



AEM GEMS: AEM 6.1 Translation Integration and Best Practices

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A stylized world map in shades of brown and orange, with a dark blue background. The map is composed of many small, irregular shapes, giving it a textured, mosaic-like appearance.

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

1

Start with structure

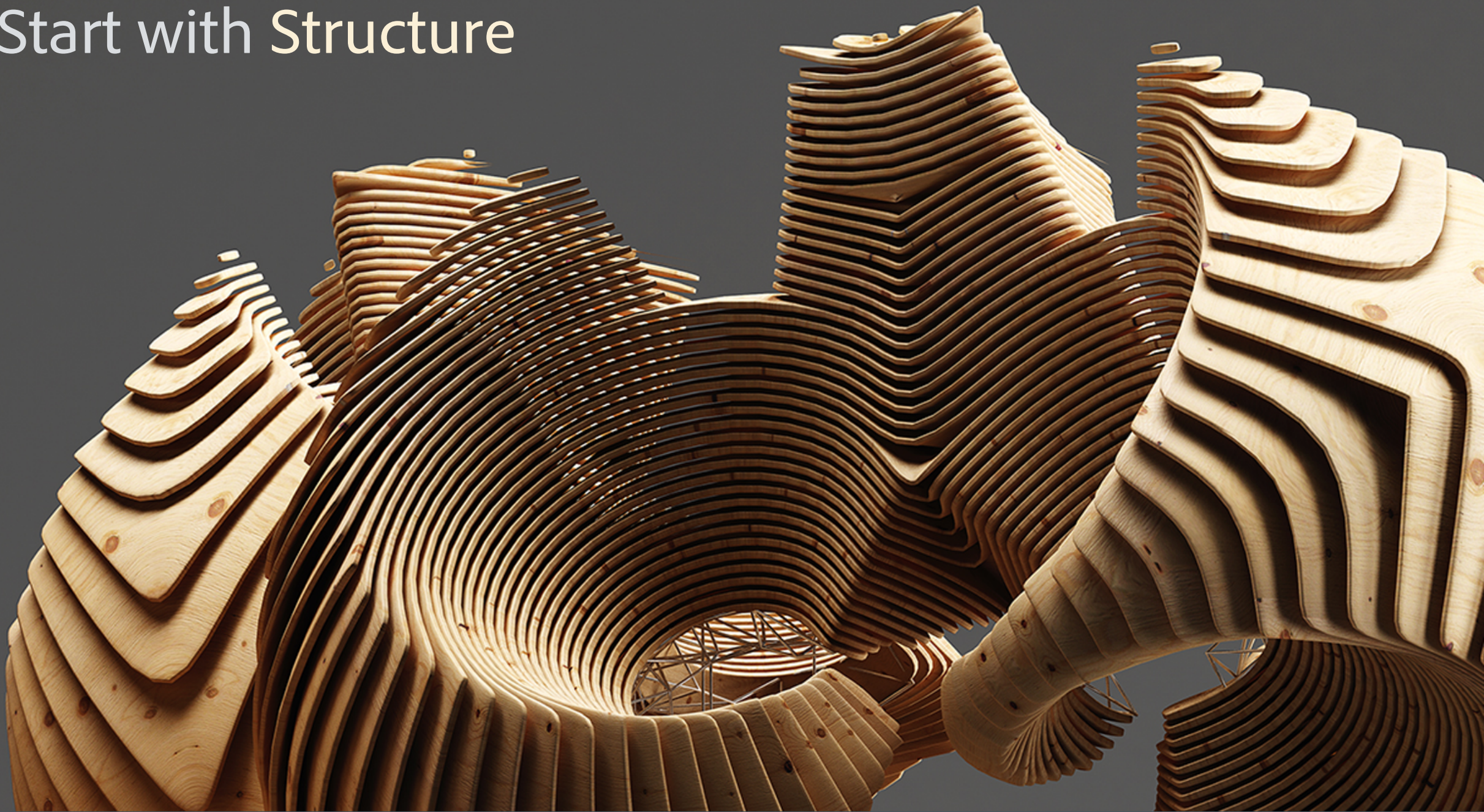
2

Get a grip on
governance

3

Extend your reach with
translation technology

Start with Structure



Two most common structures

Language>Country-
Region



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

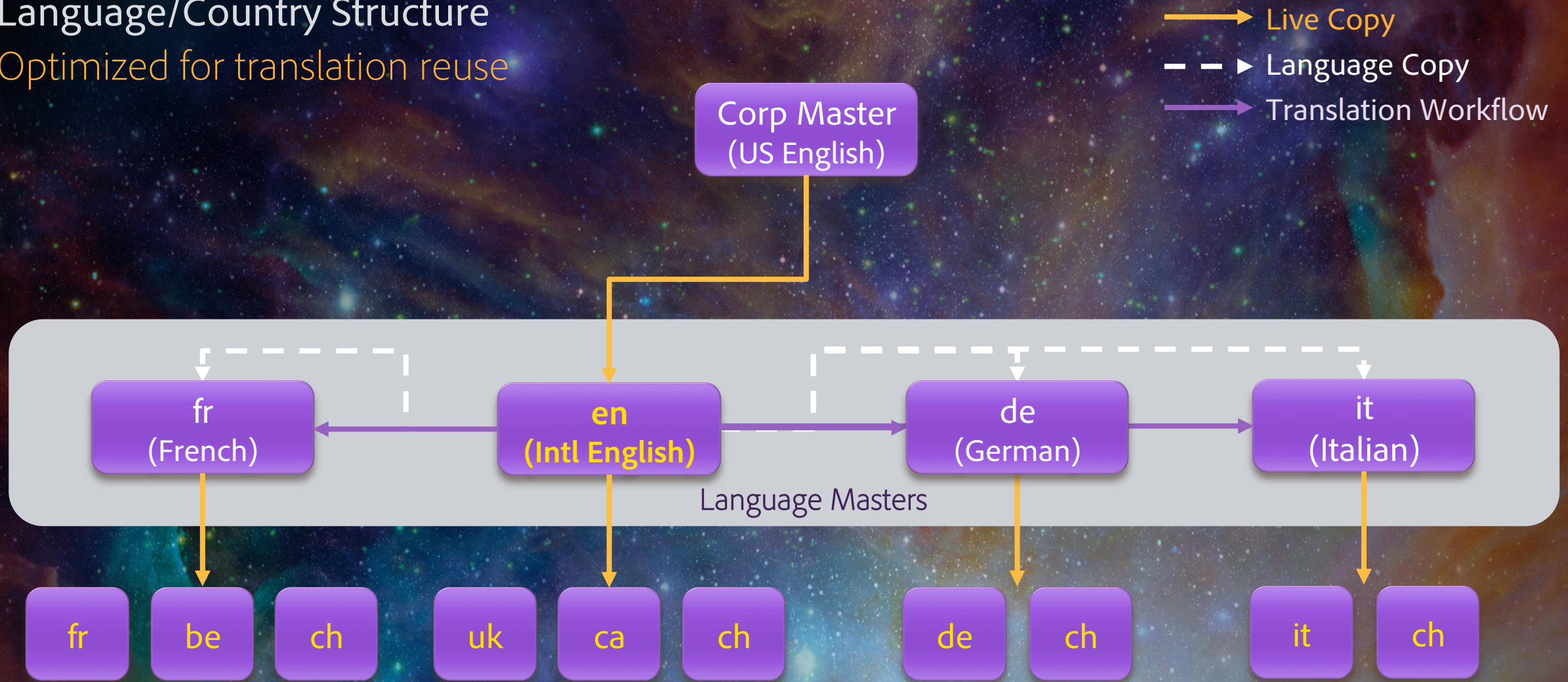
Country-
Region>Language



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

Language/Country Structure

Optimized for translation reuse



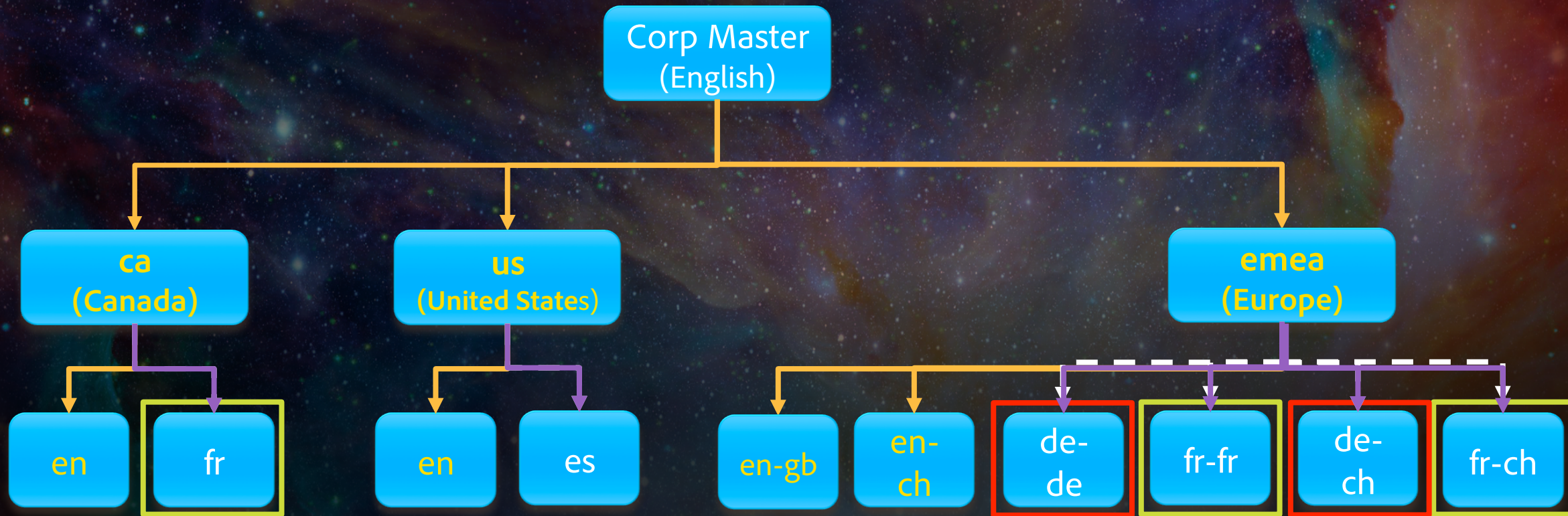
Example URL: MyCompany.com/de/de/product1.html

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

Country-(Region)>Language Structure

Optimized for regional distinctions

- Live Copy
- - -> Language Copy
- Translation Workflow



Possibility of duplicate translations

A photograph of a conference room. In the foreground, a long, polished wooden table reflects the room's lights. Behind the table, several rows of dark brown leather chairs are arranged. In the background, there are whiteboards and a screen, all illuminated by warm, yellow overhead lights.

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



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				
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Greater emphasis on content re-use. Commitment to integrating LSPs as real partners. Efforts to integrate localization processes and metrics with corporate ones. 	<ul style="list-style-type: none"> Audits and upgrades of all business processes enterprise-wide to ensure globalization compliance. Total alignment of globalization and corporate strategies.

Projects

Sites

Apps

Publications

Forms

Assets

Screens

Personalization

Communities

Commerce



Products [ES]
Human Translation, Cloudwords



Products [DE]
Human Translation, Cloudwords



Products [FR]
Human Translation, Cloudwords



Products [IT]
Human Translation, Cloudwords



Geometrix Outdoors
Experience-Driven Commerce

Projects

Sites

Apps

Publications

Forms

Assets

Communities

Commerce

Tools

LANGUAGE COPIES

Triangle
Updated 8 months ago

EN

<input type="checkbox"/>	Title	Modified	Published	
<input checked="" type="checkbox"/>	Triangle	8 months ago Administrator		
<input type="checkbox"/>	Square	4 years ago Administrator		
<input type="checkbox"/>	Circle	4 years ago Administrator		
<input type="checkbox"/>	Mandelbrot Set	4 years ago Administrator		

Create & Translate

☒ French

☒ German

☐ Spanish

☐ Italian

☐ Japanese

☐ Chinese

☒ Select all sub-pages

Add a comment

Cancel

Start


Multilingual Automation

Production ready translation integration

Tailor the translation method to your processes and content

Machine Translation

Spanish

 Administrator

Language
Spanish

Provider

microsoft


Method


Machine Translation


...


Translation Job


Status
Pages
Assets

 Scope

 Start

 Import

 Export

 Due Date

...

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

AEM 6.1 Multilingual Automation

Translation Management & Ecosystem

§ Sites

§ Communities


§ Assets

§ Campaign

§ Human & Machine Translation

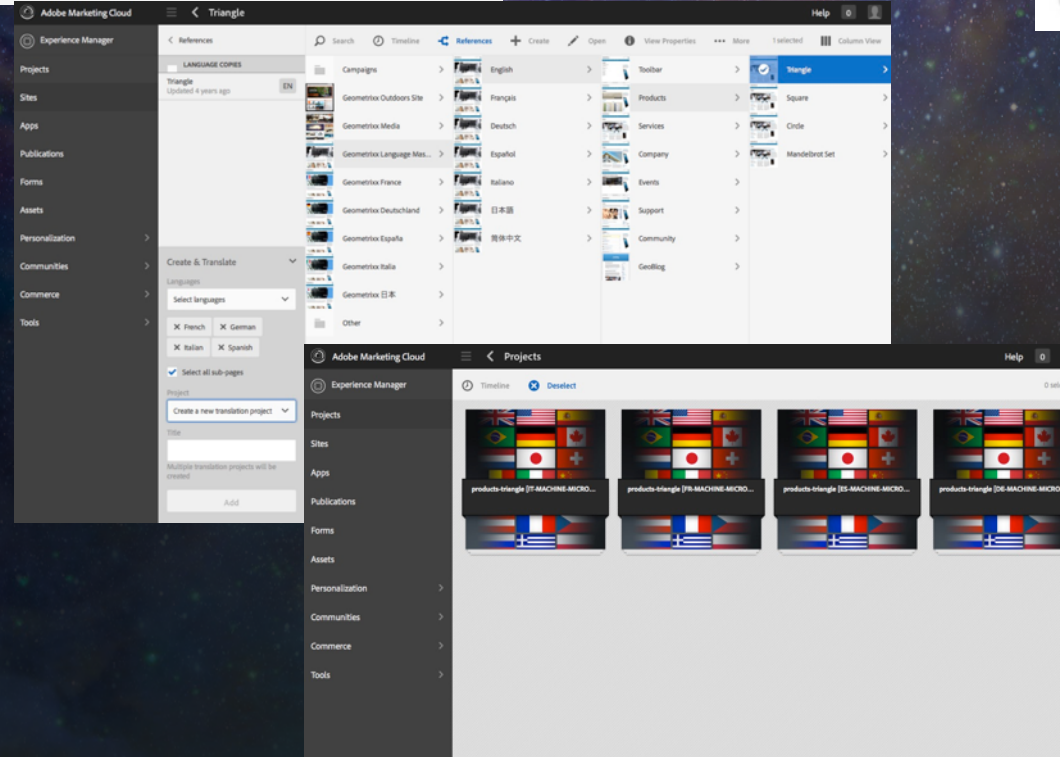
§ Standardized Vendor Integration

§ Translation Projects

 **Translation Integration**

Manage routing configurations for sending content to configured translation connectors. Select the combination of configured translation connectors and content type to send for translation.

[Show Configurations](#)



The screenshot displays the Adobe Marketing Cloud interface. The top section shows the 'Experience Manager' sidebar with a 'Create & Translate' button. The main content area is divided into two panes. The left pane, titled 'References', shows a list of content items with language codes (e.g., English, French, German). The right pane, titled 'Projects', shows a list of translation projects with flags representing different languages. The interface is designed for managing multilingual content and translation workflows.



AEM 6.1 Multilingual Automation

Translation Management & Ecosystem

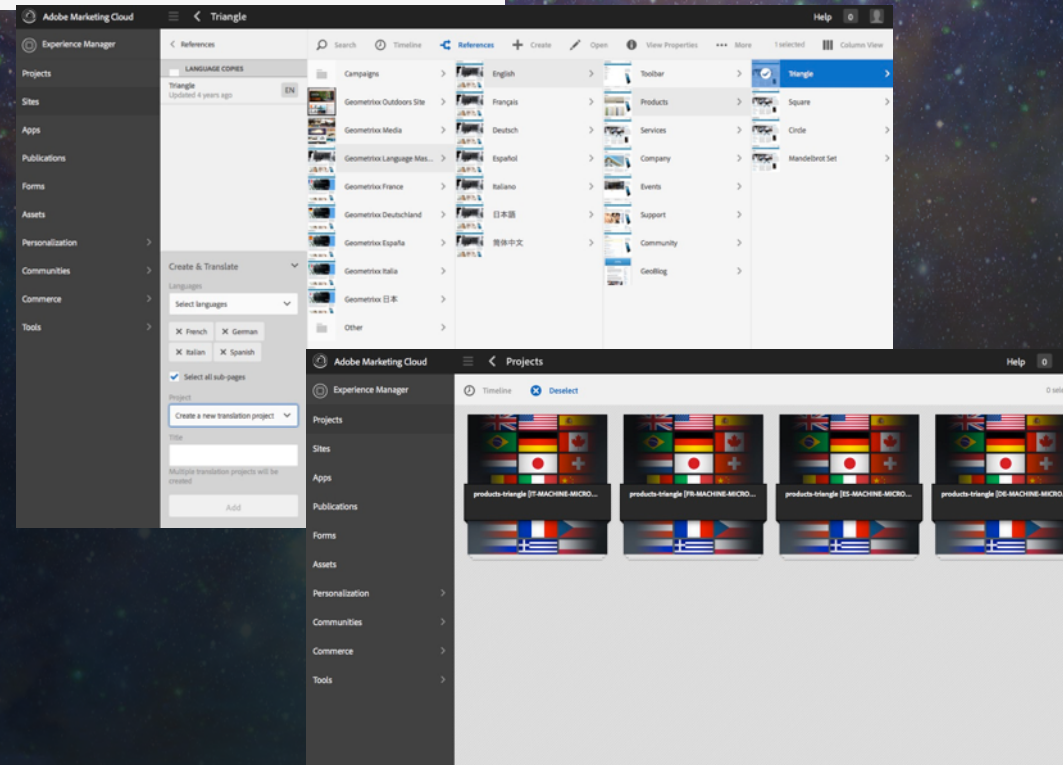


Translation Integration

Manage routing configurations for sending content to configured translation connectors. Select the combination of configured translation connectors and content type to send for translation.

[Show Configurations](#)

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



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