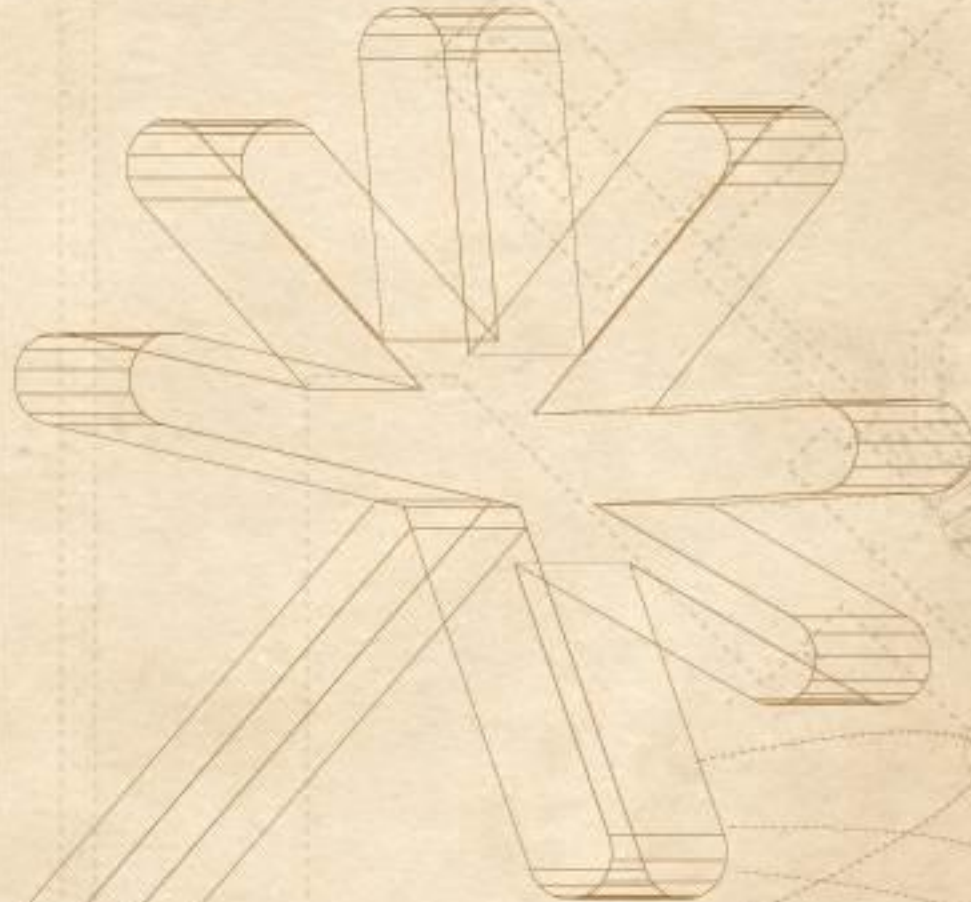


cocomore



Multilingual Web Conference

CMS and localisation

Multilingual Web content management

Limerick. September 21st, 2011

cocomore 



Agency for integrated communication and IT services

100 employees

Offices in Germany and Bulgaria

Our clients include Fresenius, Nestlé, Procter & Gamble, PwC, RTL, Sanofi-Aventis

Drupal is our CMS of choice

Cocomore and Drupal

Health portal ellviva.de

Features:

- Built on Drupal with additional functionalities
- >100,000 pages of content
- Linked to legacy systems, for example pharmaceutical information systems
- Editorial backend including complex workflows and image database

ellviva.de *We love...green*
die besten Naturkosmetik-Tipps auf fem.green

Gesundheit Wellness Kochen & Genießen Diät & Abnehmen Schönheit Schwangerschaft Familie & Kinder Liebe

Entspannung pur: Massagen für alle Sinne

Zutaten: Saisonkalender Juni

Brustkrebs im Überblick

Leichter leben

Community

Meist gesuchtes Thema

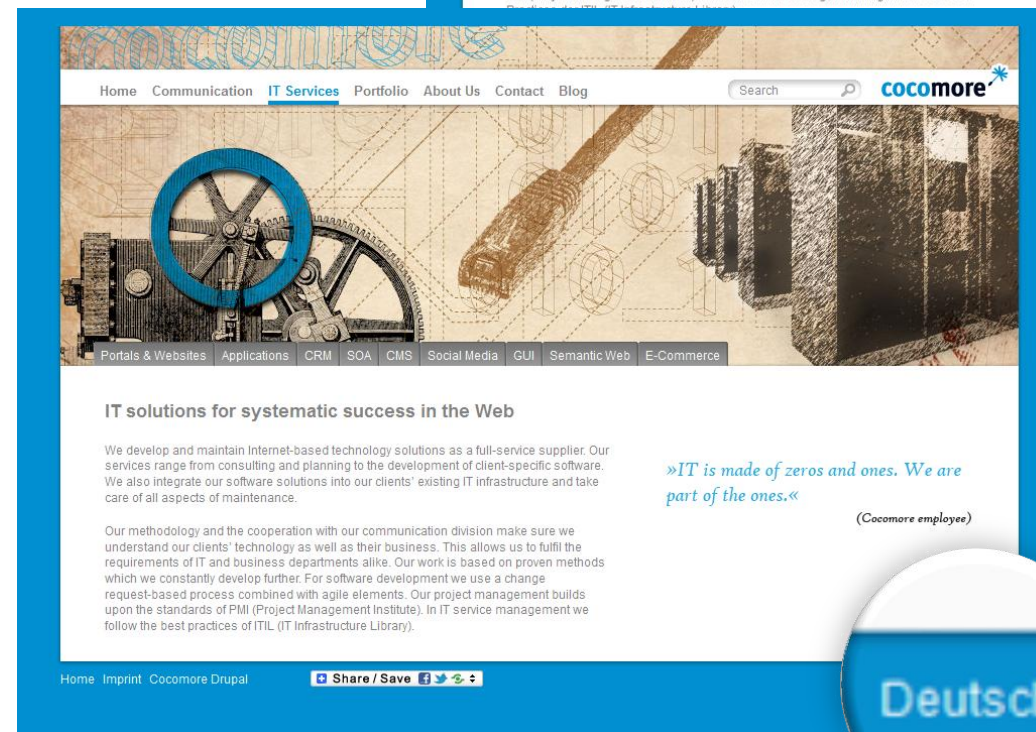
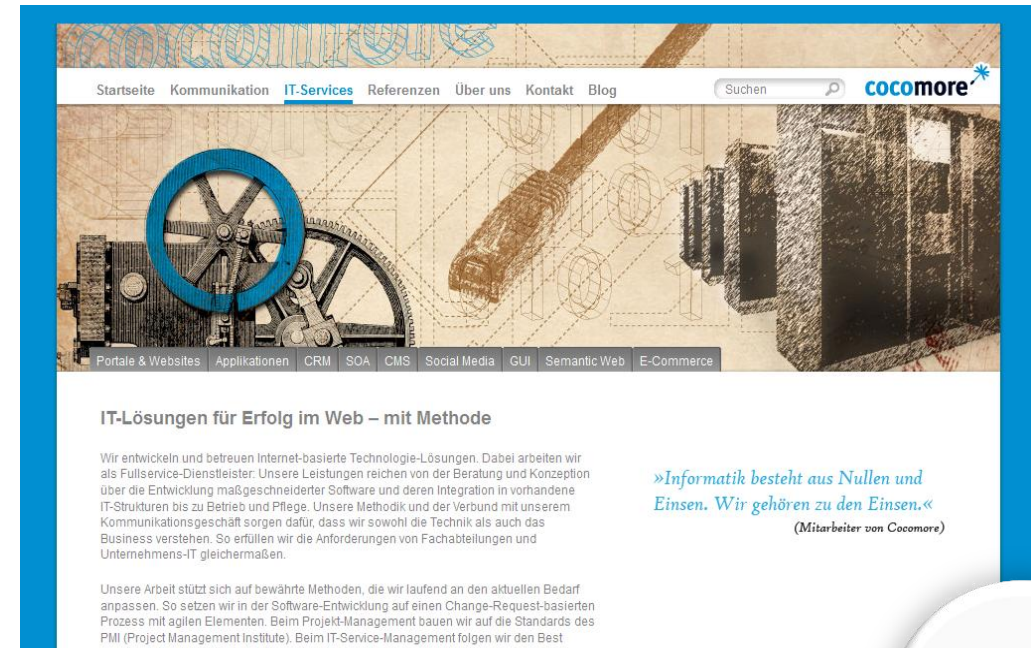
Yuplls

Cocomore and Drupal

Implemented multilingualism capabilities

- Clustering of content nodes across languages:

Content node cluster
- Source language node
- Target language 1 node
- Target language 2 node
- Target language ... node



Content node links across languages

Cocomore and Drupal

Implemented multilingualism capabilities

- Editorial backend workflows for translations



- Apache Solr Multilingual
 - Multilingual search
 - Stop-word parsing
 - Stemming parsing
 - Compound noun parsing
 - ...

Client demands

More clients want to serve an increasing number of relevant language markets

Multilingual Web content

Content viewers can be from various language backgrounds

CMS requirements

CMS must be able to provide multilingual content and integrate necessary functionalities

This often means being able to integrate translated content into the CMS

Multilingual CMS issues

Terms and terminology

Fixed terms and terminology are accidentally translated:

Our consultant John will help you

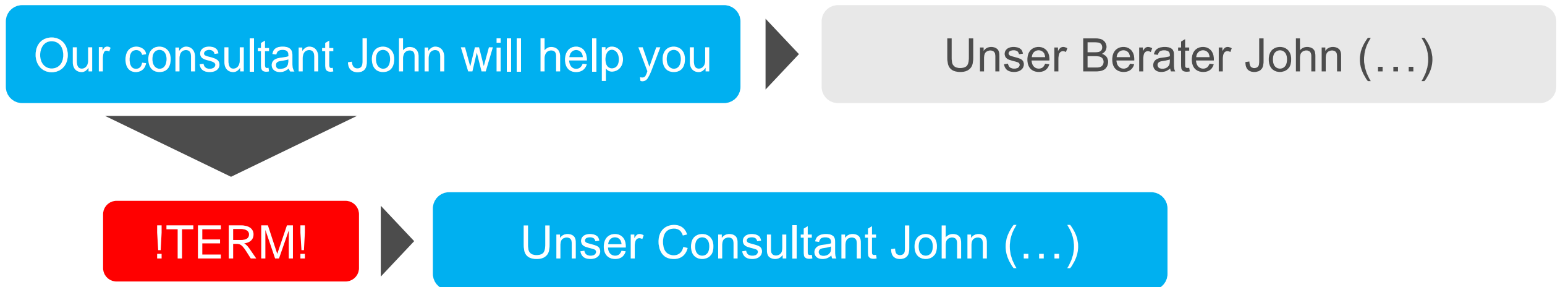


Unser Berater John (...)

Multilingual CMS issues

Terms and terminology

Metadata marking of terms can avoid the problem:



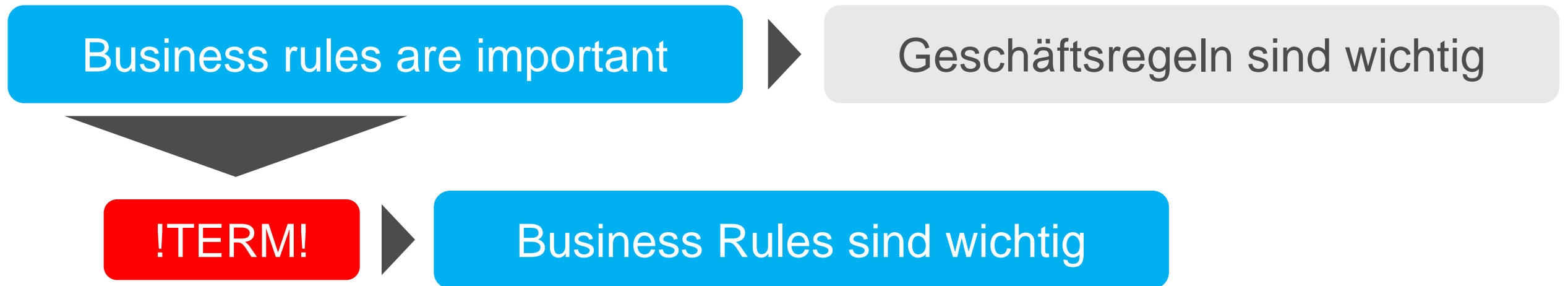
Possible terms

- Brands
- Product names
- Academic terminologies
- Technical terminologies
- ...

Multilingual CMS issues

Terms and terminology

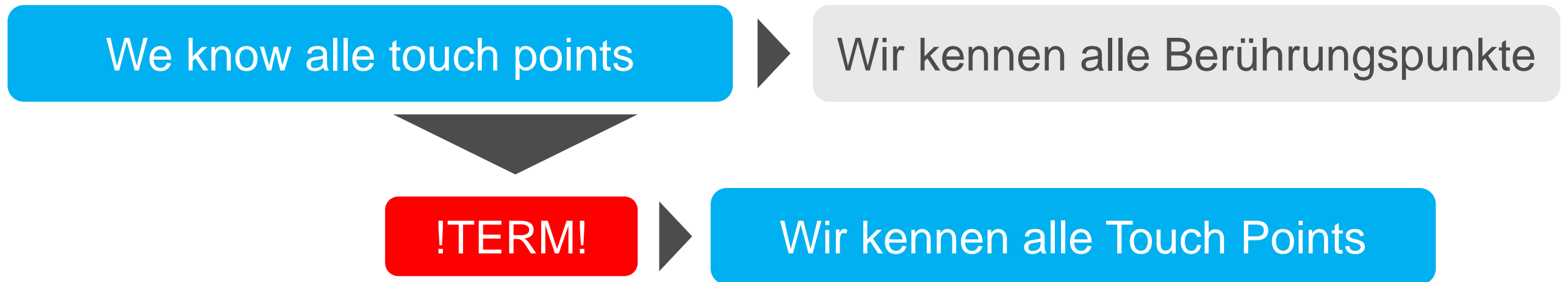
Metadata marking of terms can avoid the problem:



Multilingual CMS issues

Terms and terminology

Metadata marking of terms can avoid the problem:



Multilingual CMS issues

Terms and terminology

Non-translatability of terminology can be language-specific:

Our consultant John will help you

!TERM!

Unser Consultant John (...)

(...) コンサルタント (...)

Multilingual CMS issues

Domains

Lack of domain information can create MT translation issues:

The origins of sake are unclear



Der Ursprung des Willens (...)

Multilingual CMS issues

Domains

Lack of domain information can create MT translation issues:

The origins of sake are unclear

Der Ursprung des Willens (...)

!DOMAIN!

Der Ursprung von Sake (...)

Possible domains

Content domains (legal, medical, ...)

Audience domains (formal/informal, academic, ...)

Multilingual CMS issues

Domains

Translations should differ depending on the audience:

Could you pass the butter?



Könntest du mir die Butter reichen?

Multilingual CMS issues

Domains

Translations should differ depending on the audience:

Could you pass the butter?

Könntest du mir die Butter reichen?

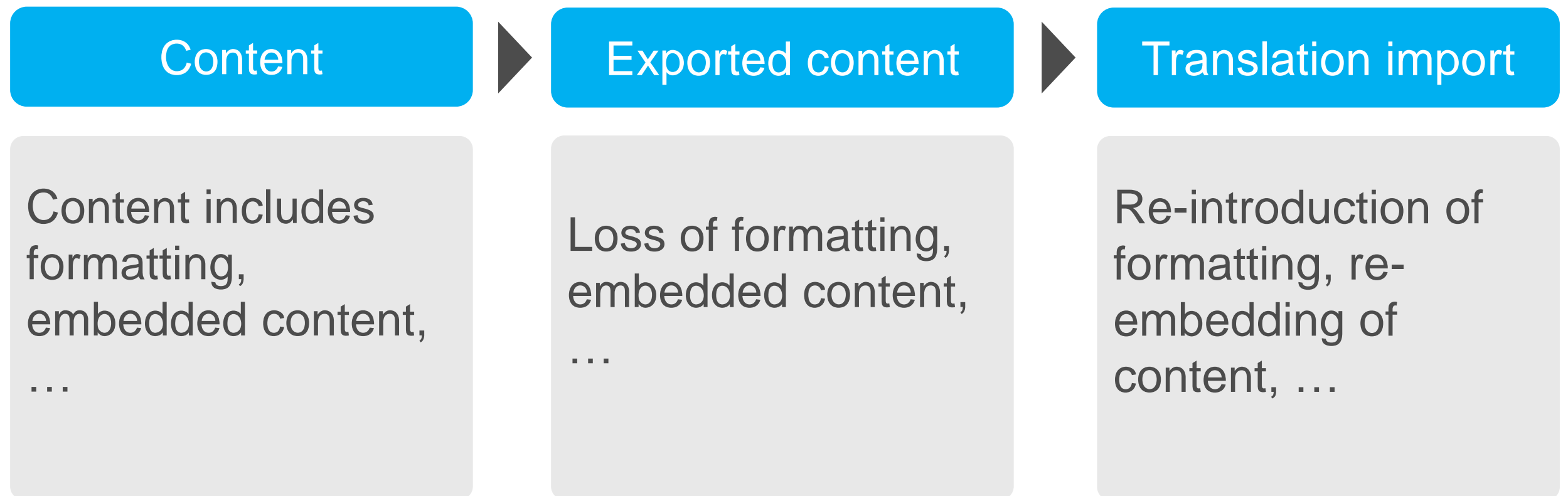
!DOMAIN!

Könnten Sie mir (...)?

Könntet ihr mir (...)?

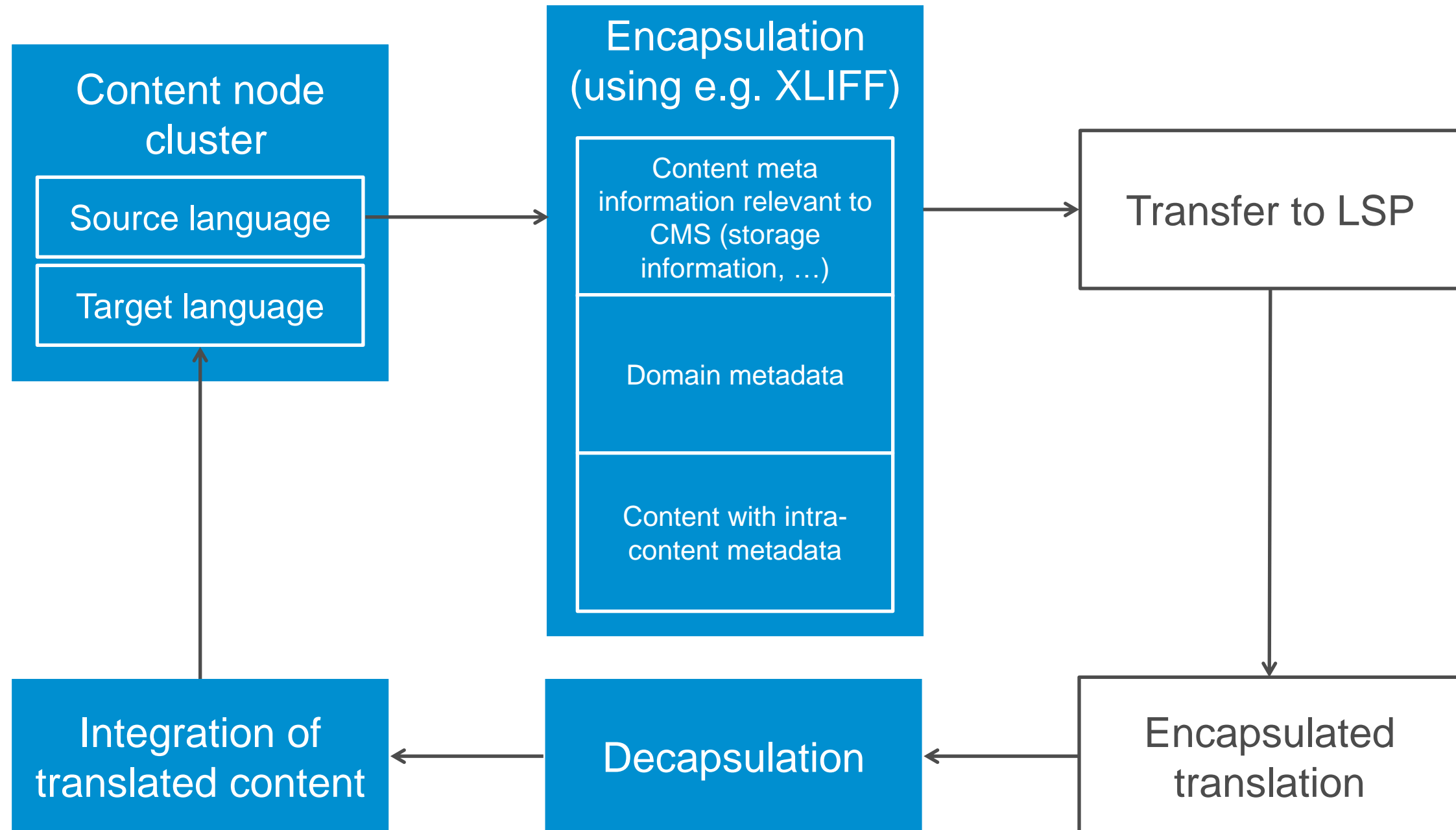
Translation workflow integration

Currently, translations are often dealt with like this:

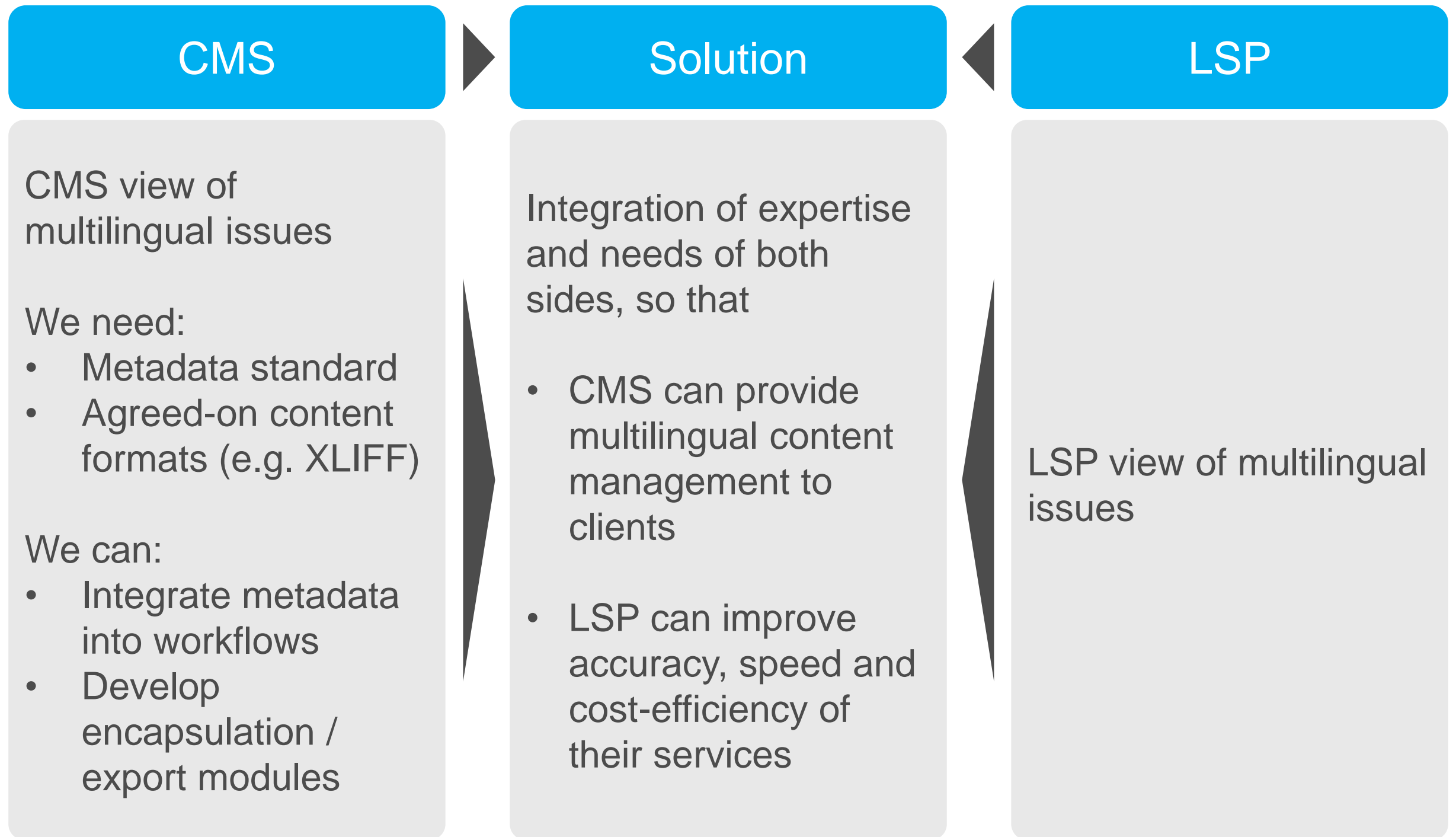


Translation workflow integration

This is what we would like the process to be:



Cooperation of LSP and CMS



MultilingualWeb-LT

Aligns both LSP and CMS

Will create metadata standard to improve translations

Cocomore will implement metadata standard into Drupal (CMS) content workflows

LSP can improve quality of translations with the help of metadata

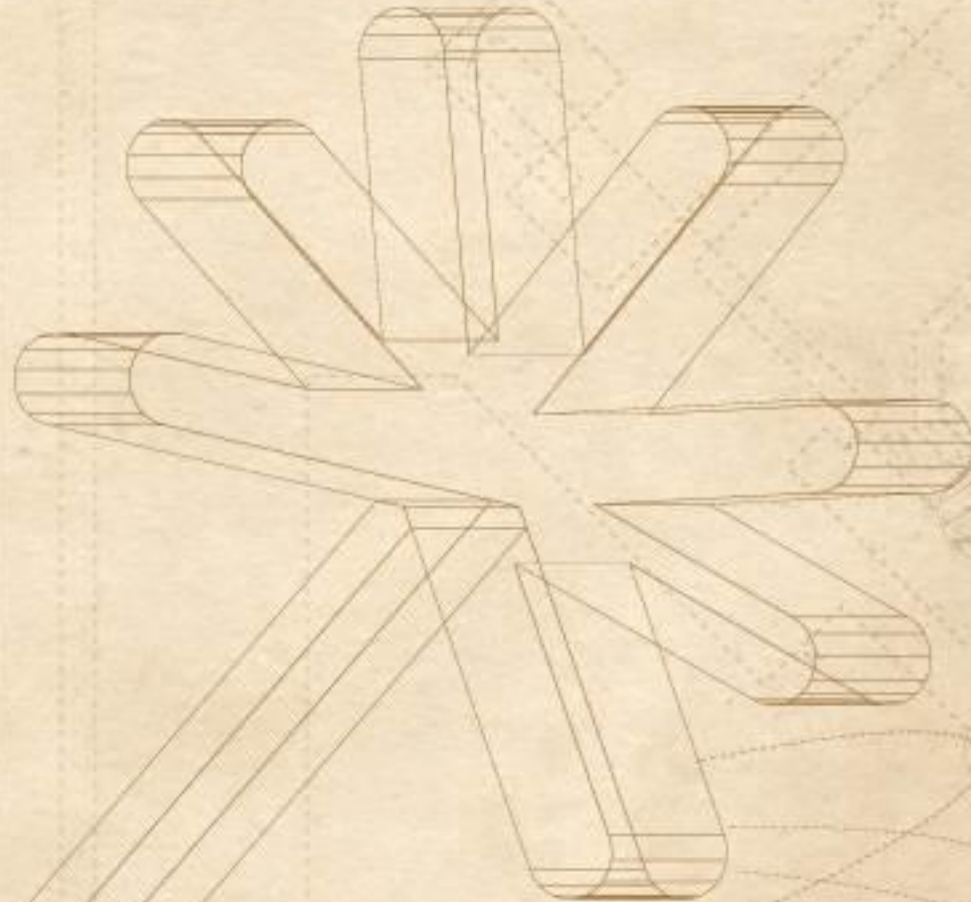
MultilingualWeb-LT

Better ways of dealing with translations in the CMS

Improved quality of translations, impact on translation costs and efficiency

Increased ability to provide multilingual content to tackle new opportunities and thrive in new markets

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Thank you for your time.

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