



IMMERSE

A Virtual Adobe Experience Manager Developer Conference
Monday, May 15 - Friday, May 19, 2017



Translation best practices for Adobe Experience Manager Sites

Get it right, the first time

1

Start with structure

2

Get a grip on
governance

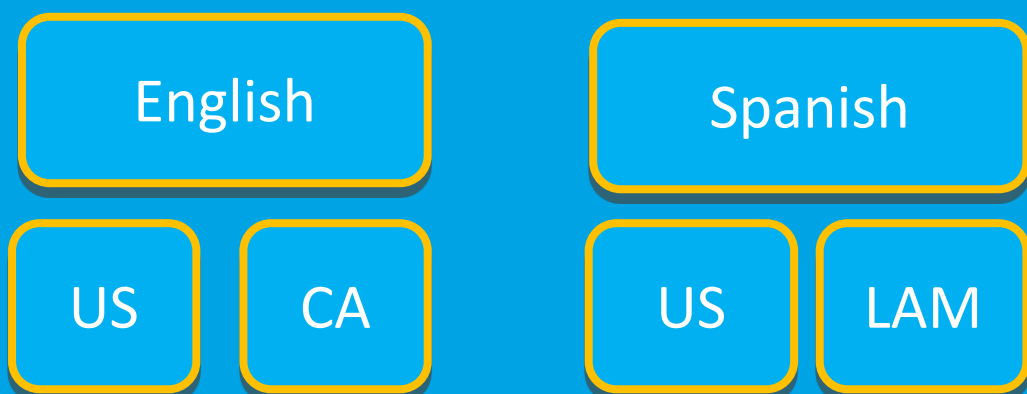
3

Extend your reach
with translation
technology

Start with Structure

Two most common structures

Language 1st

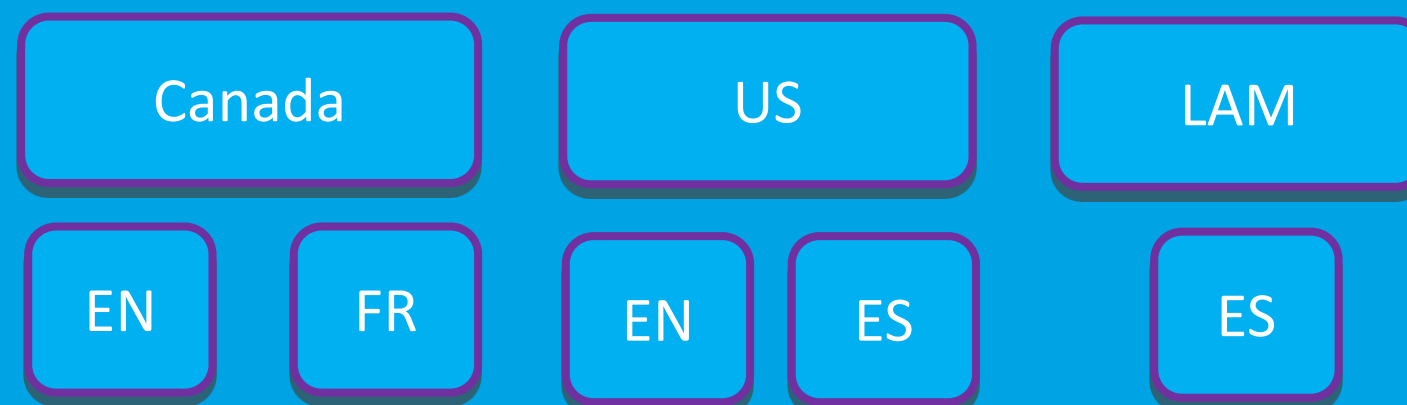


Example URL:

MyCompany.com/es/us/product1.htm

|

Country/Region 1st



Example URL:

MyCompany.com/us/es/product1.html

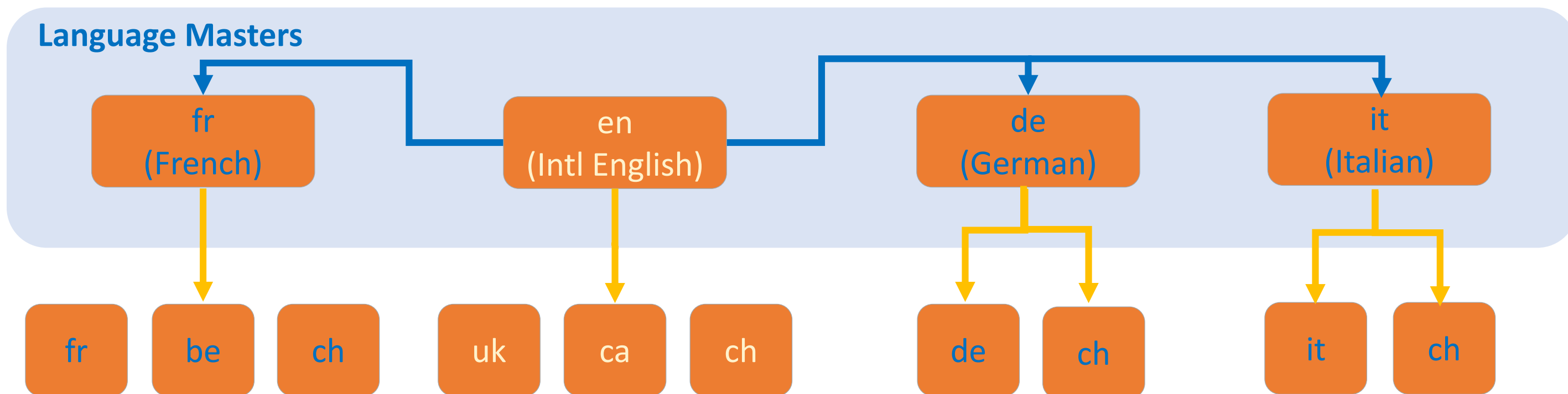
MyCompany.com/xl/es/product1.html

Language/Country Structure

Optimized for translation reuse

→ Live Copy

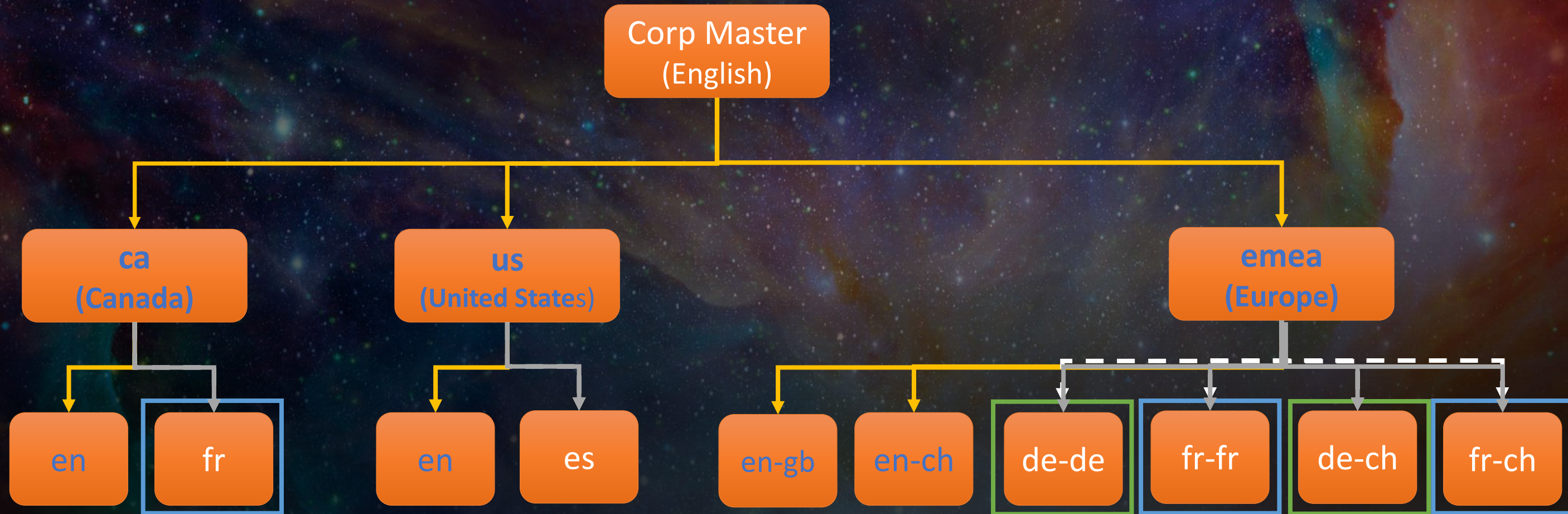
→ Language Copy and Translation Workflow



Country-(Region) > Language structure

Optimized for regional distinctions

- Live Copy
- - -> Language Copy (1 time)
- Translation Workflow



Possibility of duplicate translations

Get a grip on Governance

Governance



Define Global vs Local
content & owners



Plan Blueprints & Live Copies



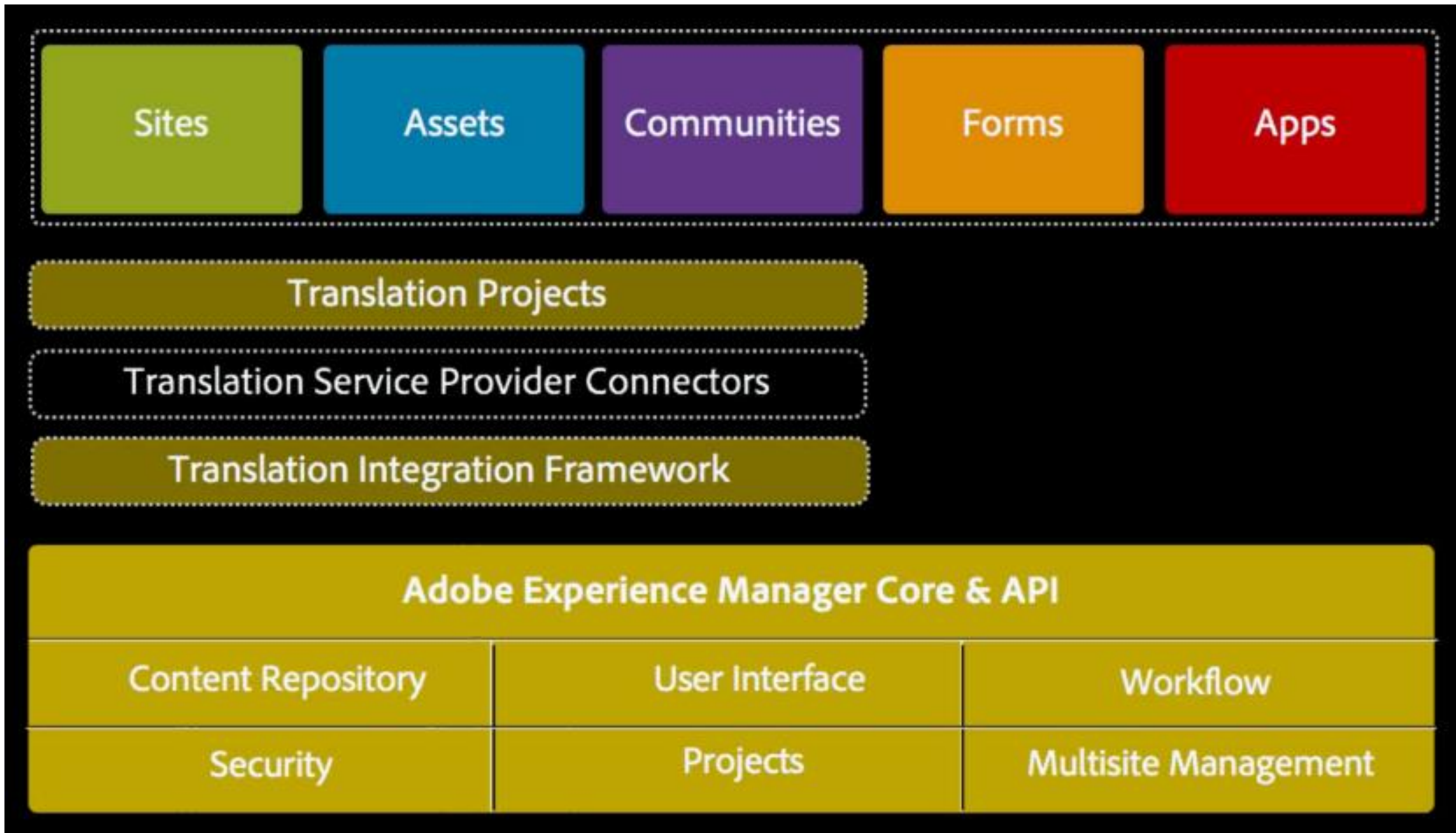
Determine roles & responsibilities for
translation, updates & rollouts



Limit customization

Extend your reach with Translation Technology and Automation


AEM Architecture



Tailor the translation method to your processes and content

Manual Translation


Spanish

 Administrator

...

Human Translation

Spanish

 Administrator

Language
Spanish


Provider
smartling

Method
Human Translation

...

Machine Translation

Spanish

 Administrator

Language
Spanish

Provider
microsoft

Method
Machine Translation

...

Change this to
updated view with
Translations.com

Translation providers

To see a list of current translation providers who offer AEM connectors go to:

Adobe Market Cloud Exchange

<https://marketing.adobe.com/resources/content/resources/en/exchange/marketplace.html>

Search for 'translation'

Or

CRX Package Share

CRX package share in AEM and search for 'translation'

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

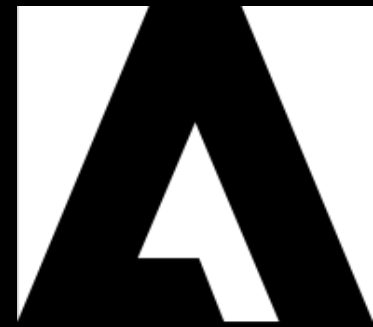
- Avoid duplicating AEM instances with different translation experiences
- Ensure regions understand their role and the process
- Gauge group's ability & appetite for self service
- Don't underestimate the time to implement governance



Demo

Translating with Adobe Experience Manager Sites

Q & A



Adobe