



Lingotek Inside Solution Sheet for **ORACLE®** WebCenter Content | Portal | Site Studio | Sites

Lingotek - Inside for Oracle WebCenter Features

- Translate your documents and web content directly from Oracle WebCenter Content | Portal | Site Studio | Sites
 - Access translated content, nominate content for translation, and offer to translate content yourself, all without leaving the Oracle WebCenter environment - no installation burden or separate login required
 - Users can nominate any page for translation, save money by only translating the content that is most important
 - **Professional - High priority content:** Users can nominate high priority content on any page for professional translation
 - **Community - Medium priority content:** Using Lingotek's workbench allows bilingual users to volunteer to translate content easily and quickly
 - **Automatic - Low priority content:** Use inexpensive machine translation and translation memories for low priority content such as blog posts and comments
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Why Lingotek - Inside for Oracle WebCenter – Market and Business Drivers

- Information Explosion - Volume of technical information is doubling every two years
- Oracle customers are re-thinking how to translate massive amounts of content
- 70% of global web users spend their time visiting websites in their own language.¹
- 9 out of 10 internet users in the European Union would prefer to visit a website in their own language.²
- The English language only accounts for 31% of all online use and is in decline.¹
- Worldwide internet users spend \$448B buying goods and services online, and this is expected to increase to \$694B by 2012.¹
- 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.²

¹ Localization Matters, Common Sense Advisory, Copyright © 2008

² User language preferences online, European Commission, Copyright © 2011

Profile of Ideal Customer Target

- Using Oracle WebCenter Content | Portal | Site Studio | Sites
 - Need to translate content
 - Need to better support international customers, partners and employees
 - Want to expand global presence and translate into new languages which may have been restricted by budget constraints
 - Want to support localization of trends in social and community networking
 - Need a solution to support the dynamic nature of localized content which is constantly added to, changed or even conversational
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Customer References

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|----------------------------|---|------------------------|
| • Adobe | • Avaya | • BYU |
| • Coppereye | • DigitalPersona | • Federal Government |
| • eBay | • HireVue | • Hitachi Data Systems |
| • Intermountain Healthcare | • Novell | • Nuance |
| • SelectHealth | • The Church of Jesus Christ of Latter Day Saints | |
| • The Library of Congress | • The University of Utah | • ZAGG |
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Why Buy from Lingotek

- We allow you to **save money** and **streamline** your translation and localization process
 - We have hundreds of very **satisfied customers**
 - We offer very **high quality** services and are **very responsive**
 - “This platform is very **easy to use**, very **effective**, a **time-saver**, and a symbol of collective efforts in translation”
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How to Contact

Lingotek

3400 N. Ashton Blvd.,
#150
Lehi, UT 84043
(801) 331-7777

Sales

sales@lingotek.com
(801) 331.7777 opt 2
(877) 852.4232 opt 2 Toll Free

Support

support@lingotek.com
(801) 331-7777 opt 3
9 am - 6 pm MDT
