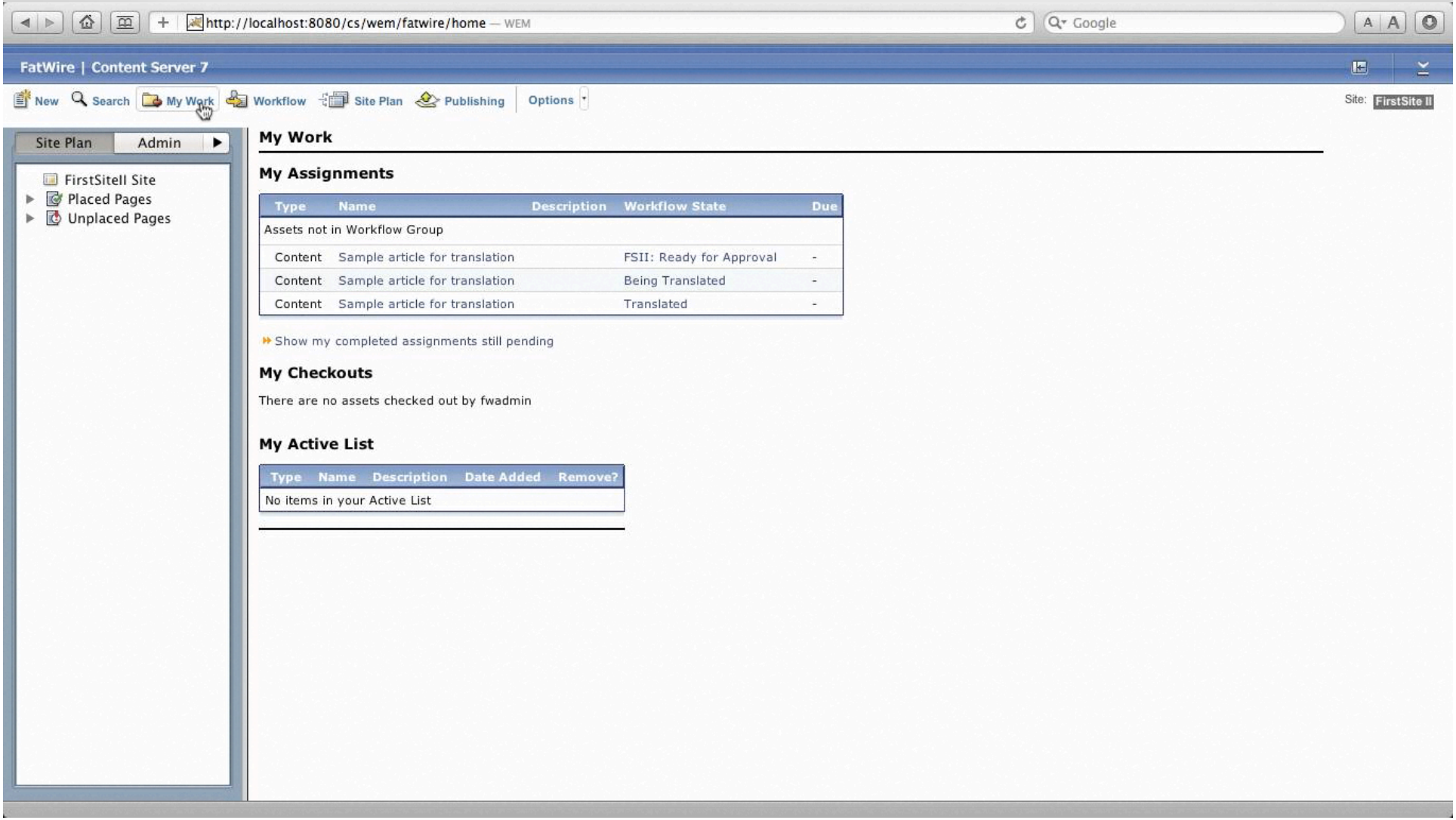

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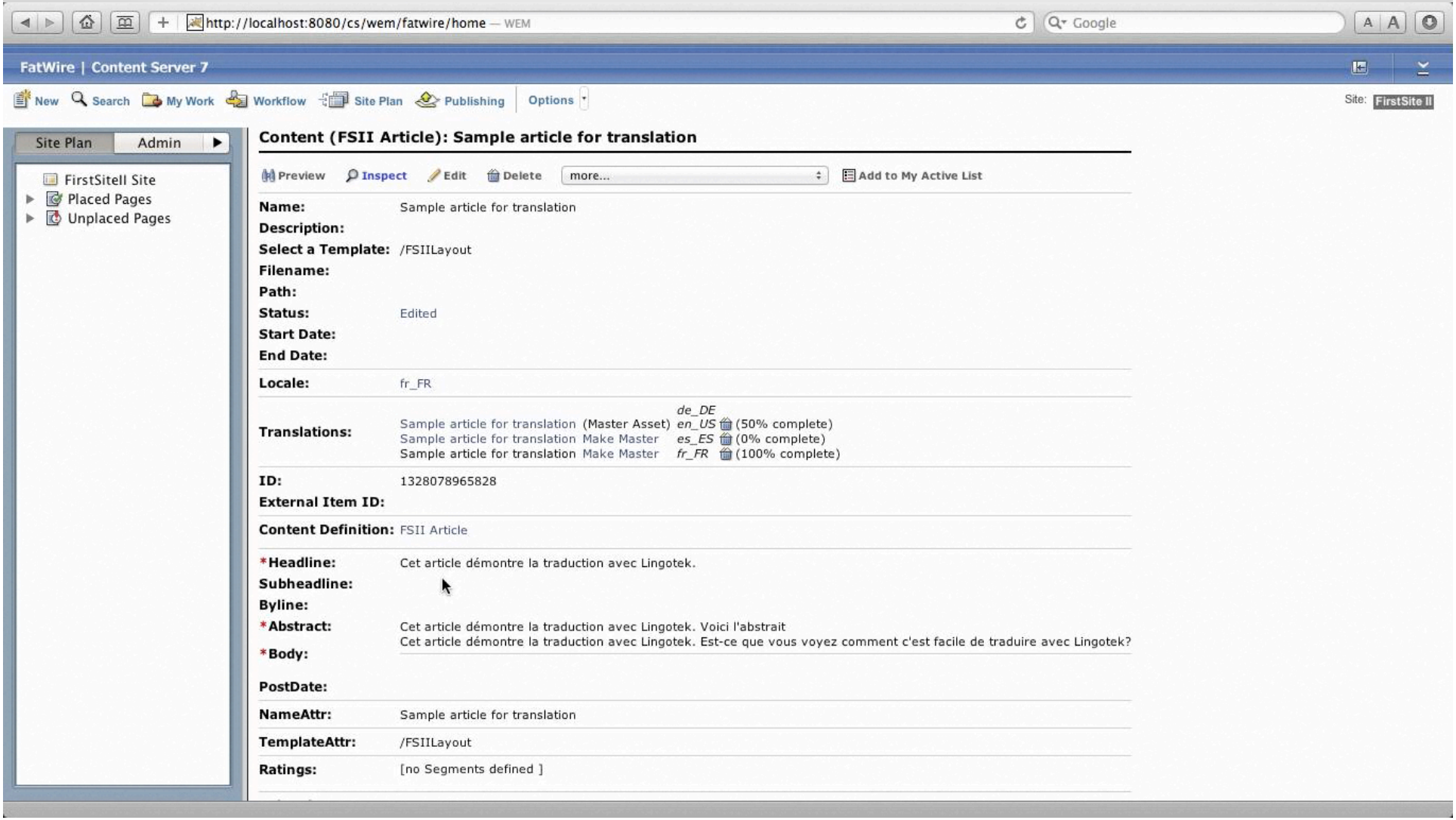

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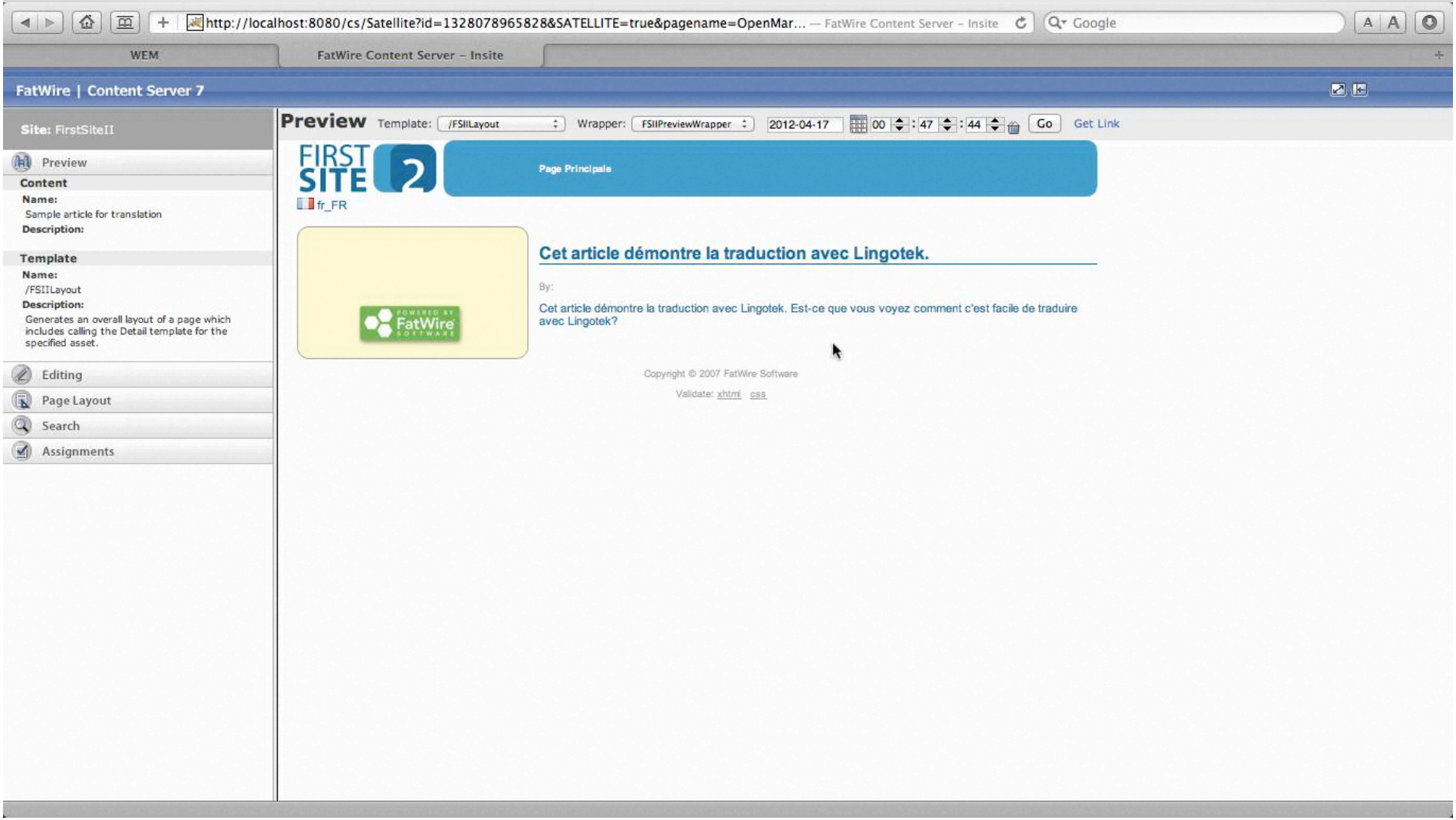

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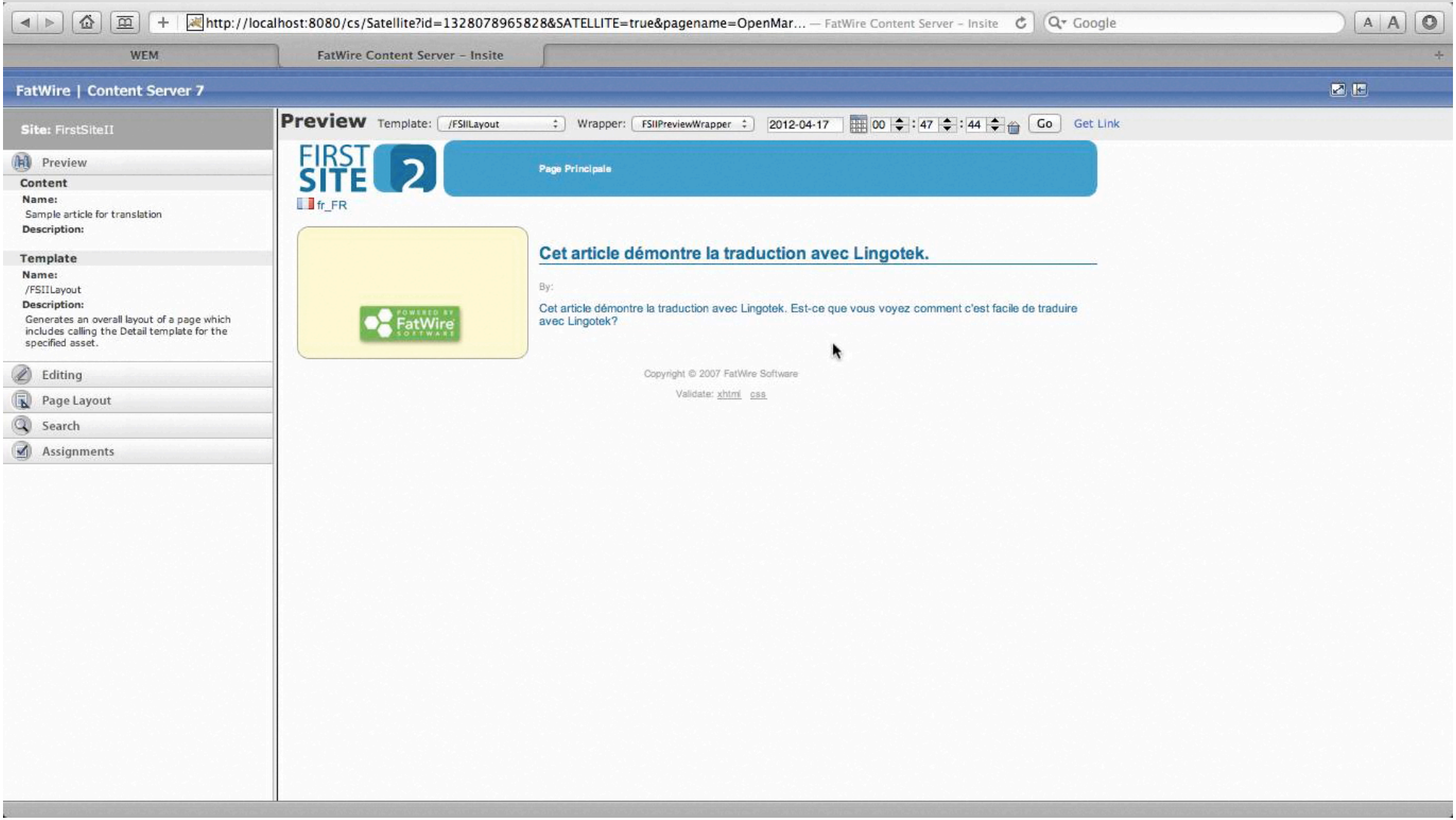


Business Case:
Multi-Lingual Web Sites

Lingotek Inside WebCenter 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[1].
- **Preference**. 9 out of 10 internet users in the European Union would prefer to visit a website in their own language[1].

THE **TRANSLATION** NETWORK

*Localization Matters, Common Sense Advisory, Copyright © 2008
[1] User language preferences online, European Commission, Copyright © 2011

Lingotek Pricing

» Option #1 Core

- $15,000 per Oracle Core plus maintenance
- $2,000 per Oracle Core for Site Studio Integration Software

» Option # 2 SaaS

- Up to: Per Year
  - 25 Concurrent users $60,000
  - 50 Concurrent users $90,000
  - 100 Concurrent users $150,000
  - 250 Concurrent users $250,000

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

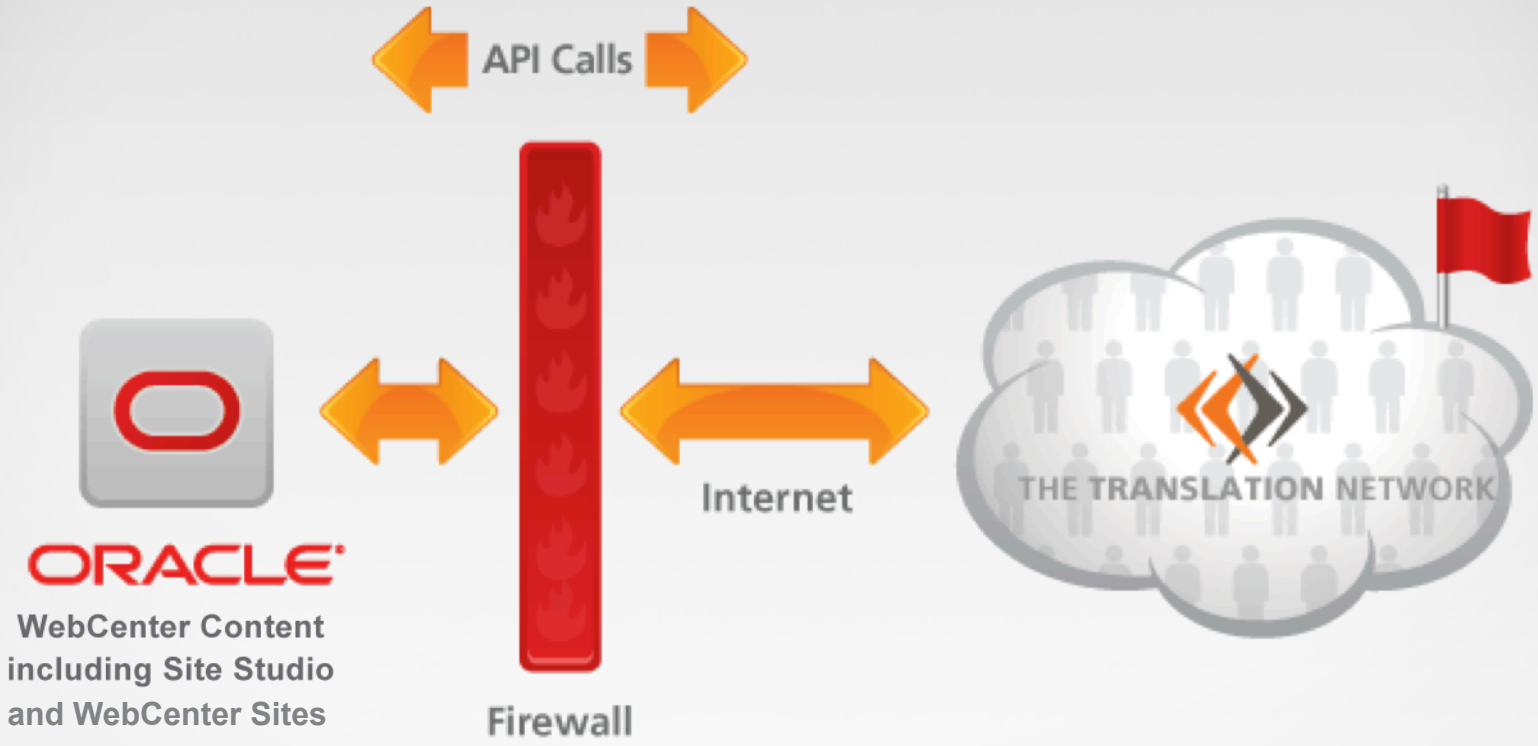
- Customer purchased user licenses for the Lingotek Collaborative Language Translation Platform
- Initial Websites will be translated by Lingotek Translation Services utilizing the Lingotek Platform Workbench enabling:
  - *Translation memories, Glossaries and Dictionaries to be preserved from the Lingotek 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 Savings with Lingotek

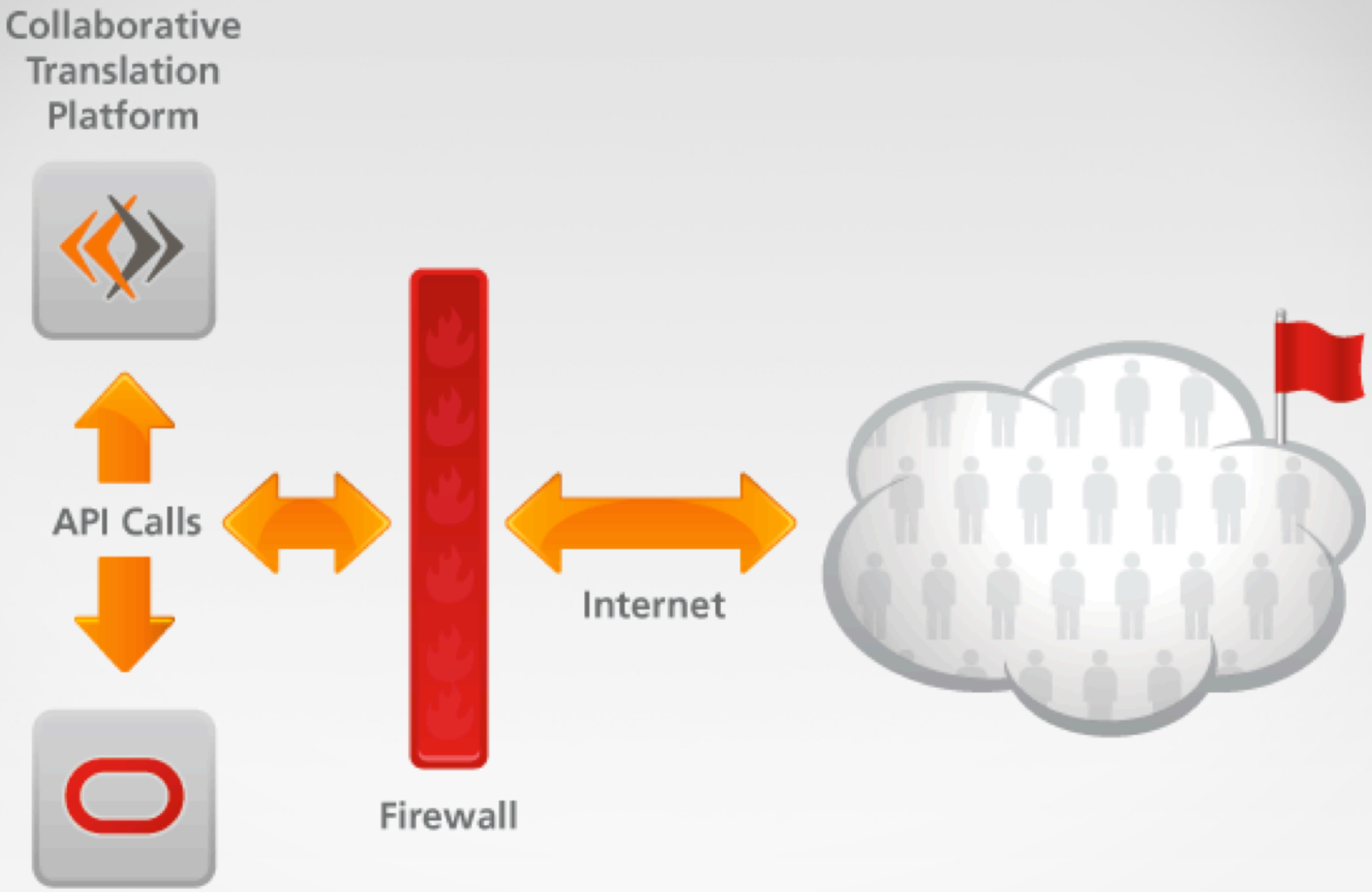
Cost Calculator Adds/Changes	
Cost assuming an agency performs Add/Change translations:	
Website Metrics-	Calculations
Number of Words on source Web site	350,000
Number of different language sites	8
Total number of words on all sites	2,800,000
Percent of content, add/changes per year (industry average is 20%-25% per year)	25%
Total content, add/changes per year (words)	700,000
LSP cost per word for add/change translations	$0.23
Total annual translation costs using LSP	*$161,000*

ROI	
Annual Saas license	$60,000
Total annual cost adds and changes using Agency	$161,000
Total annual savings using Lingotek and Community	$101,000

Architecture – SaaS



Architecture - Premise



Collaborative Translation Platform™

HITACHI
Inspire the Next

THE UNIVERSITY OF UTAH

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Novell

Adobe™

Intermountain Healthcare
Healing for life®

ebay®

selecthealth

Federal Government

ZAGG

digitalPersona

The LIBRARY of CONGRESS

NU SKIN

AVAYA

COPPEREYE

HireVue
BRINGING TALENT INTO FOCUS

NUANCE®

BYU

System's Integration Partners
Oracle WebCenter Specialized Partners

- North America
  - Bezzotech
  - Fishbowl
  - Ironworks
  - Techstream
  - Experis
  - Metastratus
- UK
  - Infomentum
- Germany
  - Silbury
- Nordic
  - Stonebeach
- 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

ORACLE Gold Partner

ORACLE Validated Integration Oracle Applications

ORACLE WEBLOGIC READY

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