AEM GEMS: AEM 6.1 Translation Integration and Best Practices

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Multilingual Content Management: Getting it right – the first time!

1

Start with structure

2

Get a grip on governance

3

Extend your reach with translation technology

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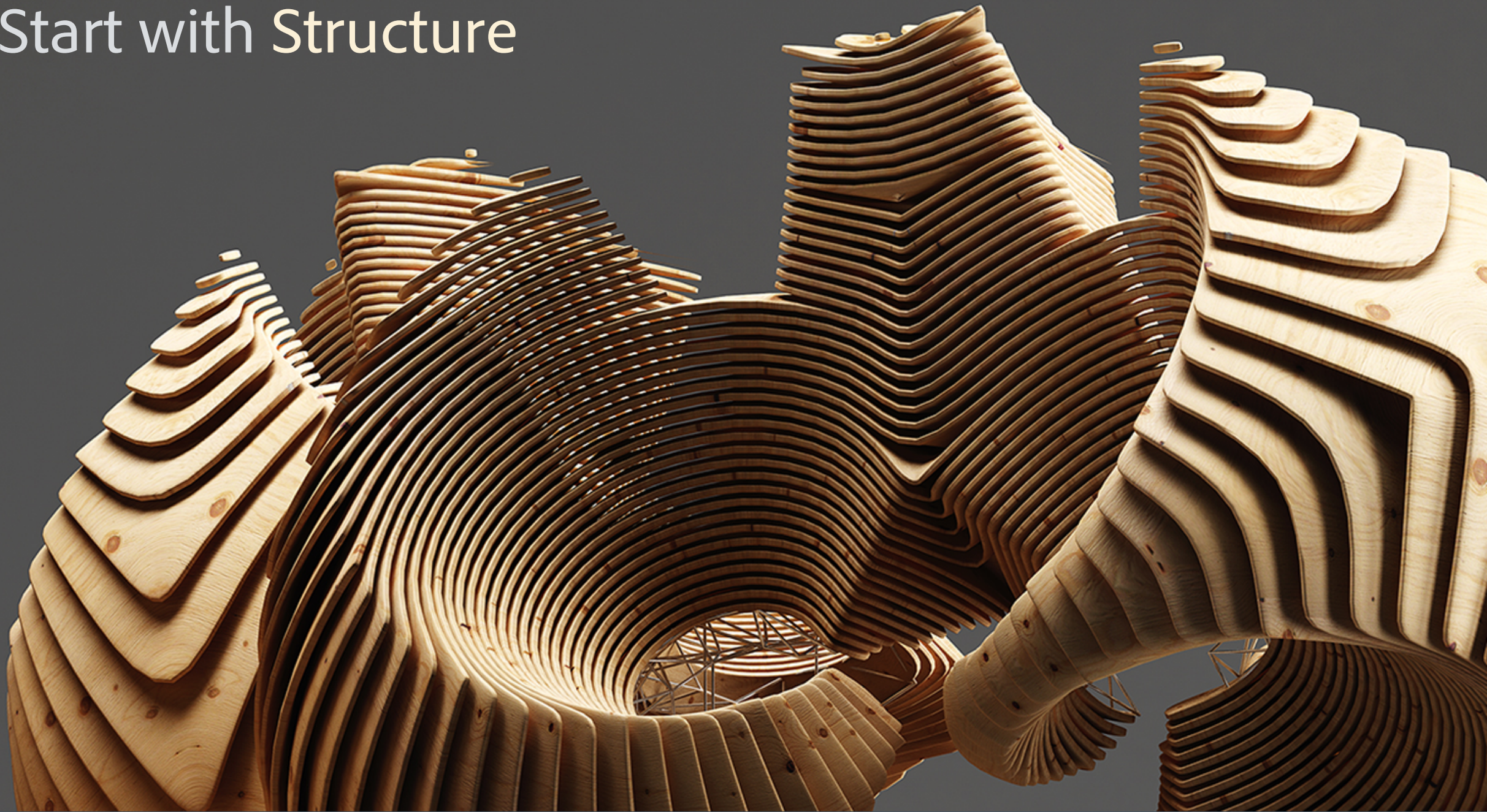
Start with Structure



Two most common structures

Language>Country-Region

Example URL: MyCompany.com/es/us/product1.html
MyCompany.com/es/xl/product1.html

Country-Region>Language

Example URL: MyCompany.com/us/es/product1.html
MyCompany.com/xl/es/product1.html

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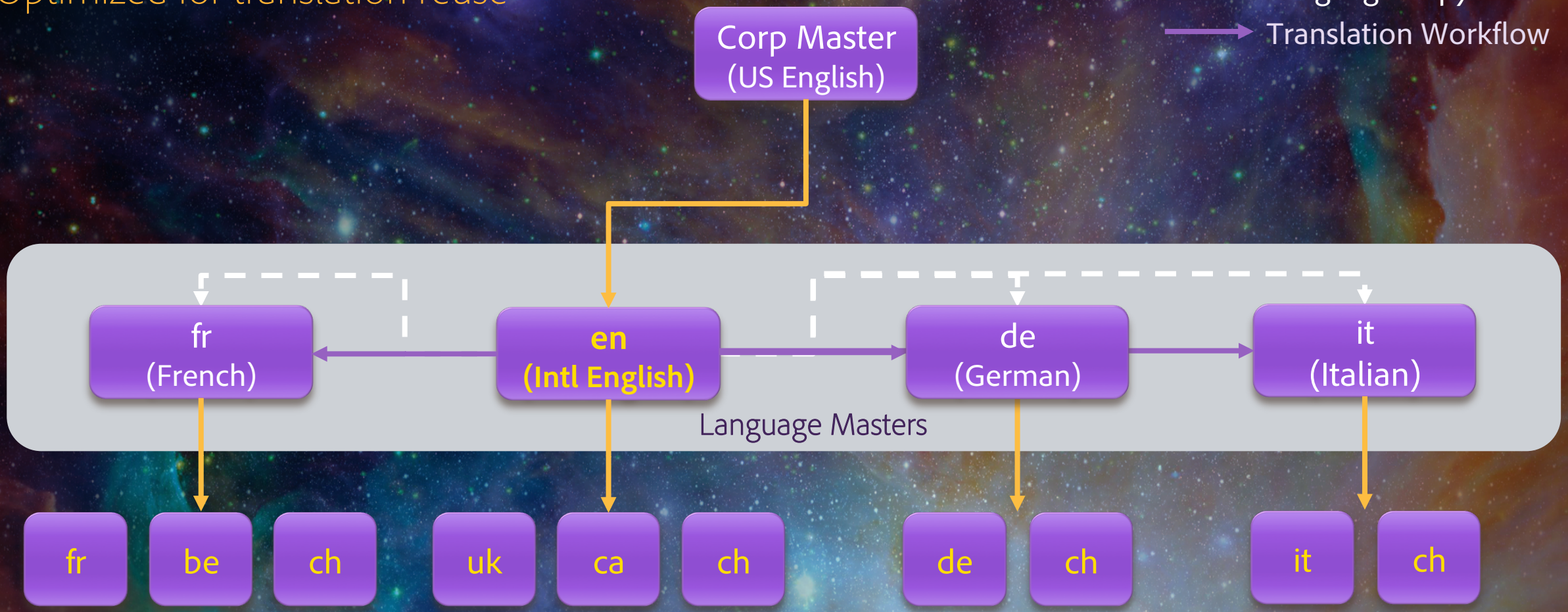
Language/Country Structure

Optimized for translation reuse



Example URL: MyCompany.com/de/de/product1.html
Example URL: MyCompany.com/de/ch/product1.html

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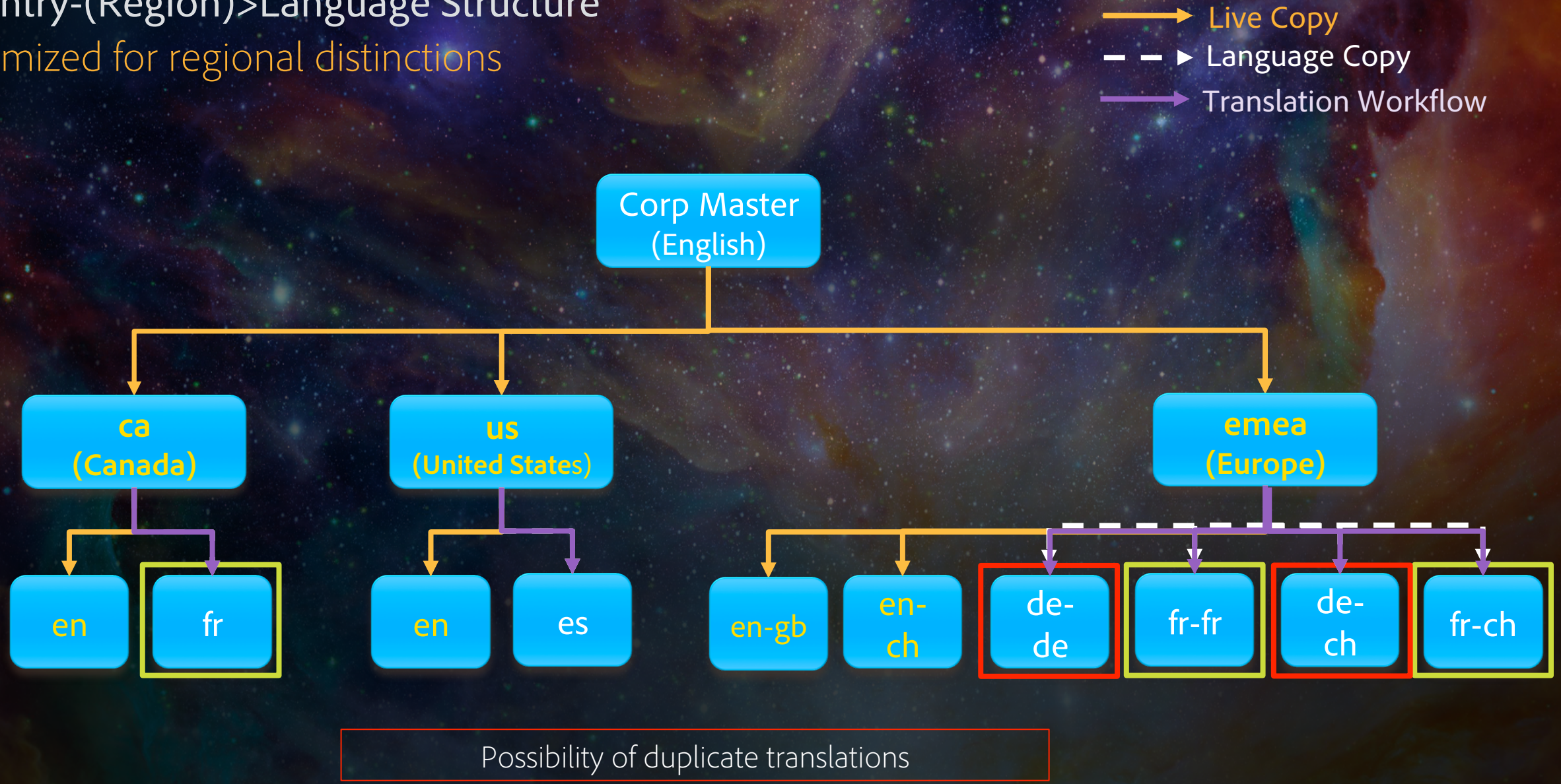
Country-(Region)>Language Structure

Optimized for regional distinctions



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Get a grip on Governance

Governance – 4 Guidelines

Define Global vs Local content & owners

Determine roles & responsibilities for translation, updates & rollouts

Plan Blueprints & LiveCopies

Limit customization

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Extend your reach with
Translation Technology
and
Automation

Localization Maturity Model

Ad hoc response to business demand for international or domestic multicultural support. Few defined processes but lots of individual heroics.	Discovery phase during which companies establish basic project management, processes to track cost, schedule and functionality.	Recognition of common problems drives centralization of localization enterprise-wide. Basic set of processes defined and locked down. Focus turns to driving consistent execution and automation.	A more rigorous approach through adopting quality and efficiency metrics. Move to better manage external suppliers. Commitment to shared technology services, including translation management, data sharing, and re-use across applications.	Localization now internalized as a component of business planning and product life cycles enterprise-wide. Attention turns to continuous process improvement.
REACTIVE	**REPEATABLE**	**MANAGED**	**OPTIMIZED**	**TRANSPARENT**
1	2	3	4	5
Organizational Behaviors				
• No process or team to handle localization. • "Go to" person with little experience. • Unclear roles and responsibilities. • Heavy reliance on external translation and engineering resources. Little or no automation. • Email and FTP for most tasks.	• Dedicated project manager. • Roles and responsibilities clarified. • Attempts to formalize repeatable tasks and processes. • Formal integration of language service providers (LSPs) into operations begins. • Partial, inconsistent automation.	• Stable localization team established. • Starter set of metrics defined and tracked. • Multiple points of contact still exist. • Expanding roster of LSPs. • Broader use of specialized language technology. • Increasingly complex multilingual workflows.	• Greater emphasis on content re-use. • Commitment to integrating LSPs as real partners. • Efforts to integrate localization processes and metrics with corporate ones.	• Audits and upgrades of all business processes enterprise-wide to ensure globalization compliance. • Total alignment of globalization and corporate strategies.

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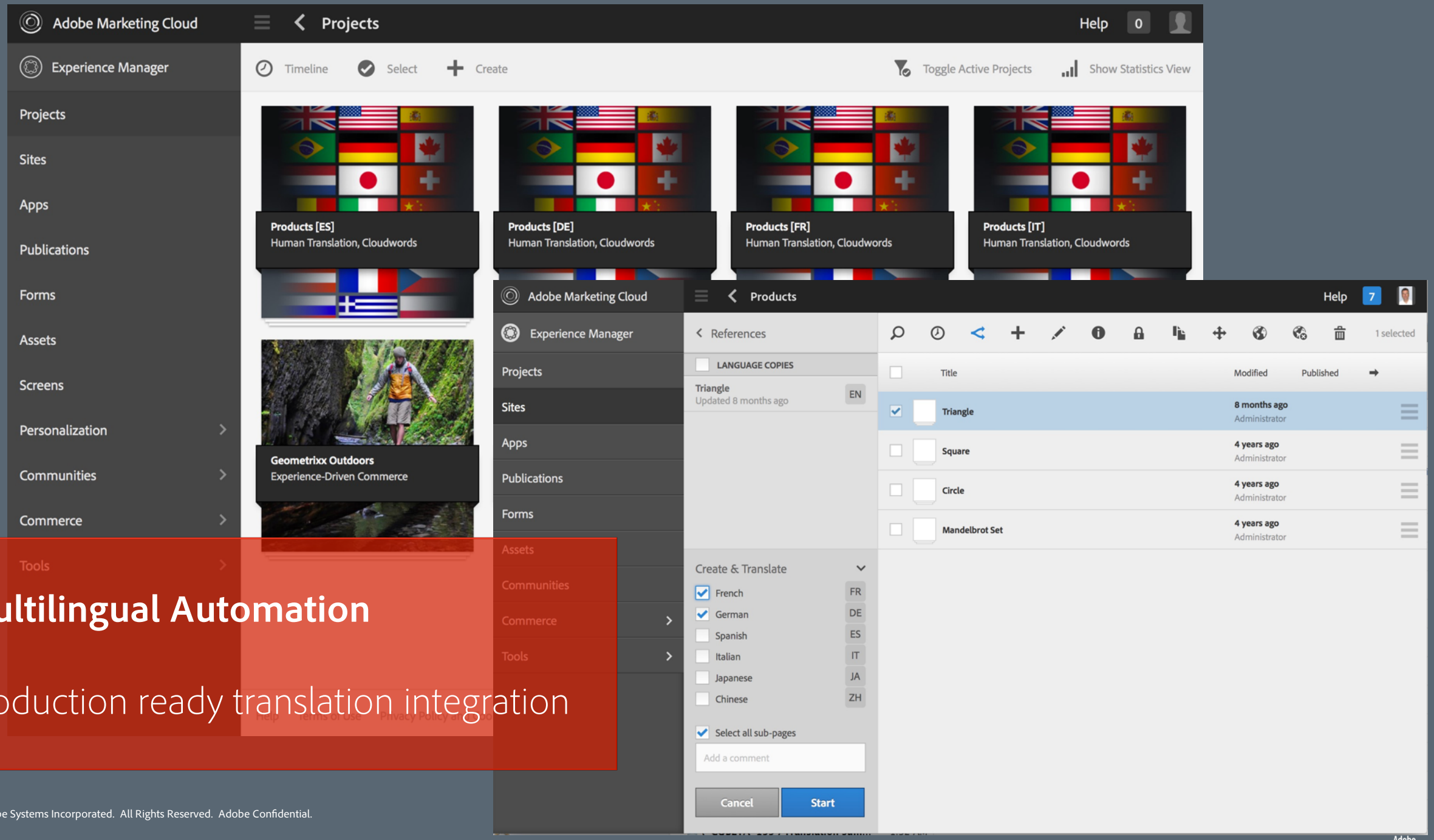

Multilingual Automation

Production ready translation integration

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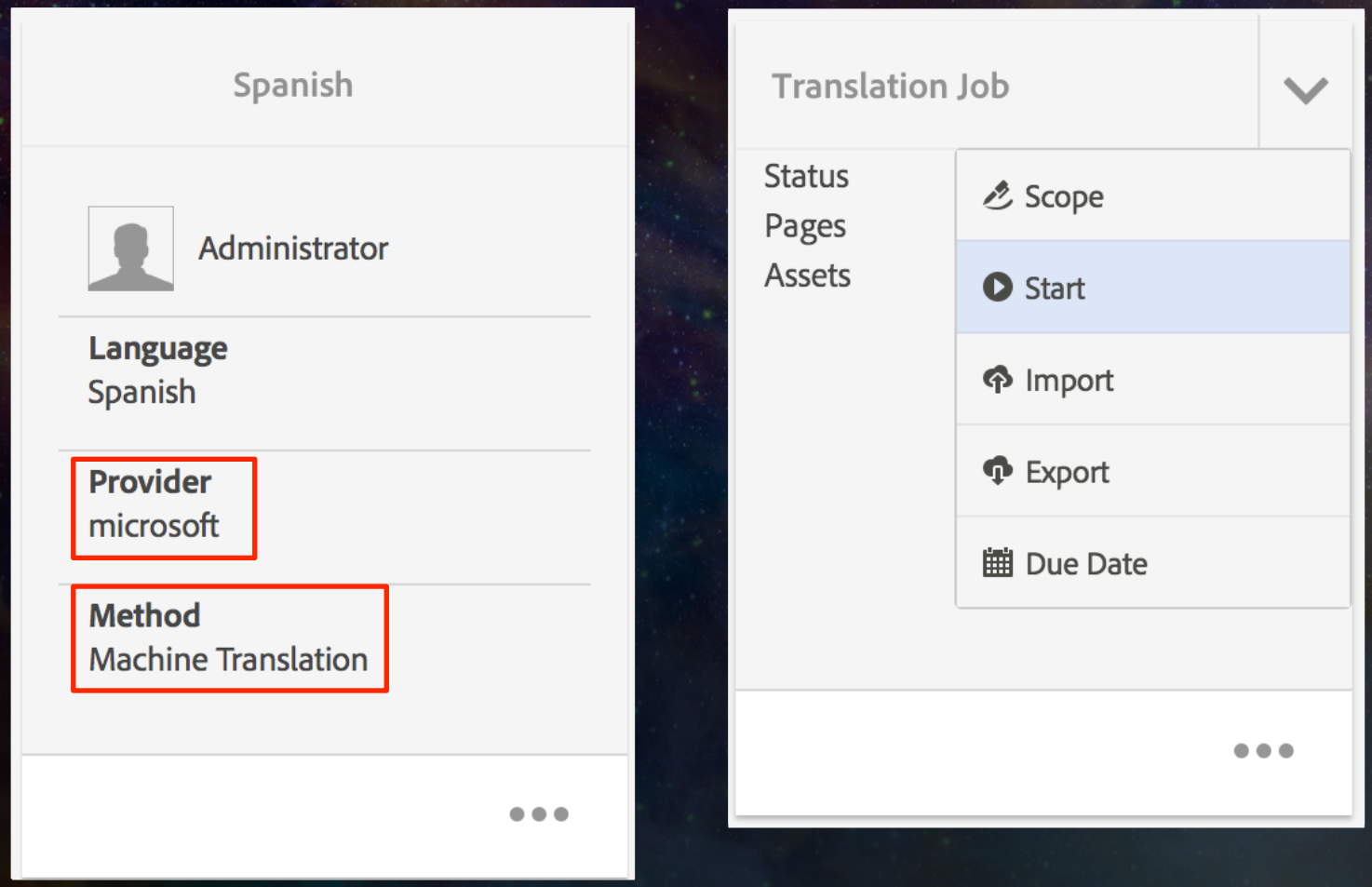
Tailor the translation method to your processes and content

Machine Translation



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12

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Lessons Learned

Site Structure

- Plan in advance with an eye to future expansion
- Avoid duplicating legacy structures
- Limit to three levels
- Understand the difference between roll out of live copy and update of language copy
- Choose a rational, W3C compliant URL structure

Translation Tools and Automation

- Help stakeholders create good internationalized content
- Choose a technology that matches your business needs
- Choose a translation method that matches content
- Go for hosted services

Governance

- Avoid duplicating AEM instances with different translation experiences
- Ensure regions understand their role and the process
- Gauge group's ability & appetite for self service
- Don't underestimate the time to implement governance

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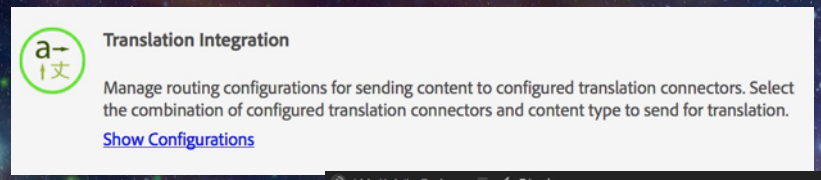
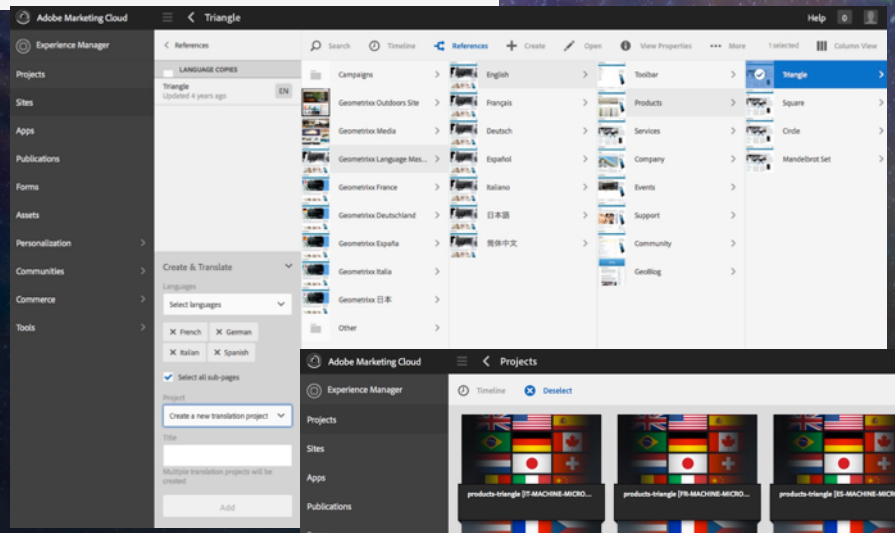
AEM 6.1 Multilingual Automation

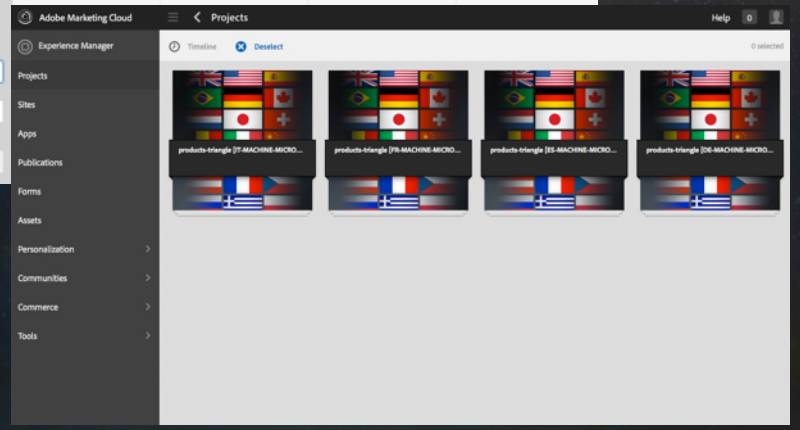
Translation Management & Ecosystem

- Sites
- Communities
- Assets
- Campaign
- Campaign

- Human & Machine Translation
- Standardized Vendor Integration
- Translation Projects







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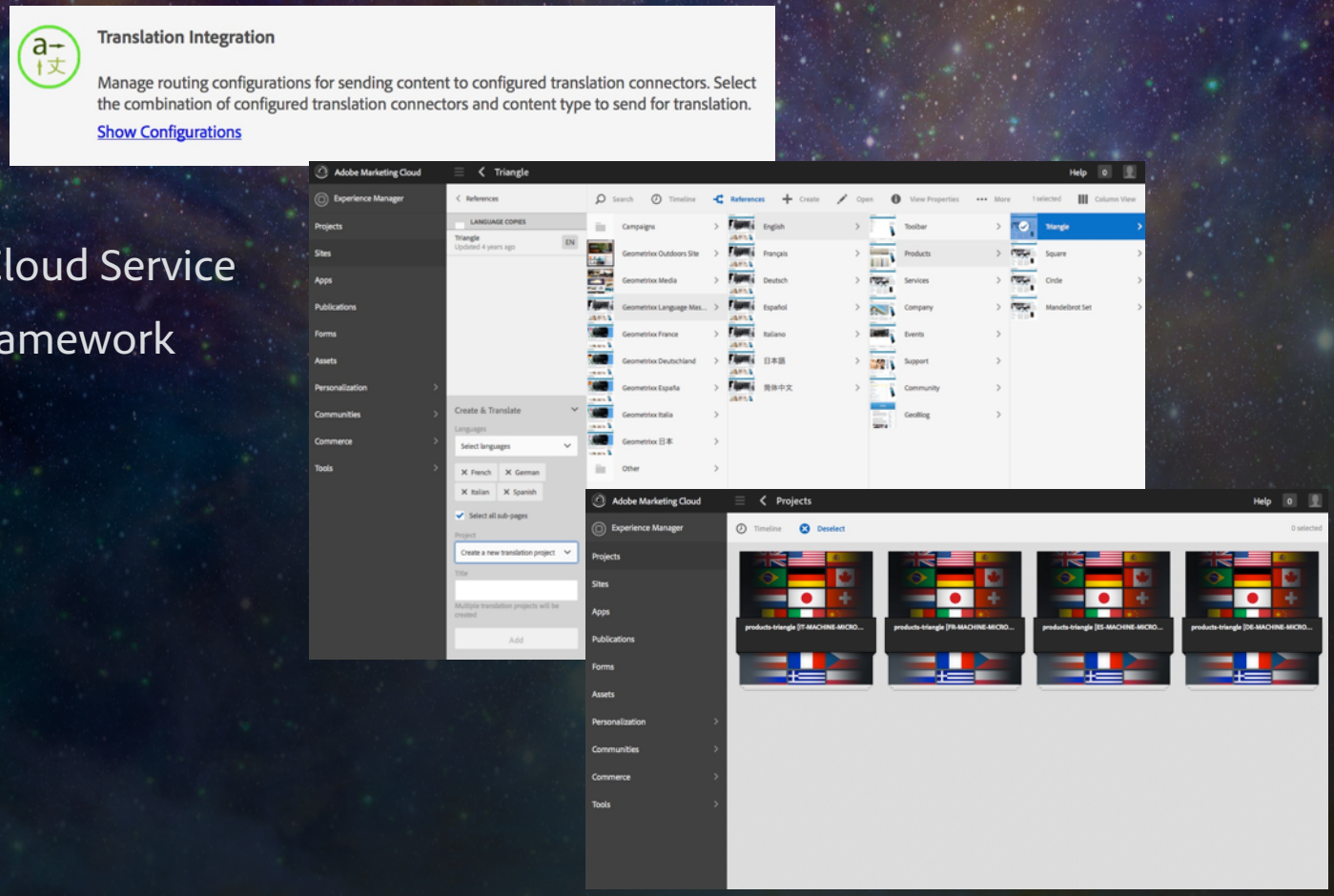
AEM 6.1 Multilingual Automation

Translation Management & Ecosystem



- Translation Connector / Cloud Service
- Campaign
- Translation Integration Framework
- Translation_Rules.xml
- Translation Project
- Translation Queue

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AEM PROFESSIONALS

LEADERS & LEARNERS

Multilingual SIG

Our Linkedin Group:

- http://www.linkedin.com/groups?gid=4792876&trk=myg_ugrp_ovr

- Upcoming Event: "APAC Multilingual Special Interest Group" (October 8, 2015, Singapore)
- SIG Program details and how to join: contact Seungmin Lee, seunlee@adobe.com

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