

Streamlining global content management and localization

Make the website localization process intuitive and easy

Table of contents

- 1: The localization imperative
- 1: Business benefits of localization
- 2: Challenges to robust localization
- 3: Adobe CQ for Web Experience Management optimizes localization investments
- 4: Translation memory enforces branding and delivers savings
- 5: Translation automation boosts machine automation
- 5: Taking global WEM and localization further with Adobe
- 7: Global content management and localization made easy

Today's medium and large enterprises compete across multiple continents to build and maintain a loyal customer base. Not surprisingly, those organizations that generate personalized and multilingual content through initiatives such as localizing their websites enjoy a significant competitive advantage, while those that do not risk their own viability.

Localization refers to the preparation and publication of content for global markets, with particular emphasis on the technology and processes required to deliver multilingual information. Once considered "nice to have," localizing a company's global digital presence is now a basic requirement for any business.

The localization imperative

In its 2009 study, *Multilingual Product Content: Transforming Traditional Practices into Global Content Value Chains*, market research firm Gilbane Group surveyed a number of medium to large organizations about globalization and found that 89% viewed multilingual communications as critical to major business initiatives. In fact, 77% of companies in the study translated their site content into ten or more languages. In that same study, Hewlett-Packard stated that 69% of its business came from outside the United States and that 90% of its customers made purchasing decisions based on information content, not in-person interaction with HP products.

To many enterprises, the most pressing localization concern is the ability to create, present, and maintain websites accurately in multiple languages. Websites have become a major vehicle for communicating with—and selling to—constituencies around the world. They are a focal point of both risk and opportunity as visitors are no longer confined by geographic boundaries.

This paper explains the business benefits of localization as part of an overall online personalization strategy and highlights the main challenges associated with online multilingual requirements. It also demonstrates how next-generation Web Experience Management (WEM) solutions are superior to first-generation Content Management solutions in their ability to deliver seamless localization within the context of website content creation.

Business benefits of localization

In a report based on a survey of localization users, the Localization Industry Standards Association (LISA) recently stated that the typical business achieves a return on investment (ROI) of US\$25 in revenue for each US\$1 it spends on localization. This finding clearly illustrates the impact that localization efforts can have on a business's brand, customer relationships, and, ultimately, bottom line.

Most global businesses spend millions of dollars to develop and nurture their global brands. Localization helps ensure that a brand remains consistent across the enterprise, even if that enterprise has decentralized processes for content authoring and publishing.

Terminology management

According to Gilbane Group, over 80% of localization technology users surveyed consider terminology management essential to global customer experience, brand management, and overall quality and consistency.

Customer satisfaction is also directly linked to successful website localization. In an eight-country survey of 2,400 customers, localization market research and advisory firm Common Sense Advisory found that 52% of online consumers make purchases only from those websites that present information in their native language. In addition, the more important a product or service is to a buyer, the greater the impact of local-language web communications on the buyer's purchasing decisions. Depending on the product, as many as 85% of online consumers would not make a purchase without first reviewing information presented on a site in their native language.

While localization has clear benefits for businesses entering new markets around the globe, it also supports initiatives that address the growing diversity in existing markets. Businesses need to apply localization technology now to tap into a large potential customer base and gain customer loyalty before their competitors do.

Gilbane Group highlighted five corporate business goals for which the use of localization technologies during content creation provided significant ROI:

- Maximizing customer satisfaction and experience
- Having a global-ready technology architecture
- Reducing costs (in terms of labor, re-creating content, and so on)
- Meeting regulatory requirements
- Growing revenue and customer base

It's clear that localization delivers significant business value in helping enterprises achieve their most critical objectives. In fact, according to the Gilbane Group, 89% of medium and large enterprises stated that multilingual communications were an important factor in their major business initiatives.

Challenges to robust localization

While the importance of consistent multilingual content creation and dissemination is clear, many organizations struggle with the process. According to Forrester Research, 76% of companies say that the accuracy of local language content is a pain point in managing global brands. Forrester also found that the customer experience of these companies suffered as they went global and that they faced particular difficulties in maintaining the consistency of their global brands.

Within most enterprises, no single factor can be pinpointed as the cause of their localization pains. Typically, it is a combination of several factors:

- Decentralization of translation assets
- Cumbersome manual processes for content dissemination
- Lack of business user empowerment

Decentralization of translation assets

Historically, enterprises have outsourced nearly all of their localization and translation needs to Language Service Providers (LSPs). Individual LSPs tend to focus on a specific language or market and do not operate globally. This means that each local office of a global enterprise hires its own LSP and manages that relationship locally. This arrangement leads to a serious dilution of brands and messaging for the following reasons:

- **Variable quality of LSPs**—Not all LSPs are created equal, and they provide different levels of client support and translation accuracy.
- **Local office messaging control**—Local offices frequently do not align with the global enterprise's top level positioning and do not adhere to centralized branding and messaging. These offices may be creating their own non-standard content or messages and passing it on to their LSPs for translation.

Cumbersome manual processes for content dissemination

First-generation web content management (WCM) systems offer no framework or solution for managing multilingual content translations. Not only do they lack translation rules and glossaries, but they also provide no automated method for easily distributing content out of the WCM system for translation, receiving edits and comments, and redistributing approved translated versions of the content.

Lack of business user empowerment

Most WCM systems do little to empower business users as they develop content to be translated for localization purposes. Particularly in first-generation WCM systems, there is no integration between translation technology platforms and the WCM system. This means that WCM system users need to download and run an external translation application and perform data transfers themselves from the WCM system to the translation platform. Simply put, this is too complex for most business users, hindering the efficient localization of company websites and diluting the brand. It also creates issues related to content export and import, often requiring the assistance of internal IT to facilitate the process. This is a serious concern for enterprises, because most of their content creators are business focused, not technologists. Combine the velocity at which business moves today and the competitive pressure to keep content updated and fresh, and there is a clear gap for many organizations.

Adobe CQ for Web Experience Management optimizes localization investments

Adopting localization-ready WEM is clearly a priority for global enterprises. However, gaining corporate approval has not always been easy, primarily because of the issue highlighted previously—technology challenges related to business user adoption. Typically, first-generation WCM systems are notorious for the burden they place on business users: both to jump between different systems and applications and to rely on IT to explain or set up routine tasks. In most cases, users have had to learn how to use both the WCM and the localization system. Moreover, integration of translation functionality into WCM workflows is typically disjointed, forcing users through a high number of clicks to prepare and send content for translation. Then, if the WCM system requires a lot of background processing, the localization process becomes unacceptably slow and causes users to perform their own out-of-system workarounds.

Adobe's WEM solution, with Adobe CQ at its core, provides the functionality that business users require, making it much easier for enterprises to adopt a system for translation and dissemination. Though the "WCM" acronym implies "web as a singular channel," WEM provides permission-based publishing across a range of output channels, including email, mobile, social networks, web, and print. This also includes multilingual translations and localization platforms.

By leveraging CQ, the integration with localization systems becomes seamless and simple for business users. Additionally, users operate solely within the CQ system, with no need to learn or download the translation system. The translation functionality becomes a single click embedded within the content creation workflow. The advanced file-sharing and language portal features of localization solutions make this single-click integration possible. Advanced collaboration capabilities also allow users to find, share, and download packages (editable file and folder representations), components, and hot fixes from the CQ server and incorporate them into the translation portal, which already includes the languages, LSPs, and workflows for each content type.

Figure 1 depicts the manner in which CQ seamlessly incorporates localization functionality into workflows.



Figure 1. A single click provides incredible time-saving functionality.

Workflow automation

Workflow automation is critical to a successful web localization strategy. Without it, organizations must manually exchange translation memories through email or FTP. These manual file exchange processes create a serial queue of translation projects from site to site, resulting in decreased productivity and increased translation costs.

From the perspective of CQ users, nothing changes in their content creation routines—except that now they have a one-click option to localize the content they just created. This means that marketers can own the publishing processes, better control the message and brand, reduce their dependency on IT development teams, and drastically speed up time to market globally for new content.

Translation memory enforces branding and delivers savings

Many organizations rely on stovepipe WCM and localization systems, necessitating manual intervention to move content between the two. This makes it difficult to return both the original and the translated versions of content to the WCM system, resulting in a complete loss of translation memory. Today, there is no reason why organizations should continue to redevelop the same content multiple times, as it is costly and inhibits the speed of doing business. WEM/localization system integration overcomes this issue while providing additional benefits in terms of brand consistency, productivity, asset management, and content ownership.

Brand consistency

Every time a content asset is created, the risk of diluting the brand rises as different language professionals interpret the original content and messages differently. The ability to reuse previously approved translated content helps make the company's brand more consistent as the organization introduces new websites to new audiences and geographies.

Increased productivity

Leveraging existing content is one of the easiest ways to reduce translation costs and accelerate time to market. The use of shared translation memory assets maximizes the number of preexisting translations that are leveraged. Considering the potential time lapses between content submission and approval among globally dispersed team members, the benefit of real-time access to approved translated content becomes clear. It also eliminates the need to have LSPs translate the same content again and again.

Asset management

With a centralized repository for translated content and assets, marketers in local geographies can be more productive while rolling out new campaigns or messaging. Meanwhile, version control is upheld so that the correct assets are being used at all times. Leading localization systems enable language managers from both the enterprise and its LSP to search, modify, and delete translation units (TUs). Clear distinctions can be made between project TUs that are entered into the translation memory by translators versus TUs that have already been approved.

Another advantage is that centralized, role-based management of specific content permits content owners at corporate headquarters to lock specific blocks for review and edit by specific users. It is also possible to create departmental translation memories that contain specific branding and style conventions based on the intended end use (such as marketing, legal, or HR). This enables an enterprise to unlock only certain blocks within a page (or certain pages) for local offices to edit for their own markets.

Content ownership

Many LSPs do not share their translation memory assets with their enterprise customers. This makes switching LSPs expensive, and it cuts into future productivity due to lost content that must then be re-created. With shared translation memory assets, enterprises have real-time access to the content they paid to create. This allows them to choose between internal language resources and a variety of LSPs, giving them total flexibility to create a translation process that works best for their business requirements.

Translation automation boosts machine automation

Translation automation from within the localization system provides CQ users with a seamless, easy-to-use solution for managing multilingual content, language translations, and translation vendors. Translation automation should not be mistaken for machine translation, as they are quite different from each other. Upon completion, machine translations typically require extensive editing. Translation automation, in contrast, creates automated workflows for making the process of human translation and multilingual content management simple, efficient, and cost-effective. Its purpose is to put the right content in front of the right reviewer at the right time.

This is not to say that machine translations cannot be useful in certain situations. Use cases for machine translation typically involve scenarios where time to market is more important than accuracy or cases in which a human translation process would be too costly. In these situations, WEM localization solutions can help to make machine translations more effective by providing a glossary of preapproved terms. The machine translator can then better select the best translation option, requiring less manual editing of the machine-translated content. By improving the accuracy of machine translations over time, the solutions also increase overall ROI.

Taking global WEM and localization further with Adobe

Adobe CQ includes features designed to streamline the process of multilingual content creation and localization as well as global website creation, social collaboration, marketing campaign management, and overall digital asset management—all within a unified platform. A true drag-and-drop interface means that marketers and business users are free to develop their own ways of doing business without relying solely on IT development teams.

Some of the most prominent features include site blueprinting, in-context editing, and seamless integration with Translations.com's GlobalLink® localization and translation platform.

Site blueprinting is the CQ multisite management tool that enables wizard-driven site creation. It allows inheritance of content from one website to another, including a set of rollout rules and a live copy of the site template and site structure. With site blueprinting, business users can launch localized websites faster than ever. And CQ in-context editing makes website revisions even faster.

Adobe CQ and Translations.com's GlobalLink technologies are seamlessly integrated so that users can perform multilingual content translation and localization without ever having to leave the CQ user interface. This is made possible by CQ PackageShare technology, Translations.com's GlobalLink platform, and the CQ standards-based architecture, which enables simple integration with localization solutions. CQ leverages the standard Java™ Content Repository (JCR) standards, Representational State Transfer (REST) software architecture, and the OSGi standard.

Adobe CQ and Translations.com integration overview

Leveraging PackageShare, business users can perform a simple configuration that will provide single-click integration with Translations.com's GlobalLink platform. GlobalLink Project Director, which is the localization workflow engine, integrates with CQ, providing users with a powerful solution to initiate, automate, control, track, and complete all facets of the translation process. Key to the integration is its seamless nature. Users never leave the CQ environment and can send newly created content for translation with a single click. Content is preprocessed against existing, server-based translation memory assets and automatically packaged as vendor-neutral localization kits that can be distributed to any combination of internal or external translation resources. If required, translated content can be validated internally utilizing the GlobalLink Translation & Review Portal, which is a web-based review environment. When the translated content is final and approved, automated calls from CQ to GlobalLink pull edited translation content back into the CQ standard workflow for publishing.

Combined with the extended localization workflow capabilities of the GlobalLink platform, CQ gives users a comprehensive solution to manage enterprise content for markets around the globe.

Customer case study: Raising visibility for the Nu Skin Brand around the globe

Nu Skin Enterprises was founded in 1984 with a commitment to providing quality skin care products that feature premium, wholesome ingredients. Today, Nu Skin is a billion-dollar company listed on the New York Stock Exchange with more than 750,000 active, independent distributors and preferred customers worldwide.

As part of its tremendous growth in recent years, Nu Skin expanded operations into 50 global markets across Asia Pacific, the Americas, and Europe. As a result, Nu Skin found itself managing more than 100 websites, with most sites translated into at least one additional language. As the company pursued new marketing initiatives, it sought to maintain brand and messaging consistency, but its legacy WCM solution lacked the localization and translation capabilities the company required. Because the system was homegrown on a proprietary platform, it was difficult to integrate with third-party localization solutions.

To address these issues, Nu Skin began a complete redesign of its websites using the Adobe WEM solution, including CQ5 Web Content Management. Because the company wanted to improve its localization efforts, it deployed a solution that included both Adobe's WEM solution and Translations.com's GlobalLink platform.

In just nine months, Nu Skin achieved a complete redesign of its web properties, including implementation of hundreds of new content pages, a content inventory, and applications. "Our previous web content management solution took 6 months to implement in Europe," stated Josh Scott, Web Architect of Nu Skin Enterprises. "The solution that we implemented using Adobe and Translations.com was rolled out in only 63 days for 51 sites in 25 markets and 18 different languages, and that's with web analytics and the ability to search."

Maintaining individualized content by market is extremely important to doing business in Europe for Nu Skin. Each country has its own set of guidelines and regulations regarding the sale of cosmetics. To ensure market-specific compliance and to speed up its multilingual content creation and dissemination, Nu Skin focused on the following features within the Adobe and Translations.com solution:

- Multisite manager blueprints—to create a new site based on an existing site
- Language manager—to dictate which content is visible in which country
- Workflows—to automate the process steps according to business logic

Figure 2 demonstrates the simplicity of Nu Skin's solution.

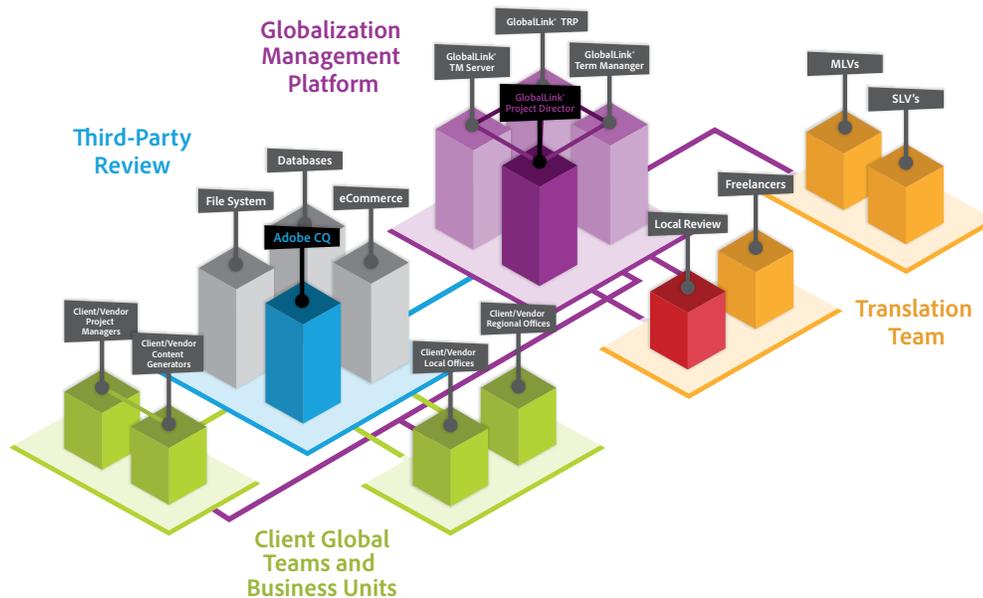


Figure 2. Translation workflow.

Through this workflow process, Nu Skin makes changes across its sites with greater efficiency, speed, and accuracy. For example, the company easily rolls out approved images to all sites, updates links, performs mass translations across shared-language sites, and deactivates and deletes specific pages through mass workflows.

The end result has been tremendous time savings and much faster time to market for new sales initiatives.

Global content management and localization made easy

Localization is critical for any enterprise that seeks to maintain its brand and establish strong customer relationships globally. Most consumers engage with international brands through the web, making localization of website content an absolute business necessity. This is particularly true for product and service companies that sell items that consumers deem to be of high value.

Efforts to improve website localization have often failed because enterprises have neglected the needs of frontline business users. These users need to be empowered with simple, intuitive systems and processes that enable them to perform localization functions with speed and precision. This means having a WEM solution that integrates seamlessly with the multilingual translation and localization environment. Not only does such integration free users from IT dependence, but it enables them to focus on creating compelling content for markets around the world in a much faster and more cost-effective manner.

Adobe, together with Translations.com, provides the most streamlined and robust web localization solution on the market today. The standards-based CQ architecture and PackageShare collaboration functionality, combined with the GlobalLink platform and multilingual translation environment, make the website localization process intuitive and easy for business users. And since the joint solution is completely vendor neutral, business users can work with any external LSP they choose and even incorporate existing internal translation teams into the process. This puts the power of content creation and localization in the hands of business and marketing teams to ensure their business strategies are being communicated accurately to their customers.

This localization offering in the context of an overall web experience management strategy is critical for businesses that want to establish a strong global presence, yet drive relevance in local regions and markets.

To learn how your organization can quickly and easily maximize its global brand potential and streamline website localization, contact Adobe today.

For more information
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