



# Machine Translation in AEM

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# Adobe Experience Manager

Projects, workflow, assets, integrations



Beyond Site.  
Next Generation Digital Experience.



## SITES

Web Content Management

- Go-live ~25% faster
- Valuable content insights
- Touch UI
- Commerce integrations



## ASSETS

Digital Asset Management

- Advanced video support
- Streamlined photo-shoot to delivery
- Responsive viewers



## COMMUNITIES

Social Communities

- Global with machine translation
- Unified moderation with Adobe Social



## FORMS

Forms & Documents

- Adaptive, accessible forms for mobile
- Increase conversion rates with user insights



## APPS

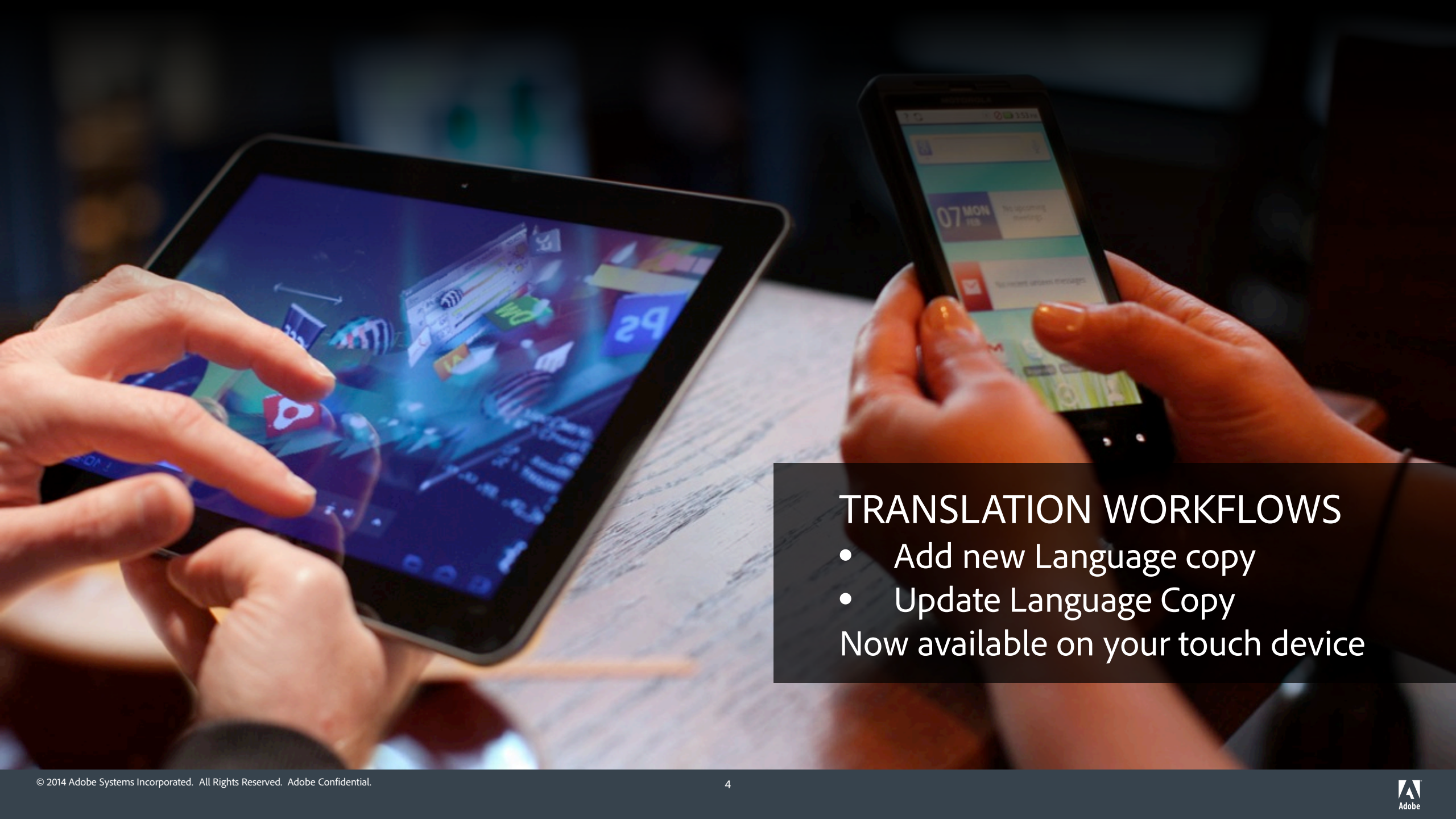
Mobile & Tablet Apps

- Customer-facing mobile apps authoring and management for marketers & developers
- Digital publications for tablets



# SITES





## TRANSLATION WORKFLOWS

- Add new Language copy
- Update Language Copy

Now available on your touch device





# Demo

# BENEFITS

- Reduction in go-live time
- MT is better than no translation
- Data driven workflows



# COMMUNITIES



Simpler times





Modern times





Technology **enables** building of communities



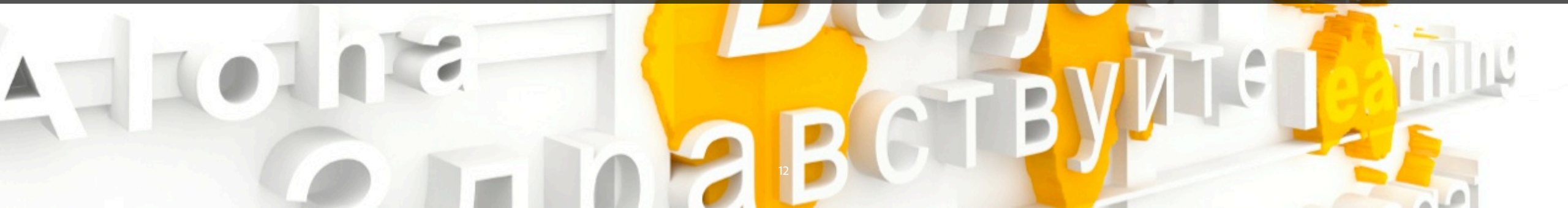


# Technology enables building of communities

... by breaking the language barrier and allowing you to build a single global community



Language is a **personal choice**, start considering it as part of personalization







## One Global Community means same content - Not the same template

Two parts:

- Content: the real reason why users visit the website.
- Template: acts as an enabler to let people interact & collaborate effectively



# Demo



# BENEFITS

- One Global Community
- Higher customer satisfaction
- Lesser community management overhead

# RESOURCES

SITES: Creating and Translating Language Copies <http://docs.adobe.com/docs/en/aem/6-0/administer/sites/languages.html>

COMMUNITY: Translation of User Generated Content  
<http://docs.adobe.com/docs/en/aem/6-0/administer/social-communities/translate-ugc.html>

Integrating with a Machine Translation Service in  
AEM <http://docs.adobe.com/docs/en/aem/6-0/administer/integration/third-party-services/machine-translation.html>

Developing Connectors for Machine Translation Services  
<http://docs.adobe.com/docs/en/aem/6-0/develop/extending/mt-dev.html>





**Adobe**