



CrownPeak
WEB EXPERIENCE MANAGEMENT

Translation Model Framework

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Global Translation challenges

Today, there are approximately 2.5 Billion Internet users throughout the world accessing the web from their native countries. Over the last 10 years, market opportunity has continued to grow in the globalization space. Therefore, growing enterprises need to pay keen attention to countries they want to reach through language translation.

Over 78% of Internet users are speakers of a language other than English.

While the globalization gap narrows and the Internet becomes more widely accessible, consumers are making purchase decisions based on their means of communication. In fact, over 72% of consumers are more likely to purchase with information in their own language.

A strategic question organizations should ask themselves is, "How quickly can we capitalize on these global opportunities?"

Sometimes the challenges overwhelm organizations with the best intentions - to the point of killing website globalization projects altogether. Deciding on a globalization strategy can feel complex. Translation quality of multi-lingual content can be hit or miss and there are obvious cost considerations. Ensuring brand consistency and deployment agility is even more critical once a solution is implemented. All of these factors speak to the need for a web content management solution that can address these issues.

Globalization Use Cases		
<i>Common Business Processes</i>		
INTERNAL	EXTERNAL	DECENTRALIZED
<ul style="list-style-type: none"> • Centralized Team At HQ • In-House Translation Service • Parallel Pre-Configured Workflows • System Compatible To Double Byte 	<ul style="list-style-type: none"> • Centralized Team At HQ • Outsourced Translation Agency • Workflow With External Translation Agency via API • System Compatibility 	<ul style="list-style-type: none"> • Decentralized Team • Automatic Workflow Notifications • Independent Publishing Cycle For Autonomous Country-Based Micro-sites • Standardized Template To Protect Branding

Let's take a look at some common globalization use cases. In the first case, your in-house translation team as a part of your corporate marketing group, follows individual and parallel translation workflows that are pre-configured for website translation. Essentially it is an internal process.

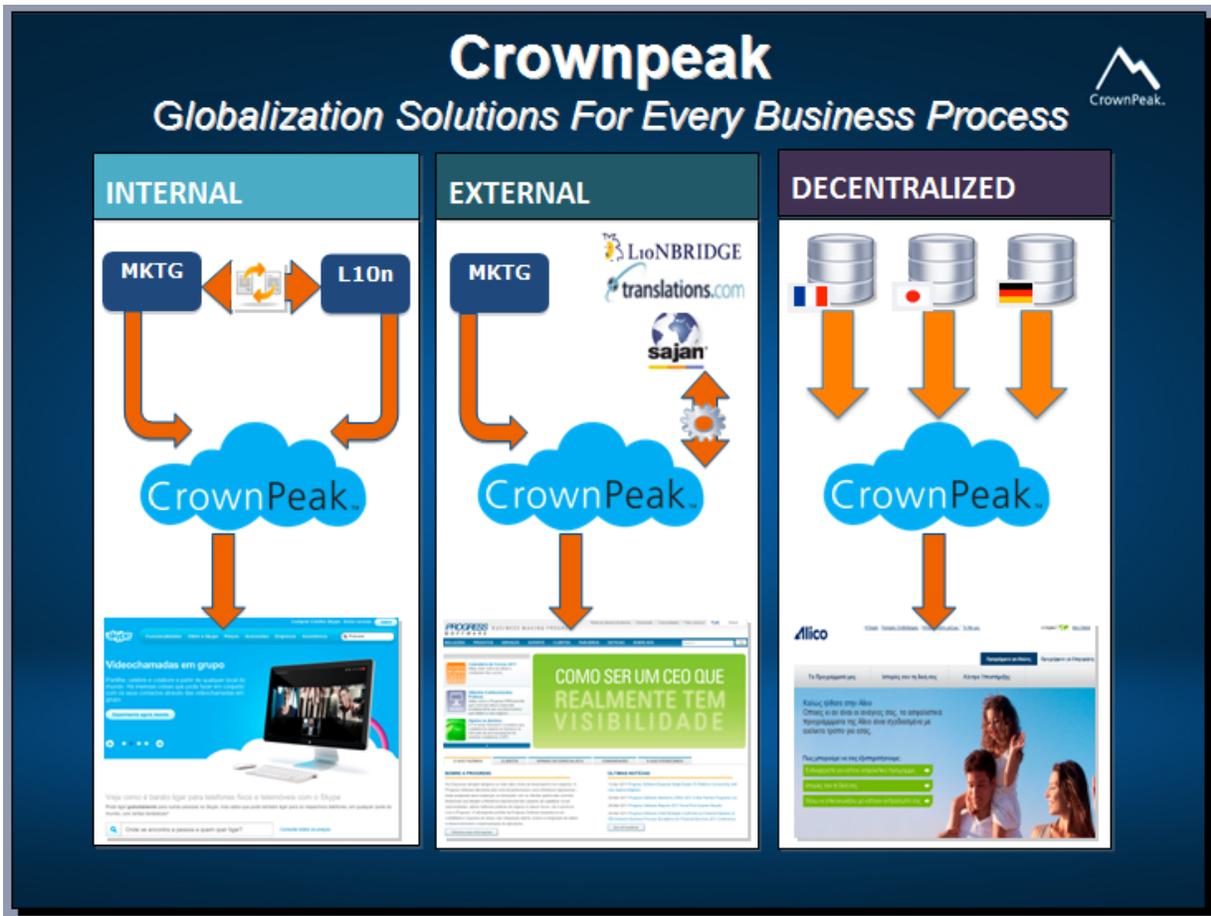
In the second case, a centralized team at your company's headquarters sends source content to be translated by a 3rd party translation agency. This content is sent back and forth and a workflow is established via an API back to the CMS. This would be an external process.

Finally, in the decentralized case, local country teams get notified through automated workflow and drive their own independent publishing cycles to translate sites by country.

Which option you choose depends on a number of factors such as how your site is structured, how often it changes, and your internal team's bandwidth.

Deciding how to launch and maintain a global website can be a challenging task.

The TMF can support all of these globalization business processes.



We get your content translated and deployed fast. Our workflows support any translation agency API and publishing model - Internal, External and Decentralized.

Translation Model Framework (TMF) - Overview

Translation Model Framework:

- Is a template-based CrownPeak CMS Extension
- Enables management of multi-lingual content
- Designates content owners by language, country and locale
- Notifies content owners when master/derived content is modified
- Is easy to implement in any instance
- Has no impact on existing templates

The TMF starts with the structured CMS-managed content.

The CMS can manage any type of content or number of sites, whether they are global, regional, or local. More often, the CMS is managing content and sites all over the world for global enterprises. These structures will vary based on how a business structures their divisions and departments. For example, we can have a CMS that includes a structure for the France/French, US/English, and Mexico/Spanish sites.

The next level of the TMF specifies the content scenarios, which are the rules by which content can be shared and reused between the global, regional, and local levels of the business's hierarchy. The scenarios include the identification of Master content to be shared and synchronized, Derived content that is different from but related to a parent or the Master content, and local content that is wholly managed by local authors and editors. These scenarios are important because they define the relationships between the content and the rules on how the content can be leveraged across the enterprise.

The next portion of the TMF deals with Content Stakeholders – the parties that are responsible for creating and managing the content. In general, there are 3 groups of stakeholders. First, there is the internal global team – a dedicated, centralized team that is tasked with managing content for all the regions and sites delivered by the business. The second group would be an external translation service provider. This would be when a business utilizes a third party system to help translate content for various regions or markets. In some cases, your business might have its own department or division that provides the translation service. The third case is a distributed team, where the business has local resources in various countries and markets that are tasked with managing, translating, and deploying content. Your business may have one, some, or all of these groups of stakeholders, depending on the way you are structured. The important part is that any or all of these groups can participate in the management of content in the CrownPeak CMS, and are accounted for as a part of the Translation Model Framework.

As the stakeholders work with content, new content will be added or existing content will be changed. When these changes are made, the changes are governed by the rules outlined in the content scenarios.

And based on those rules, change notifications will be provided by the TMF to the various stakeholders. These change-notifications might be to a Translation Service Provider to signal the need for new or updated translations, to internal or distributed teams to make updates, or it might include the automatic syncing of shared Master content across related areas. Whatever the case, the TMF ensures that the proper stakeholders are aware of what is required next with their content, so they can continue to move changes through their workflow. Having now created, edited, and managed content, made

updates, and successfully guided content through the workflow process, the final step in the process is to deploy the content.

With the process and workflow complete, the content is published to the target sites and available for the end users to interact with.

TMF - Assumptions and Default Configuration

For the TMF to work properly, input/post and input/output template files must contain TMF include code. This code can be inserted automatically while setting up the TMF or manually by CMS developers.

TMF features and look and feel can be different in classic UI and Volte.

TMF - Configuration

All TMF configuration files are located in the “/System/Translation Model Framework/” folder and can be broken down into categories

The first category is in fact the core configuration of the TMF itself, which includes the templates, the models, as well as the actual assets (such as images, css files, etc) that power the TMF. This is reserved for CrownPeak Professional Services and Support.

_Assets (js, css, images) - /System/Translation Model Framework/_Assets folder

_Models - /System/Translation Model Framework/_Models folder

TMF uses these models for internal purposes:

- /System/Models/TMF/Asset
- /System/Models/TMF/Country Site
- /System/Models/TMF/Language
- /System/Models/TMF/Locale
- /System/Models/TMF/Relationship
- /System/Models/TMF/Translation rules

_Templates - /System/Translation Model Framework/_Templates folder

Global - Countries and Languages need to be pre-defined In order to add in each site

- Country Sites Config
- Languages Config

Sites - Allow you to create new sites (* This Site Name must match with Site Folder Name)

C# custom library files /System/Library/ folder (TMFGeneralFunctions.cs, TMFInput.cs, TMFOutput.cs, TMFPostInput.cs, TMFPostSave.cs)

Relationship settings /Site Name /_TMF/Relationships Config

There must be a _TMF folder in the /Site Name site. The TMF stores information about master/derived relationships and master history for each site in this folder. There is no need to manually create or change any assets in this folder.

The second category enables CrownPeak customers to configure the TMF to meet their content workflow, site structure, and business rules. The Customer configuration, reserved for Admins and Power Users, includes languages, countries, locales, notifications, and other global TMF rules.

- Languages describe the language(s) available for the TMF to manage.
- Countries are not just limited to "countries", but in fact can be used to define any geographical region, such as state (CA, NY, etc), continent (North America, Europe), political regions (Middle East, Indian SubContinent), etc.
- A locale is a relationship of a Language and Country, and more importantly the actual content in the CMS to be identified as belonging to that Locale. For example, the US-EN Locale would be assigned to the US/EN content folder, and the CA-FR locale would be assigned to the Canadian French folder.
- Whether defining a language, country, or locale, the framework provides the ability to define owners of content for the purpose of notifications at each of these levels.
- This is important as the TMF can be configured to notify CA/FR owners, for example, of content changes whenever CA/FR content is modified as well as notifying owners of French content in GENERAL whenever ANY French content is changed. The same applies to countries.

Customer Configuration

Auto Link Locales - /Site Name/_TMF/TMF Config/Auto Link Locales

This asset allows administrators to perform initial TMF setup and create relationships between selected locales based on the CMS Folder Structure. The TMF will loop through all the assets in the Source Locale folder, search for matching assets in Destination Locale folder and create relationship if matching asset is found.

Also this asset can be used as a report to figure out assets relationships status

Field	Description
Source Locale	Select Source locale.
Destination Locale	Select Destination locale
Auto Update Status	Select this checkbox to perform auto linking

Templates configuration - /Site Name/_TMF/TMF Config/Templates configuration

This configuration asset allows you to select which templates and fields will be processed by the TMF

Countries - /Site Name/_TMF/Country Sites Config

Allows you to create Countries:

Field	Description
Title	Country Site title
Notification List	List of Country Site owners, who should receive notifications about site updates

Languages - /Site Name/_TMF/Languages Config

Allows you to create Languages:

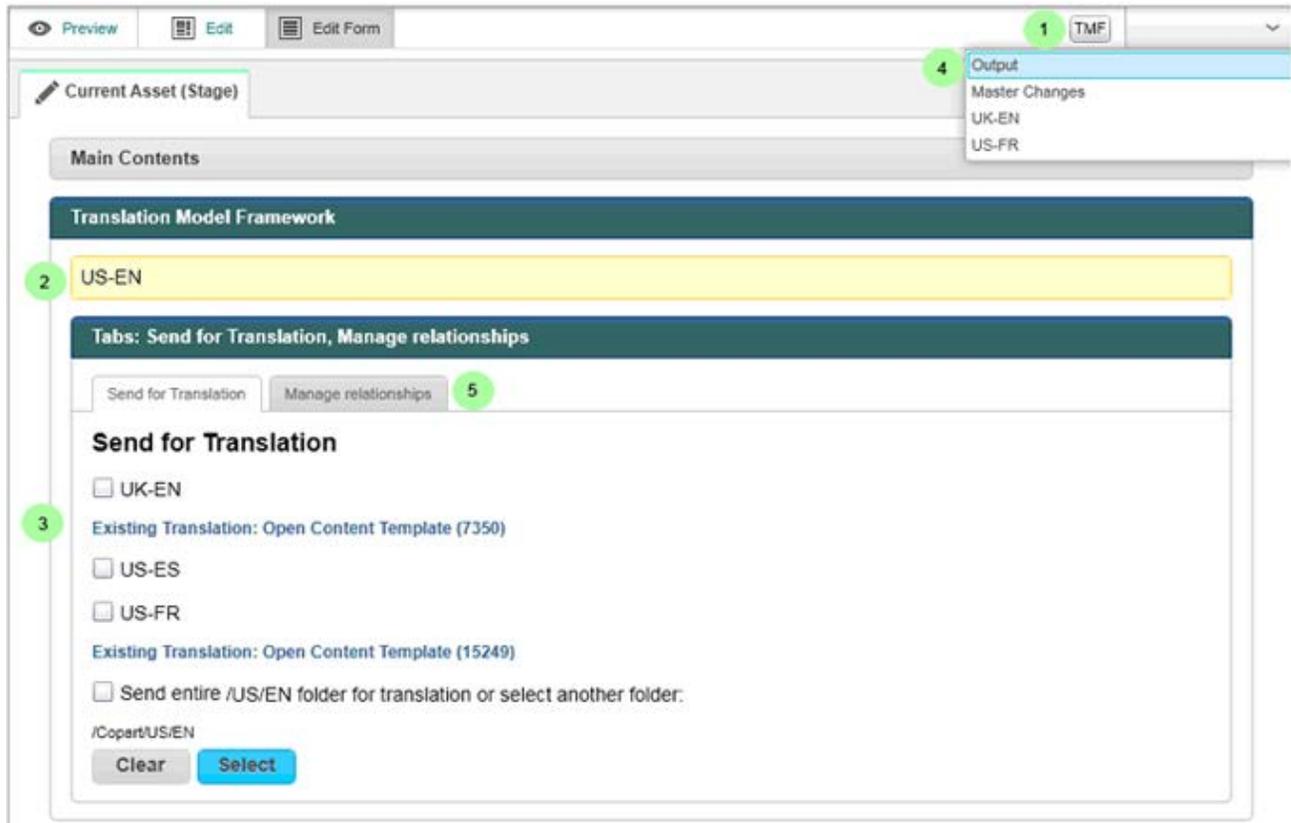
Field	Description
Title	Language title
Notification List	List of Language owners, who should receive notifications about site updates

Locales - /Site Name/_TMF/Locales Config

Allows you to create Languages:

Field	Description
Title	Locale title
Select Country Site	Country Site for this Locale
Select Language	Language for this Locale
Translation Rule	Default behavior for the translation rules – if select Yes. TMF will use Translation Rules for locale selection, otherwise all Locales will be available for translation
Root Folder for this Locale	Root CMS folder that will be used for this Locale
Notification List	List of Locale owners, who should receive notifications about the Language's assets updates

TMF - Volte User Interface



Navigate to the asset you would like to send for translation and open it in Preview or Edit mode.

The TMF button (1) appears if and only if the template is managed by the TMF. The button is a quick shortcut to the TMF section in the input template.

The TMF control panel (2) begins with a self-identification of the locale this asset is assigned to.

The send-for translation section (3) lists all the available locales to derive to, and also lists any existing relationships.

The output drop-down (4) at the top right is typically used to switch between different template outputs, and in this case, it's also can be used to navigate between the related and translated assets.

The Show Master Changes option (4) in the drop-down will provide a side by side comparison of the derived content to the original and updated Master content.

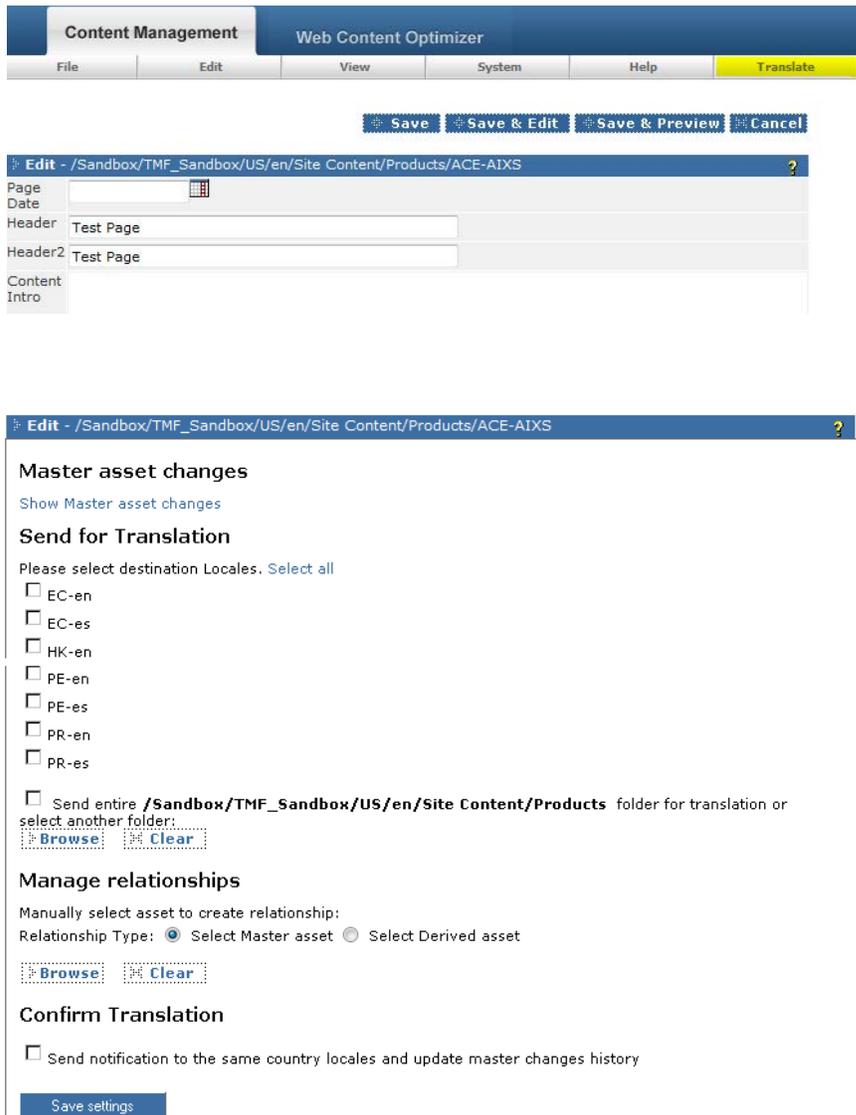
The Manage relationship (5) option allows user to manually select Master or Derived asset and create relationship for existing translation.

TMF - Classic User interface

The Classic User Interface provides the same TMF features as Volte with the different look and feel.

Navigate to the asset you would like to send for translation and open it in Edit mode.

Click the Translate button:



Select an action you would like to perform:

Click Save Settings and then Save the asset

TMF - Actions Explanation

Send For Translation Action

The TMF will create a copy of the asset (or all the assets if Send Entire Folder has been selected) in the selected Locales. It will notify Site, Language and Locale owners that translation can be required.

Relationship asset will be created in the “/System/Translation Model Framework/Relationship config” folder.

If the relationship already exists for the source asset the TMF will notify Owners that source asset has been updated and changes are possibly required for the translated assets.

Manage Relationship

Manually select Master or Derived asset and create relationship for existing translation.

Confirm Translation

Notifies author and the same country's Owners that content has been updated.

Master Asset Changes

For the translated asset it shows Master Asset's field-by-field updates since the last sending for translation.