Ready for the World – AEM Translation Integration

Harpreet Neelu (Program Manager)
Ankur Sial (Computer Scientist)

#AdobeRemix
Vasjen Katro / Baugasm

Translation Integration Best Practices

1 Governance

2 Content Management and User Experience

3 Translation Technology

Governance

Governance
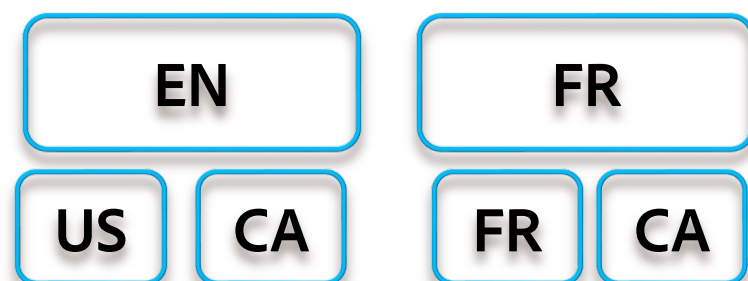

Define content scope and ownership (global vs local)

Determine roles & responsibilities for translation, updates and rollouts
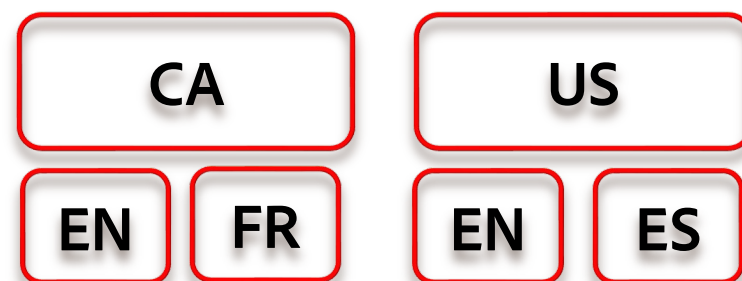
Content Management and User Experience

Content Management: Site structures

Language / Region

EN **FR**
US **CA** **FR** **CA**

- Most content is region-agnostic
- Region-specific modifications
- Optimized for translation efficiency
- Best supports the OOTB AEM translation features
- Most common site structure

Region / Language

CA **US**
EN **FR** **EN** **ES**

- Most content is region-specific
- Optimized for regional content sharing
- Adds some complexity for localization

Language only

EN **DE** **ES** **FR**
JA **KO** **PT-BR**

- All content is region-agnostic
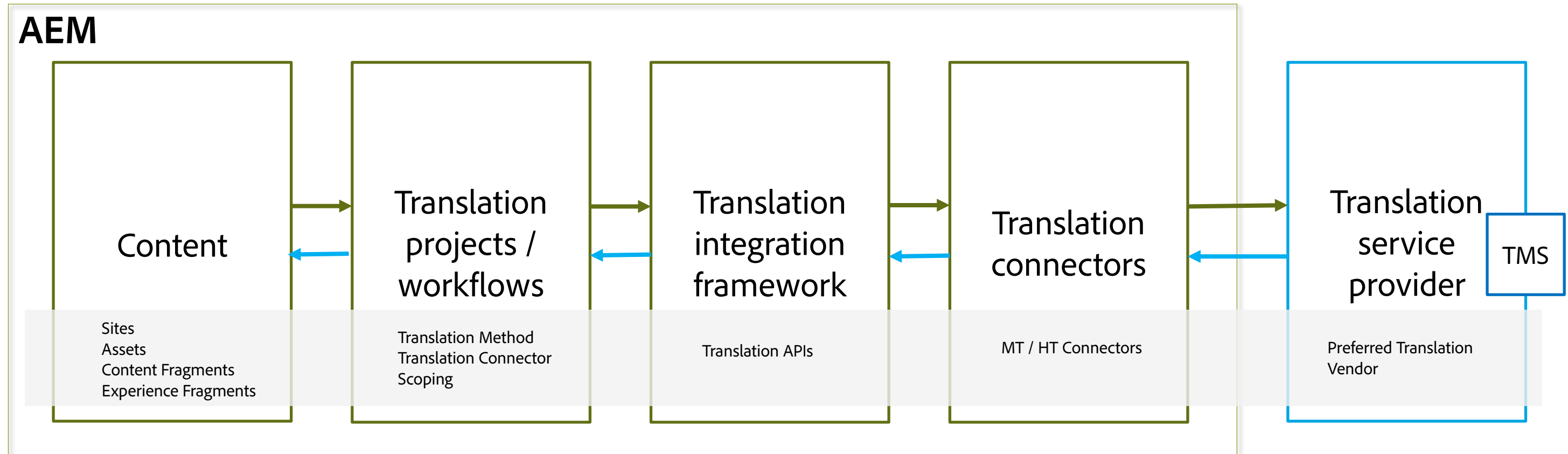
User Experience

- Provide a global gateway

  - Drop-down menu or splash global gateway

  - Use a meta globe icon instead of world map

  - Don't use flags to represent languages

  - Display languages and region names in their native languages (e.g. Deutschland, 日本)

- Know when to translate vs transcreate

- Beware of customer sensitivities regarding culture, race, gender, religion, political affiliation, sexual orientation

Translation Technology

Translating Content in AEM

AEM

Content	Translation projects / workflows	Translation integration framework	Translation connectors	Translation service provider	TMS
Sites Assets Content Fragments Experience Fragments	Translation Method Translation Connector Scoping	Translation APIs	MT / HT Connectors	Preferred Translation Vendor	

Tailor the translation method to your processes and content

Manual Translation

Translation Job ⌄

ℹ Status	
▶ Target	
▤ Pages	
🖼 Assets	3
📄 Content Fragments	0
✐ I18n Dictionaries	1
🏷 Tags	0

Import

Export

Rename

Delete Tile

•••

Human Translation

Administrator

Languages
French

Provider
Sample provider

Method
Human Translation

•••

Machine Translation

Administrator

Languages
French

Provider
Microsoft

Method
Machine Translation

•••

AEM Translation Partner Ecosystem
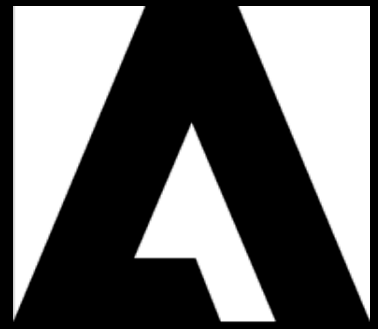

https://marketing.adobe.com/exchange

Demo

Recommendations

- ## Use Project masters

  - Re-use existing Teams across multiple projects

  - Avoids creation of duplicate ACLs which can cause performance issues

- ## Create Translation Projects under Project Folders

  - Easy to find and manage related translation projects

  - Avoids a lot of AEM projects at same level which can cause performance issues

Recommendations

- **Reuse Translation projects for subsequent Translations**

  - Easy to find and manage related translation projects

  - Avoids creation of duplicate ACLs which can cause performance issues

- **MSM and Translation**

  - Use language-masters based structure for Translation

  - Rollout to country sites outside language masters

Q&A