



# ITS2.0 CMS to TMS implementation: Drupal to GBC Server/PLINT Showcase with VDMA

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The MultilingualWeb-LT Working Group receives funding by the European Commission (project name LT-Web) through the Seventh Framework Programme (FP7) in the area of Language Technologies. Grant Agreement No. 287815.



# Special thanks

Laura Guerrero, Giuseppe Deriard, Pablo Badía  
(Linguaserve)

Clemens Weins, Stephan Walter  
(Cocomore AG)



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# ITS 2.0 Use case in MLW-LT

- Cocomore and Linguaserve are members of the W3C MultilingualWeb-LT Working Group.
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# Multisectorial and Multinational



Cocomore AG is an agency for communication and IT with extensive experience in open-source software, interface development and an understanding of the content creation side.

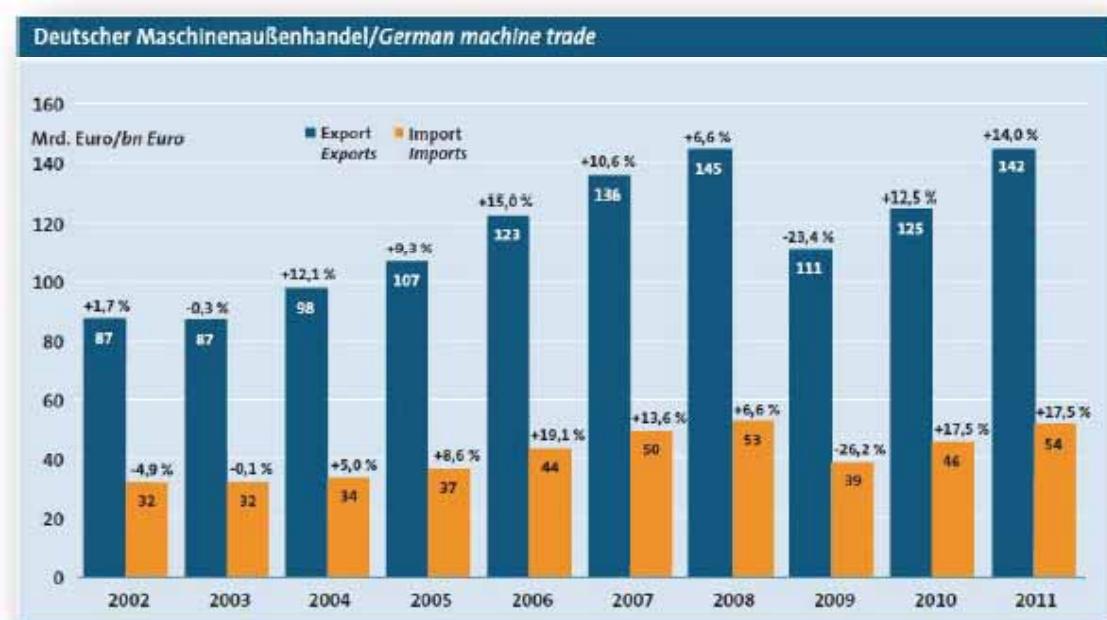
Cocomore wish to provide better multilingual solutions for clients and to lay the foundation for a long-term CMD-to-localisation-chain-integration.



Linguaserve is a company for multilingual advanced solutions, and strongly committed to developing long-term relationships and to creating value for its customers: for both small and medium-sized companies and for large corporations and public administration bodies. Linguaserve specialises in web globalisation and invests in the field of R&D.

# Use case: VDMA

- VDMA: German machinery and plant manufacturers' association
- Largest industrial association in the capital goods industry in Europe (3170 industrial members)
- Highly export-oriented



# Use Case: MLW-LT as a Solution



- Annotated, processed and translated 141 press releases
- Using Drupal MLW-LT modules
- Automatic content round tripping with Linguaserve as LSP
- Languages: GER, FR, ZH



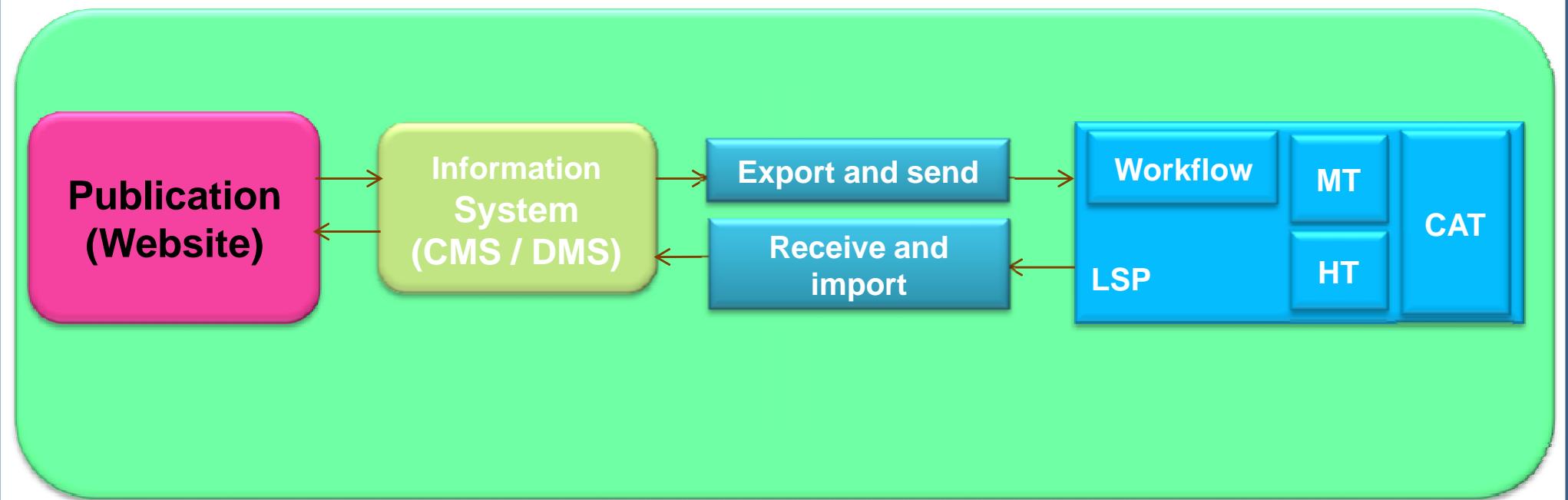
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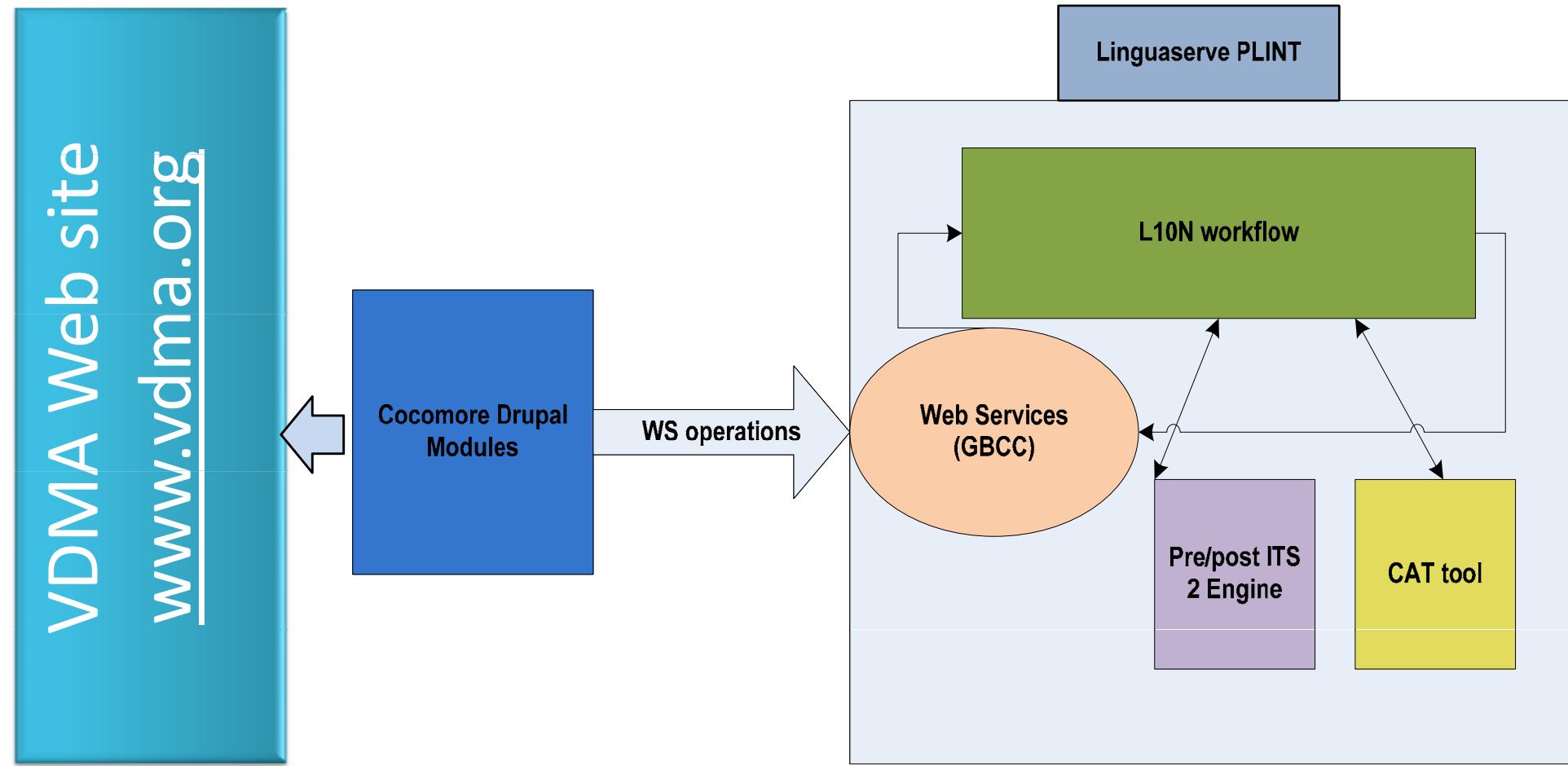


# Automated off-line translation system (Interoperability)

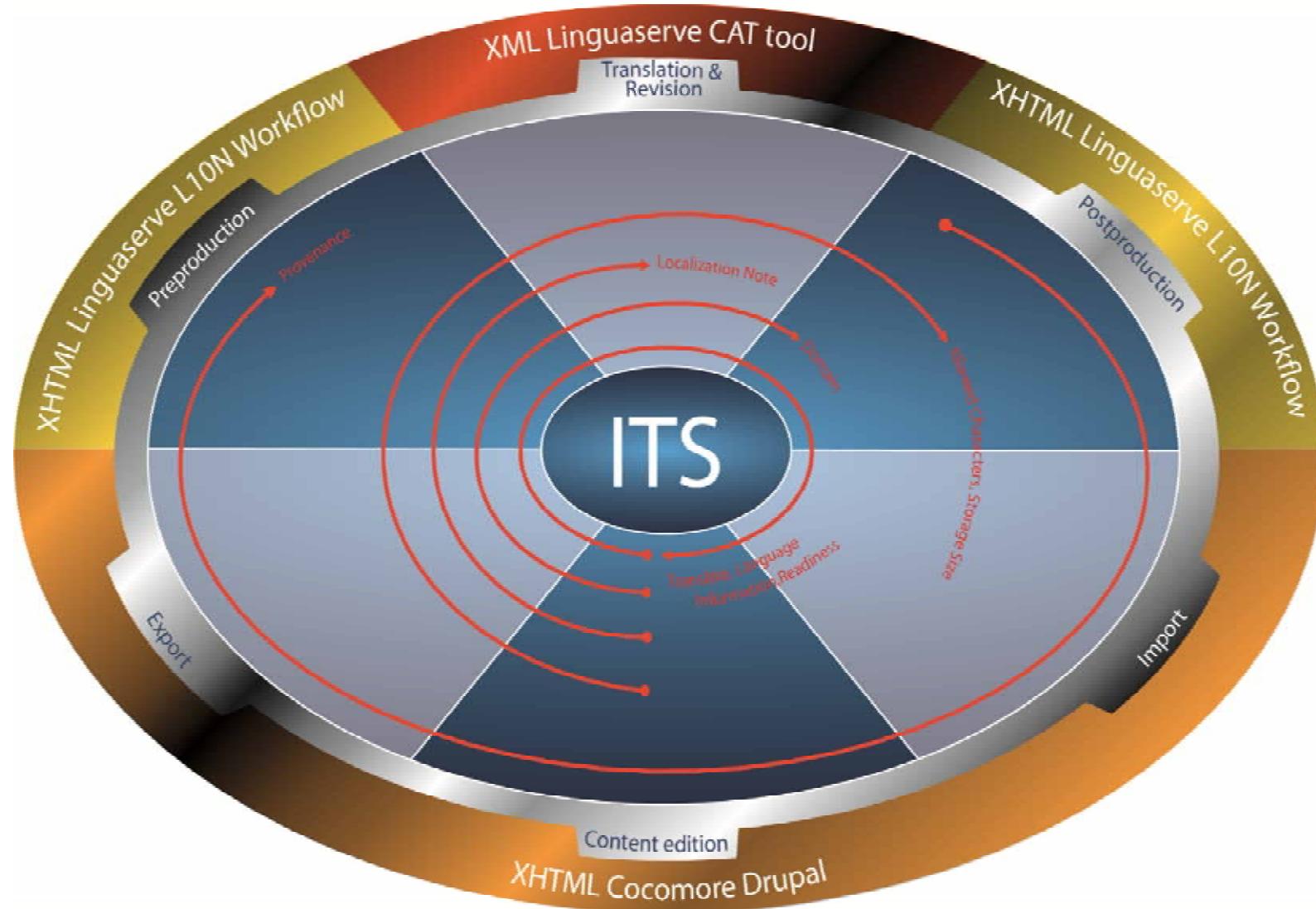


- CMS = Content Management System / DMS = Document Management System
- MT = Machine Translation / HT = Human Translation
- CAT = Computer Assisted Translation tool

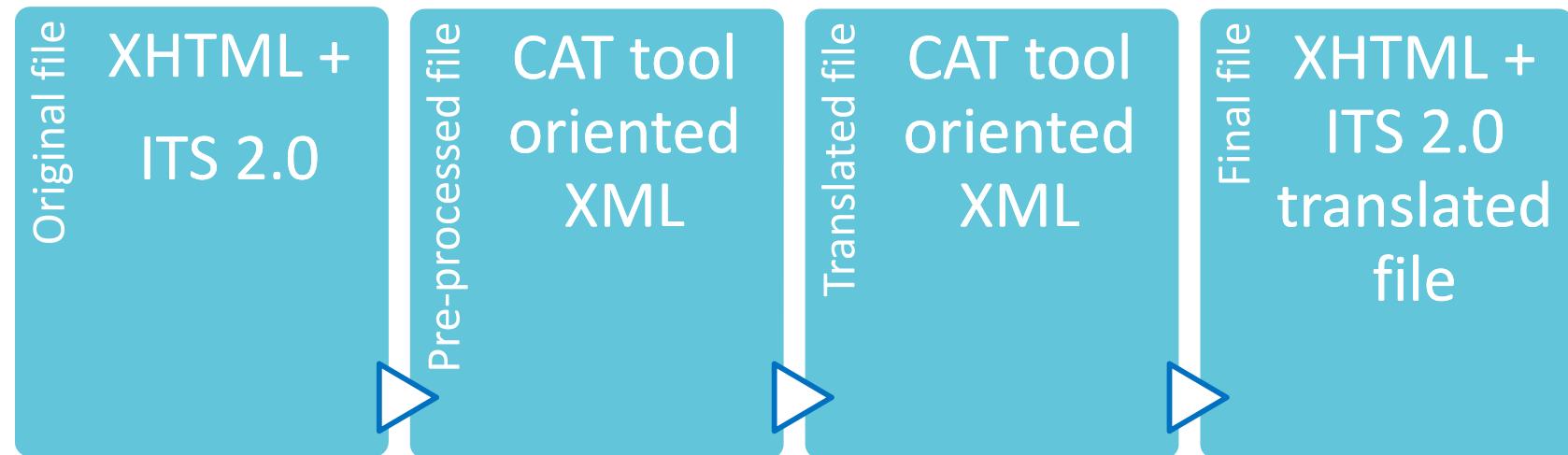
# Architecture



# ITS 2.0 in CMS/TMS processing



# ITS 2.0 format flow



# Some ITS 2.0 benefits (I)



- ITS 2.0 Increases both, user's control and automatic decision processes, allowing more “intelligence” in the systems involve:
  - Translate: can be automatically or manually annotated. E.g.: it allows not to add “not translatable” terms in several specific glossaries or MT systems.
  - Localization Note: direct communication with PM and translators. When alert type, can be used for triggering certain processes in the Translation Workflow.
  - Domain: automatic selection of CAT/MT terminology and dictionaries. Selection of Translation Memories by domains.

# Some ITS 2.0 benefits (II)



- Language Information: quality check to ensure the source language content is according to the Webservice parameter.
- Allowed Characters: quality check for the target content.
- Storage Size: quality check for both, original content, and the target content to be uploaded into the CMS. It can be used also for visual control of translators.
- Provenance: possibility to reassign the same translator/reviewer in new versions of the same content and inform the PM. Tracking control in the CMS.
- Readiness (ITS 2.0 extension): control of processes to be done, date control for availability, delivery, and priority.



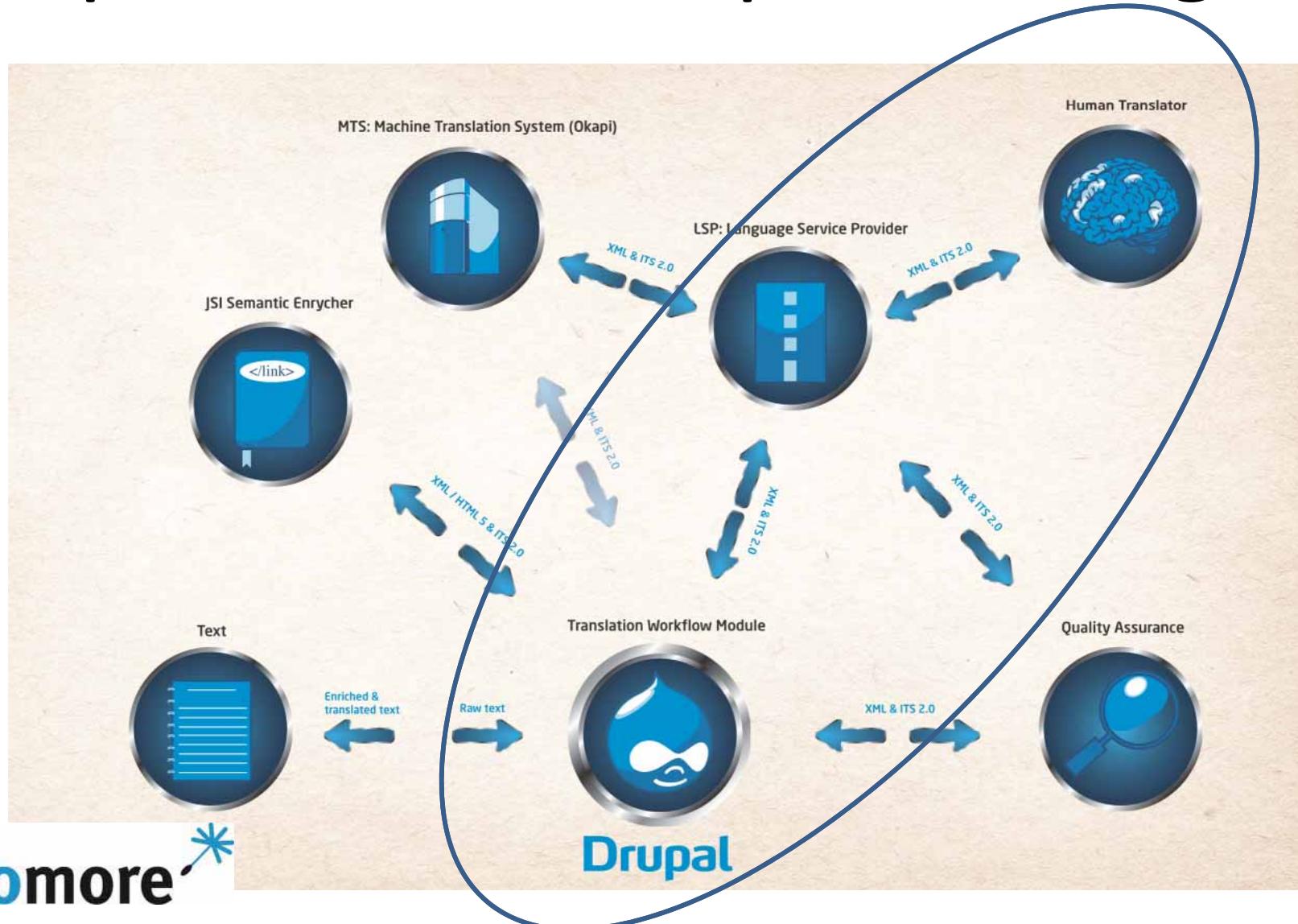
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# Drupal: CMS to empower languages



# CMS: Editing Content

The screenshot shows a CMS editing interface for a press release titled "VDMA verstärkt den Kampf gegen Produktpiraterie". The interface includes a toolbar with "ANSICHT", "BEARBEITEN", "LANGUAGE MANAGEMENT", and "ÜBERSETZEN". A "Sprache" dropdown is set to "Deutsch". The "Body (Zus)" rich text editor contains German text about fighting product piracy. Overlaid on the interface are five blue callout boxes with arrows pointing to specific elements:

- Do not translate**: Points to the "Sprache" dropdown.
- Only translate for the following locales**: Points to the "ÜBERSETZEN" button.
- Text analysis**: Points to the "Body (Zus)" rich text editor.
- Localization note**: Points to the "ÜBERSETZEN" button.
- Language setting**: Points to the "Sprache" dropdown.



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# CMS: Translation Management

The screenshot shows a CMS dashboard with a navigation bar at the top. The main content area displays a blog post titled "Übersetzungen von VDMA verstärkt den Kampf gegen Produktpiraterie". Below the title, there are tabs: ANSICHT, BEARBEITEN, LANGUAGE MANAGEMENT, and ÜBERSETZEN. The ÜBERSETZEN tab is active. A note below the title states: "Übersetzungen von Inhalten werden in Übersetzungsmengen verwaltet. Jede Übersetzungsmenge hat einen Quellinhalt und eine beliebige Anzahl von Übersetzungen in irgendeiner der aktivierten Sprachen. Übersetzungen werden als veraltet gekennzeichnet, wenn am Originalinhalt größere Änderungen vorgenommen wurden." A table lists four translations:

| Sprache                 | Titel  | Status          | Pending Translations | Operations             |
|-------------------------|--|-----------------|----------------------|------------------------|
| Deutsch (Quelle)        | VDMA verstärkt den Kampf gegen Produktpiraterie                  | Veröffentlicht  | Quelle               | Bearbeiten             |
| Chinesisch, Vereinfacht | VDMA加强了对盗版产品的斗争 [nld.299]  | Veröffentlicht  | Keine                | Bearbeiten             |
| Englisch                | N.A.   | Nicht übersetzt | Keine                | Übersetzung hinzufügen |
| Französisch             | VDMA renforce la lutte contre le piratage des produits [nid.330] | Veröffentlicht  | Keine                | Bearbeiten             |

Below the table, there is a "Request translation" button and a section titled "ÜBERSETZUNGEN FÜR VDMA VERSTÄRKT DEN KAMPF GEGEN PRODUKTPIRATERIE AUSWÄHLEN". This section contains three checkboxes for selecting translations: Chinesisch, Vereinfacht (selected), Englisch, and Französisch. At the bottom of the interface is a "Übersetzungen aktualisieren" button.



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# CMS: Send and receive

Home > Administration > Configuration > Regional and language

Job overview •

JOBS

NODE SOURCE

TRANSLATORS

SETTINGS

| State   | From    | To      | Translator |
|---------|---------|---------|------------|
| - Any - | - Any - | - Any - | - Any -    |

Apply

▼ OPERATIONS

- Choose an operation -

Execute

Sending it to LSP  
and automatically  
reintegrate

| <input type="checkbox"/> | LABEL                              | FROM   | TO                  | STATE    | TRANSLATOR                            | PROGRESS | WORD COUNT | CHANGED            | OPERATIONS                                    |
|--------------------------|------------------------------------|--------|---------------------|----------|---------------------------------------|----------|------------|--------------------|---|
| <input type="checkbox"/> | From German to French              | German | French              | Finished | Linguaserve translator (auto created) | 15/0/0   | 1400       | 05/27/2013 - 19:58 | <a href="#">manage</a> <a href="#">delete</a> |
| <input type="checkbox"/> | From German to Chinese, Simplified | German | Chinese, Simplified | Finished | Linguaserve translator (auto created) | 5/0/0    | 484        | 05/16/2013 - 20:28 | <a href="#">manage</a> <a href="#">delete</a> |
| <input type="checkbox"/> | From German to Chinese, Simplified | German | Chinese, Simplified | Finished | Linguaserve translator (auto created) | 26/0/0   | 1768       | 03/07/2013 - 12:03 | <a href="#">manage</a> <a href="#">delete</a> |
| <input type="checkbox"/> | From German to Chinese, Simplified | German | Chinese, Simplified | Finished | Linguaserve translator (auto created) | 4/0/0    | 151        | 03/07/2013 - 12:03 | <a href="#">manage</a> <a href="#">delete</a> |
| <input type="checkbox"/> | From German to Chinese, Simplified | German | Chinese, Simplified | Finished | Linguaserve translator (auto created) | 130/0/0  | 10106      | 03/07/2013 - 12:03 | <a href="#">manage</a> <a href="#">delete</a> |
| <input type="checkbox"/> | From German to Chinese, Simplified | German | Chinese, Simplified | Finished | Linguaserve translator (auto created) | 130/0/0  | 7959       | 03/07/2013 - 11:51 | <a href="#">manage</a> <a href="#">delete</a> |



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# CMS: Review Process

Startseite > Verwaltung > Konfiguration > Lokalisierung und Sprache > Übersetzungs Management > Übersetzung für VDMA verstärkt den Kampf gegen Produktpiraterie > Übersetzungs Management > From German to French

Übersetzung für VDMA verstärkt den Kampf gegen Produktpiraterie

ANSICHT BEWERTUNG

BODY  
DELTA #0

Quelle  
<p>17.05.2010 - Der Kampf gegen Produktpiraterie muss an vielen Fronten gleichzeitig geführt werden. Eine wichtige Maßnahme im Kampf gegen die Verlebung von intellektuellen und geistigen Eigentum ist die juristische Unterstützung. Deshalb entscheidet sich VDMA, dass es mit allen Partnern zusammenarbeiten wird, um die Rechte der Mitgliedsfirmen zu schützen. </p>

Übersetzung  
<p>17.05.2010 - La lutte contre le piratage des produits doit être menée sur de nombreux fronts à la fois. L'assistance juridique est une mesure essentielle dans la lutte contre la violation de la propriété matérielle et intellectuelle. <span translate="no">VDMA</span> décide maintenant pour la protection de ses sociétés membres.</p>

TEASER TEXT  
DELTA #0

Quelle  
<p>17.05.2010 - Der Kampf gegen Produktpiraterie muss an vielen Fronten gleichzeitig geführt werden. Eine wichtige Maßnahme im Kampf gegen die Verlebung von intellektuellen und geistigen Eigentum ist die juristische Unterstützung. Deshalb entscheidet sich VDMA, dass es mit allen Partnern zusammenarbeiten wird, um die Rechte der Mitgliedsfirmen zu schützen. </p>

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TITLE

Quelle  
VDMA verstärkt den Kampf gegen Produktpiraterie

Übersetzung  
VDMA renforce la lutte contre le piratage des produits

Akzeptieren Bewertung speichern Abbrechen



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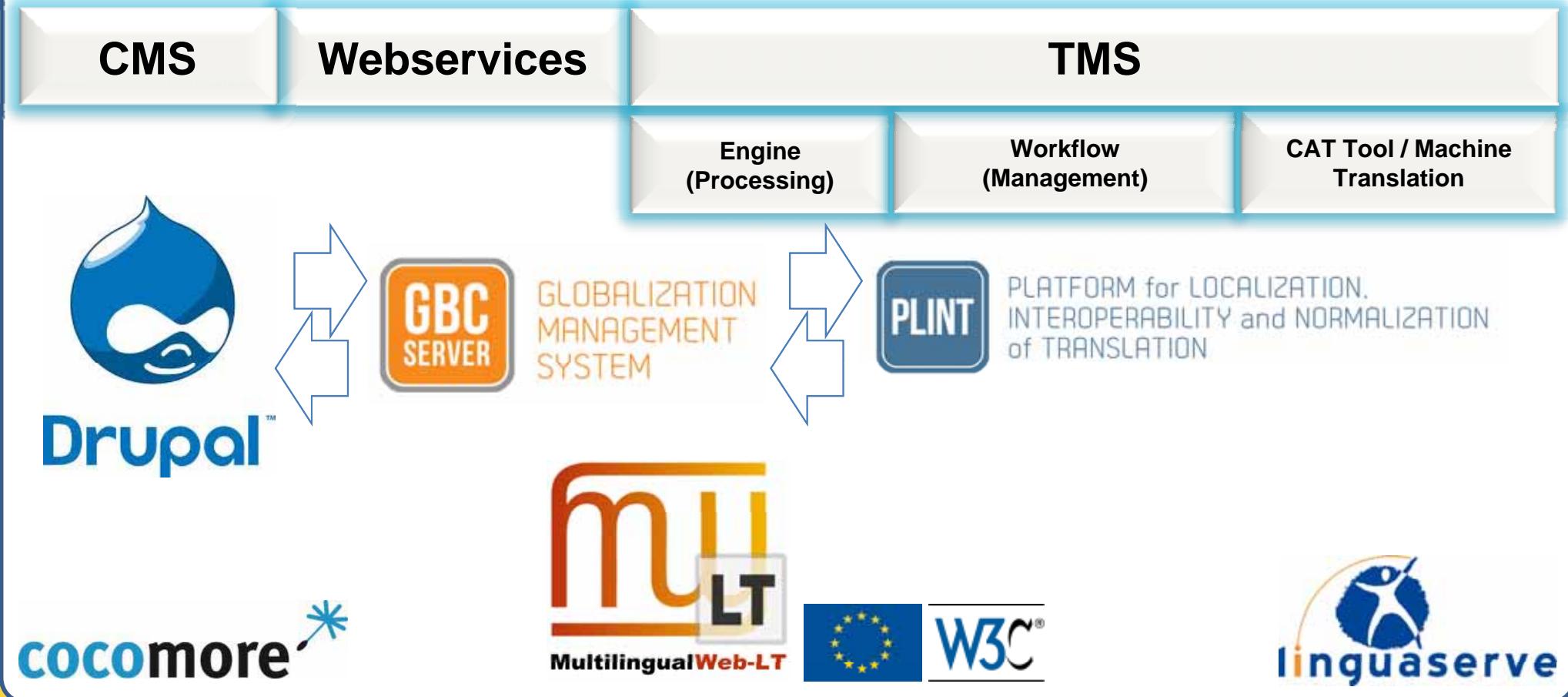
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# CMS-TMS Interoperability



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# Wbservice operations

- Send file for translation
- Confirmation of reception
- Cancellation
- Check availability of translations
- Download translations
- Download confirmation



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GLOBALIZATION  
MANAGEMENT  
SYSTEM



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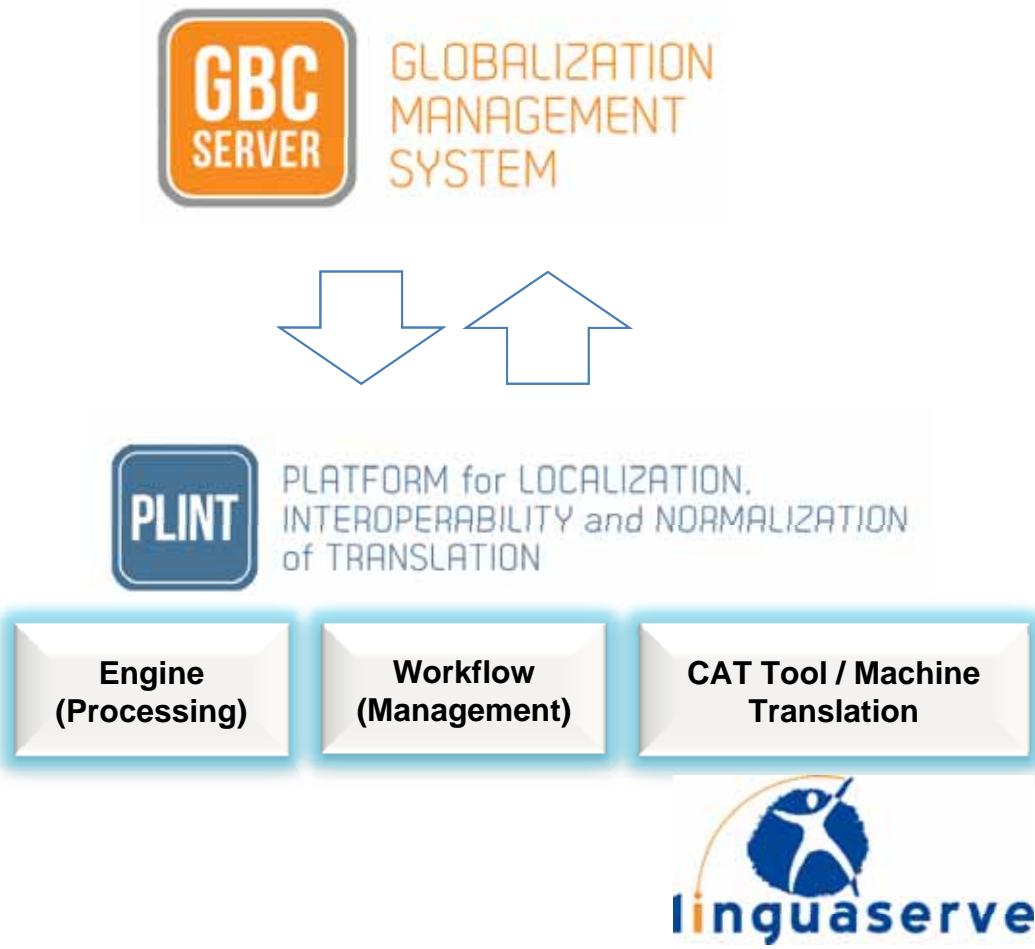
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# GBC Server / PLINT empowered with ITS 2.0

In the LSP side, ITS 2.0 metadata encompasses three areas:

- Pre-production/post-production engine for processing content files annotated with ITS 2.0.
- LSP internal localization workflow to provide support to project management and production processes.
- CAT tool usage for translation, revision and postediting with ITS 2.0 annotated content.



# TMS: Pre-processing ITS2.0 in PLINT

**Pre-processing** ↳ CMS-exported file to CAT-oriented XML file

**Translate** ↳ Translatable nodes extracted with tags for blocking

**Localization Note** ↳ Reference node to inform the translator

**Domain** ↳ Reference node created to inform the translator

**Storage Size** ↳ To inform the translator and for post-processing

**Localization Note** ↳ Alert sent to the project manager

**Localization Note** ↳ Tooltip visualized in the workflow

**Language Information** ↳ Quality checked with webservice

**Storage Size** ↳ Source content is checked for quality

**Readiness\*** ↳ Priority checked with webservice and set

**Domain** ↳ Automatic selection of terminology and Translation Memories

**Provenance** ↳ Same translator/reviser reassigned in new versions of same content

**Readiness\*** ↳ Expected finalization date

**Engine  
(Processing)**

**Workflow  
(Management)**

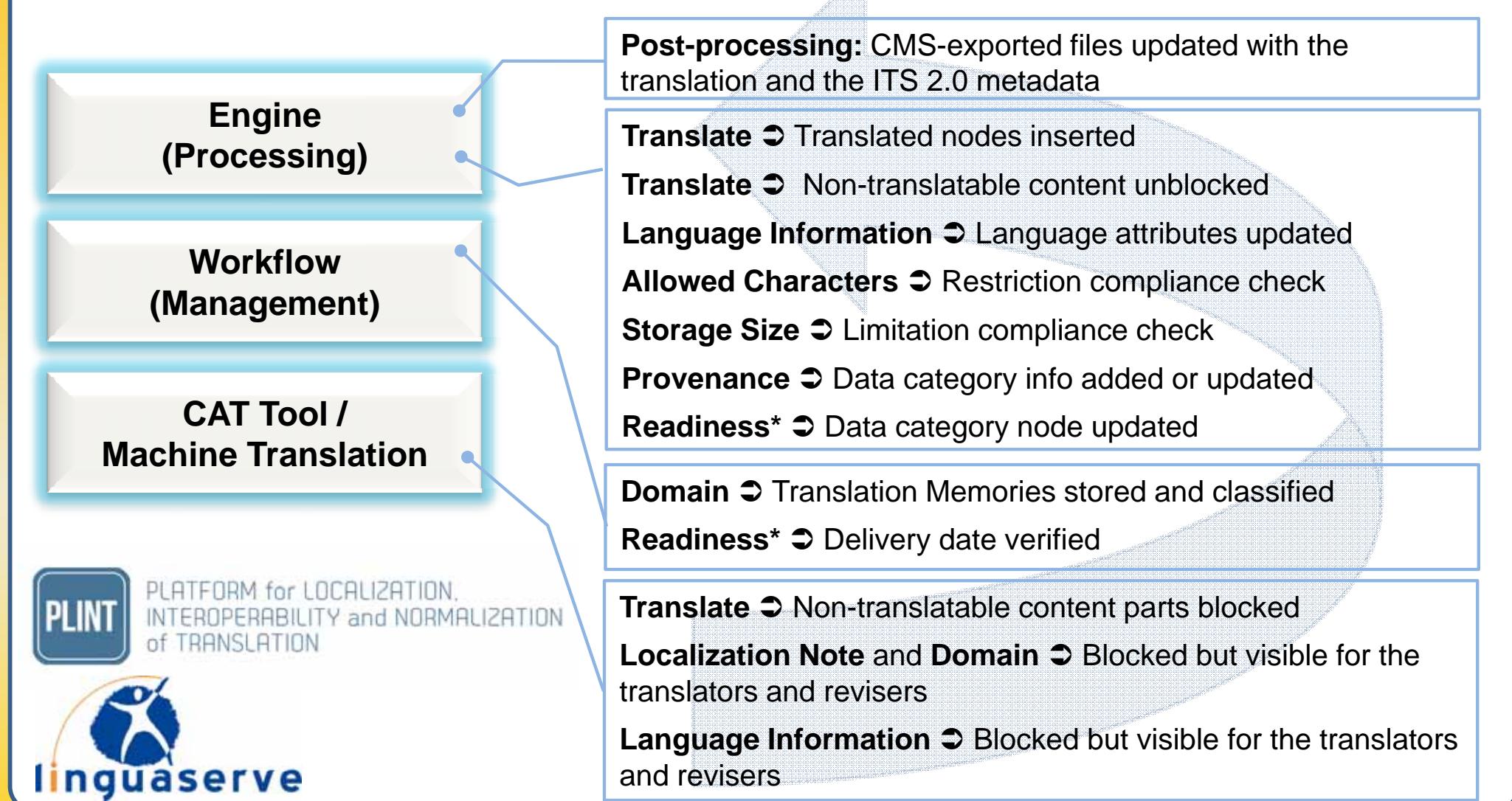
**CAT Tool /  
Machine Translation**



PLATFORM for LOCALIZATION,  
INTEROPERABILITY and NORMALIZATION  
of TRANSLATION



# TMS: Post-processing ITS2.0 in PLINT



# ITS 2.0 Translator training

Translators and reviewers need training and tools with specific viewing and editing functionalities.

```
<?xml version="1.0" encoding="UTF-8"?>
<xlas version="2.0">
....<xlasUTrad codif="UTF-8" sourceFile="1214_node.xml" xmlGuid="193_node">
.....<xlasRefTrad url=""><![CDATA[http://stage-mlwlt.cocomore.com:8080/de/node/193]]></xlasRefTrad>
.....<xlasRefTrad it2dataCategory="Domain"><![CDATA[Allgemein, Angewandte Wissenschaft, Anlagenbau, Kunststoff- und Gummimaschinen, Maschinenbau, Technologien, Unternehmen]]></xlasRefTrad>
.....<xlasRefTrad it2dataCategory="LocalizationNote"><![CDATA[Pressemitteilung]]></xlasRefTrad>
.....<xlasTrad fieldName="36672-node_title" xMax="255" xMaxOrig="48" xlasId="1"><![CDATA[«1+»
VDMA•verstärkt•den•Kampf•gegen•Produktpiraterie«2»
]]></xlasTrad>
.....<xlasTrad fieldName="36672-body-0-value" xlasId="2"><![CDATA[<p><span>17.05.2010--Der Kampf gegen Produktpiraterie muss an vielen Fronten gleichzeitig geführt werden. Eine wichtige Maßnahme im Kampf gegen die Verletzung von materiellem und geistigem Eigentum ist die juristische Unterstützung. Der <xlasBloq xlasBloqId="1">&lt;span translate="no" &gt;VDMA&lt;/span&gt;</xlasBloq> setzt sich mit aller Vehemenz für den Schutz seiner Mitgliedsunternehmen ein.«4»
</p>
<p><span its-loc-note="Bitte korrekte sinngemäße Übersetzung mit Marc Wiesner absprechen." its-loc-note-type="description">Das Internet macht vieles transparenter - beispielsweise auch die Verletzung von Schutzrechten</span>, betont <xlasBloq xlasBloqId="2">&lt;span translate="no" &gt;Marc Wiesner&lt;/span&gt;</xlasBloq>, Experten für Produktpiraterie der Abteilung Recht im <xlasBloq xlasBloqId="3">&lt;span translate="no" &gt;VDMA&lt;/span&gt;</xlasBloq>. Viel schneller als früher bemerkten es die Unternehmensvertreter heutzutage, wenn Produkte angeboten werden, die den eigenen täuschend ähnlich sind oder illegale Nachahmungen darstellen. Das weltweite Datennetz hilft nicht nur beim Verkauf illegaler Waren, es bringt ebenso Rechtsverletzungen schnell und überall zutage.«6»
</p>
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</p>
<p><span its-loc-note="Bitte korrekte sinngemäße Übersetzung mit Marc Wiesner absprechen." its-loc-note-type="description">Der <xlasBloq xlasBloqId="20">&lt;span translate="no" &gt;VDMA&lt;/span&gt;</xlasBloq> bietet seinen Mitgliedsunternehmen zusätzlich zu Publikationen und Informationen bei Veranstaltungen rechtliche Beratung speziell zu Verletzung von <span lang="en">Know-how</span> und gewerblichen Schutzrechten an.«8»
</p>
]]></xlasTrad>
....<xlasUTrad>
</xlas>
<9+>
```



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# MLW-LT CMS-TMS SWOT

## Strengths

More efficient control over the content  
Faster and more efficient communication between localization chain actors  
Localization platforms and format Independent

## Weaknesses

There is not a CMS-TMS interoperability standard.  
• Readiness can simplify the web service standard

## Opportunities

Accelerator for adoption of interoperability localization chains.  
Improvement for those clients already using it.  
Increasing fully automatic processes and localization expert systems.

## Threats

Source content annotation and tools  
• Content creators adoption  
• CMS developers adoption.  
• ITS 2.0 compliant and facilities  
CAT/Post-editing tools  
• SEO applications



# Business: Opportunities rise from needs

- Highly frequent updated web sites that need efficient multilingual updates and maximal control:
  - Corporate, information and news
  - Multilingual E-commerce
  - Export portals and intranets...
- Highly distributed content creation through the CMS.
- Web 2.0 (user content created)
  - Applying MT systems for immediacy
- Using ITS 2.0 to contribute for multilingual SEO.





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# Open source ITS 2.0 Drupal Module



Tool: Drupal Module for editing and viewing of ITS 2.0 markup:

>> <https://drupal.org/project/its>

Tool: Drupal Module to connect to TMGMT Translator Linguaserve

>> <http://drupal.org/sandbox/kfritsche/1908422>

Tool: Drupal Module to interact with TMGMT

>> <http://drupal.org/sandbox/kfritsche/1908598>

Tool: ITS 2.0 jQuery Plugin >> <http://plugins.jquery.com/its-parser/>

VDMA preproduction: staging-mlwlt.cocomore.com:8080/#

Username: test

Password: fenMarOf0

# ITS 2.0 GBC Server / PLINT



[https://www.linguaserve.net/las\\_demos/control/MLWLTWP3DemoEngine](https://www.linguaserve.net/las_demos/control/MLWLTWP3DemoEngine)

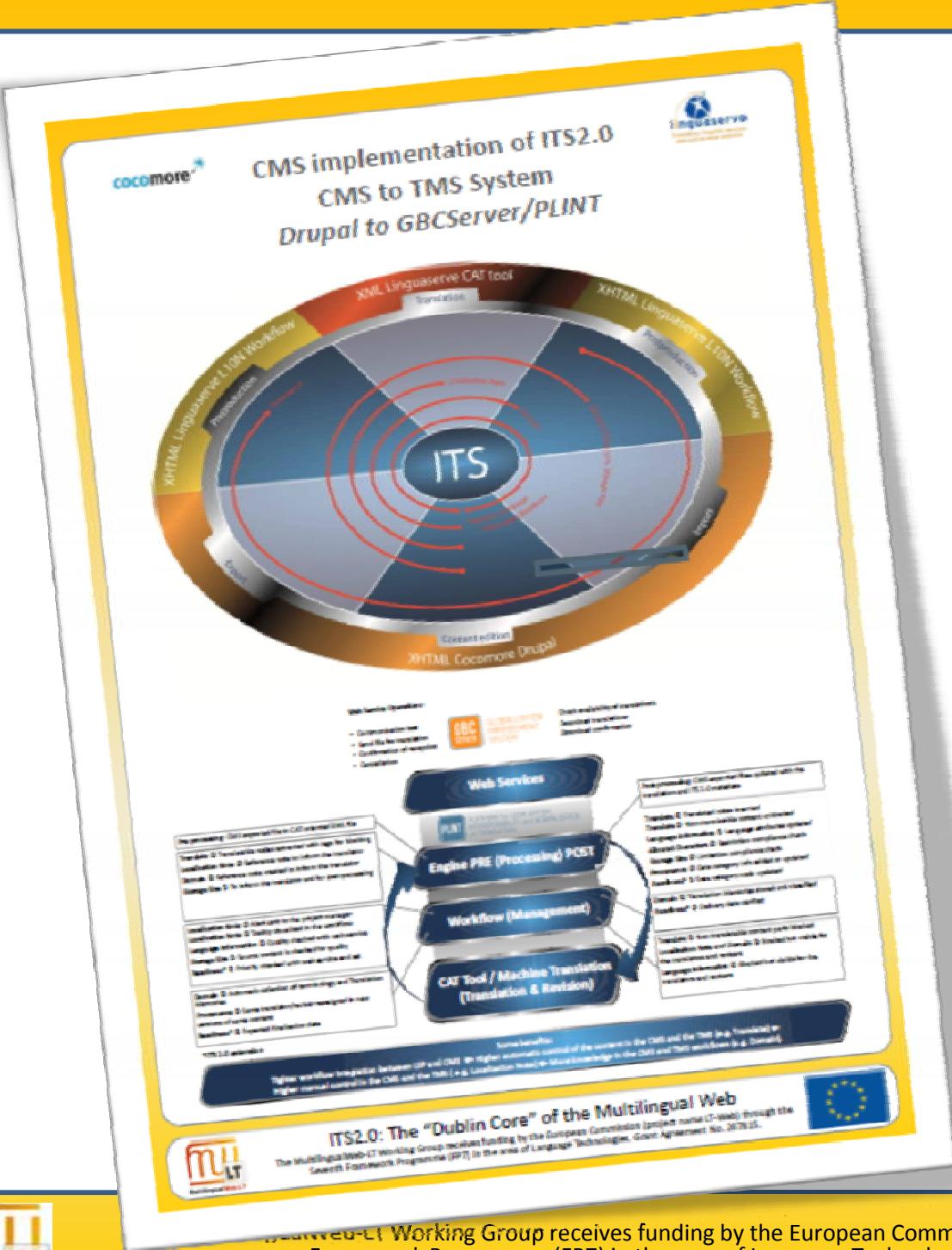
user: demos

password: demosLingu@serve

[http://www.w3.org/International/multilingualweb/lt/wiki/images/6/67/Linguaserve\\_Preproduction\\_step\\_demo.zip](http://www.w3.org/International/multilingualweb/lt/wiki/images/6/67/Linguaserve_Preproduction_step_demo.zip)

[http://www.w3.org/International/multilingualweb/lt/wiki/images/c/ca/Linguaserve\\_ITS\\_CAT\\_Tool\\_usage\\_demo.zip](http://www.w3.org/International/multilingualweb/lt/wiki/images/c/ca/Linguaserve_ITS_CAT_Tool_usage_demo.zip)

[http://www.w3.org/International/multilingualweb/lt/wiki/images/a/aa/Linguaserve\\_Postproduction\\_step\\_demo.zip](http://www.w3.org/International/multilingualweb/lt/wiki/images/a/aa/Linguaserve_Postproduction_step_demo.zip)



# Thank you.

