



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:

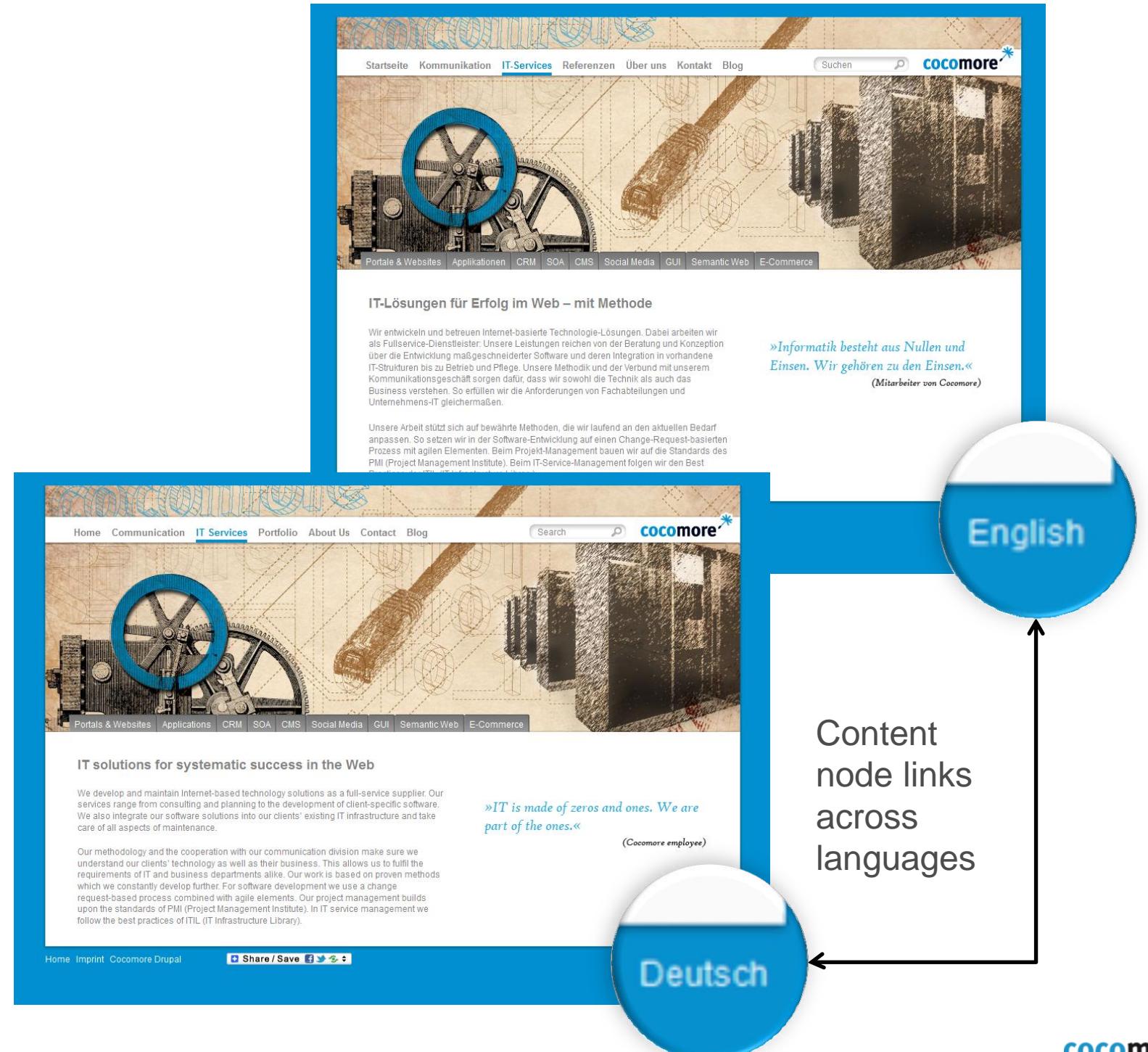
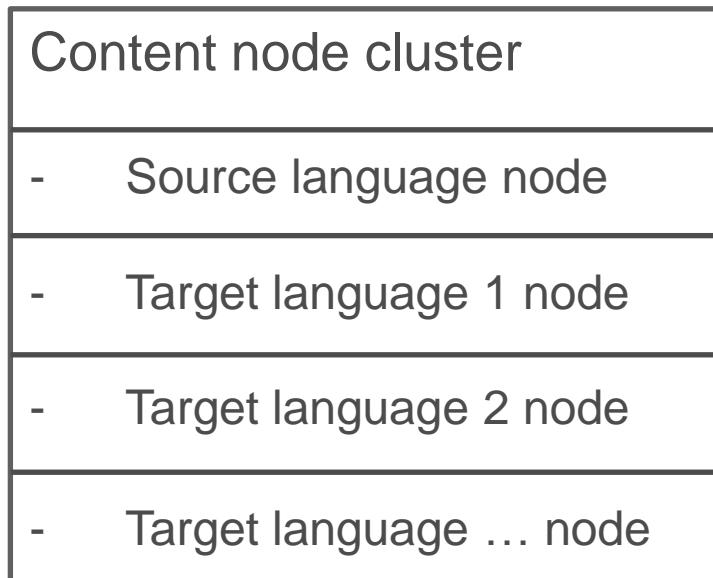
- Built on Drupal with additional functionalities
- >100,000 pages of content
- Linked to legacy systems, for example pharmaceutical information systems
- Editorial backend including complex workflows and image database

The screenshot shows the homepage of ellviva.de. At the top, there's a navigation bar with categories: Gesundheit, Wellness, Kochen & Genießen, Diät & Abnehmen, Schönheit, Schwangerschaft, Familie & Kinder, and Liebe. A banner on the right features an aloe vera plant and the text "We love...green die besten Naturkosmetik-Tipps auf fem.green". Below the banner, a large article thumbnail for "Entspannung pur: Massagen für alle Sinne" (Relaxation pure: Massages for all senses) is displayed, showing a woman receiving a massage. To the right of this are two smaller cards: one for "Zutaten: Saisonkalender Juni" (Ingredients: Seasonal calendar June) with a strawberry image, and another for "Brustkrebs im Überblick" (Breast cancer overview) with a woman's back image. On the left side, there are two columns of cards: "Leichter leben" (Easier living) featuring a man counting coins and a link to "Nettolohn einfach berechnen"; and "Meist gesuchtes Thema" (Most searched topic) featuring a woman holding a baby and a link to "Baby-Sprache ohne Worte" (Baby language without words). On the right side, there are two more columns: "Community" featuring a glass of juice with carrots and a link to "Frühstücksdrink mit Möhre"; and "Yuppl des Tages" (Yuppl of the day) featuring a man shaving and a link to "Gesichtsbehaarung beim Mann ist Geschmackssache. Wie viel Bart trägt ihr Traummann? mehr". Each card has a "mehr" button at the bottom.

Cocomore and Drupal

Implemented multilingualism capabilities

- Clustering of content nodes across languages:



Implemented multilingualism capabilities

- Editorial backend workflows for translations



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

Demand for multilingual content

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:

Our consultant John will help you

Unser Berater John (...)

!TERM!

Unser Consultant John (...)

Possible terms

- Brands
- Product names
- Academic terminologies
- Technical terminologies

...

Multilingual CMS issues

Terms and terminology

Metadata marking of terms can avoid the problem:

Business rules are important

Geschäftsregeln sind wichtig

!TERM!

Business Rules sind wichtig

Multilingual CMS issues

Terms and terminology

Metadata marking of terms can avoid the problem:

We know alle touch points

Wir kennen alle Berührungs punkte

!TERM!

Wir kennen alle Touch Points

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 (...)

Lack of domain information can create MT translation issues:

The origins of sake are unclear



Der Ursprung des Willens (...)

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, ...)

Translations should differ depending on the audience:

Could you pass the butter?

Könntest du mir die Butter reichen?

Domains

Translations should differ depending on the audience:

Could you pass the butter?

Könntest du mir die Butter reichen?

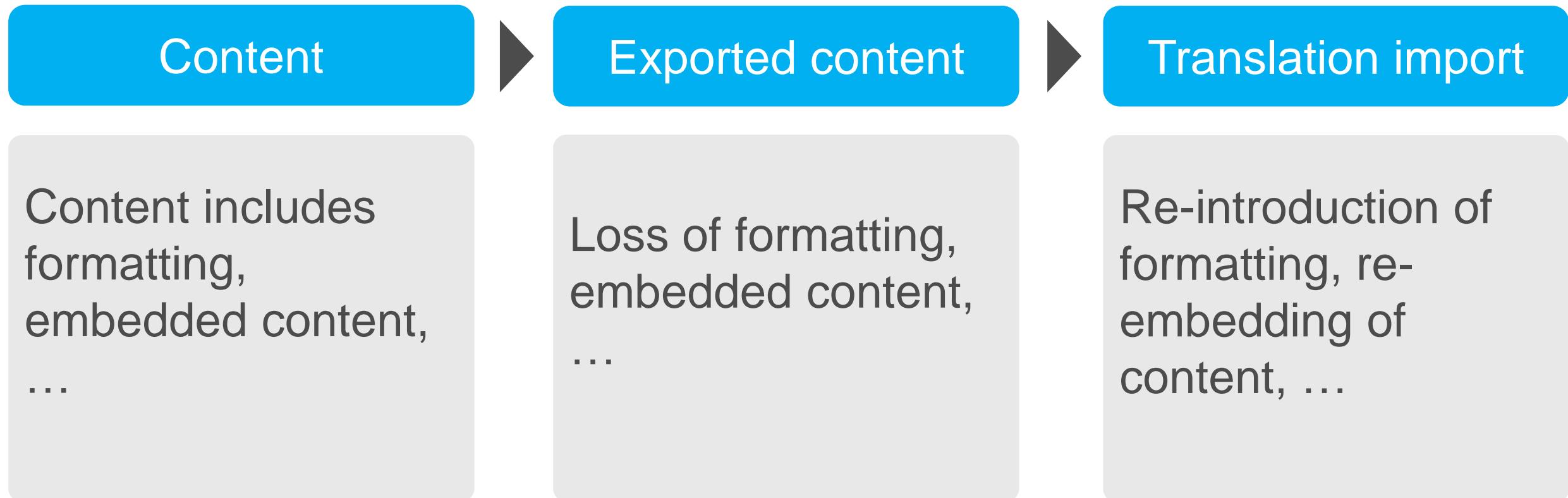
!DOMAIN!

Könnten Sie mir (...)?

Könntet ihr mir (...)?

Translation workflow integration

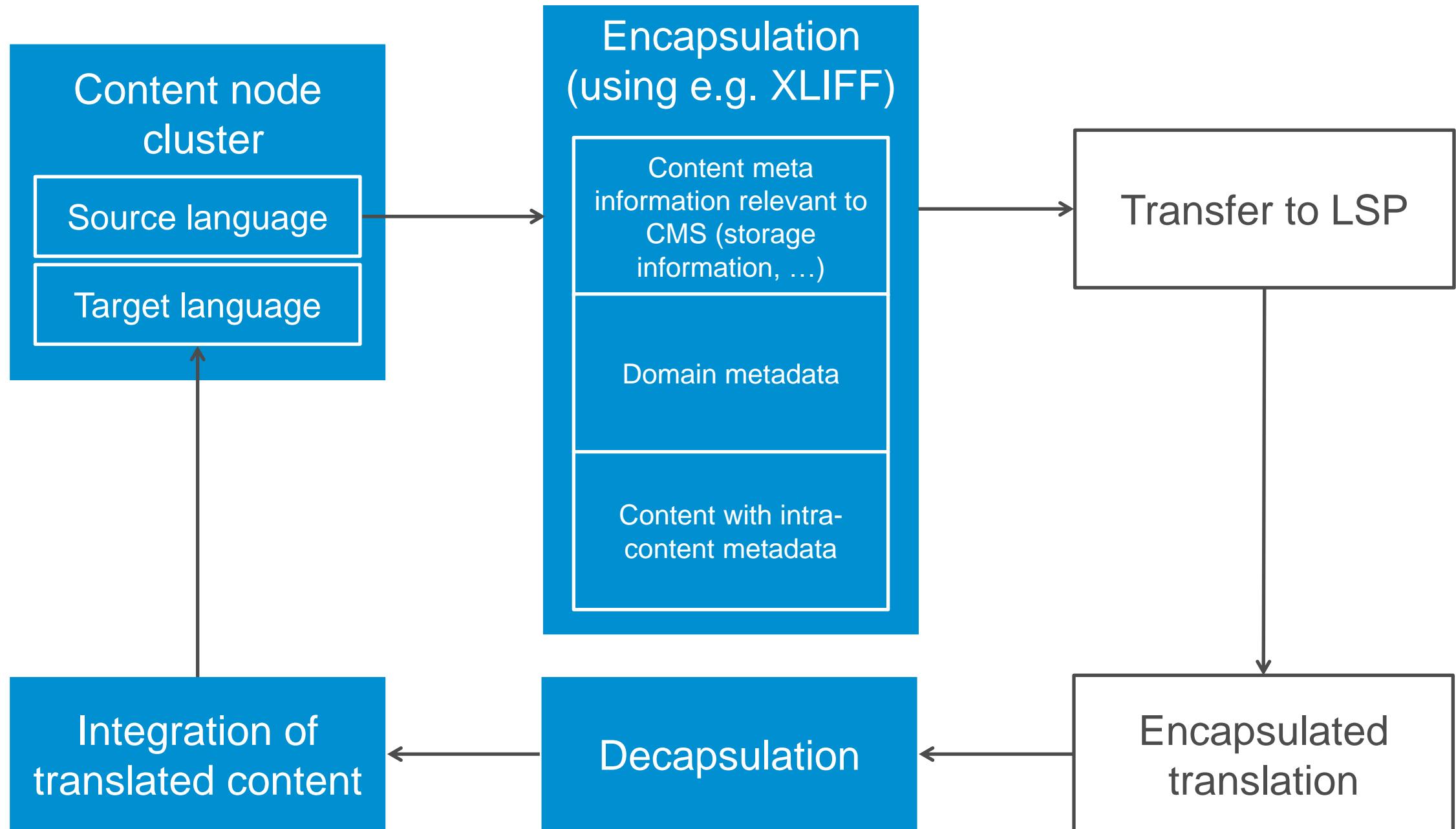
Currently, translations are often dealt with like this:



Multilingual CMS issues

Translation workflow integration

This is what we would like the process to be:



How to tackle these issues

Cooperation of LSP and CMS

CMS

Solution

LSP

CMS view of multilingual issues

We need:

- Metadata standard
- Agreed-on content formats (e.g. XLIFF)

We can:

- Integrate metadata into workflows
- Develop encapsulation / export modules

Integration of expertise and needs of both sides, so that

- CMS can provide multilingual content management to clients
- LSP can improve accuracy, speed and cost-efficiency of their services

LSP view of multilingual issues

How to tackle these issues

MultilingualWeb-LT as big leap forward

MultilingualWeb-LT

Aligns both LSP and CMS

Will create metadata standard to improve translations

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

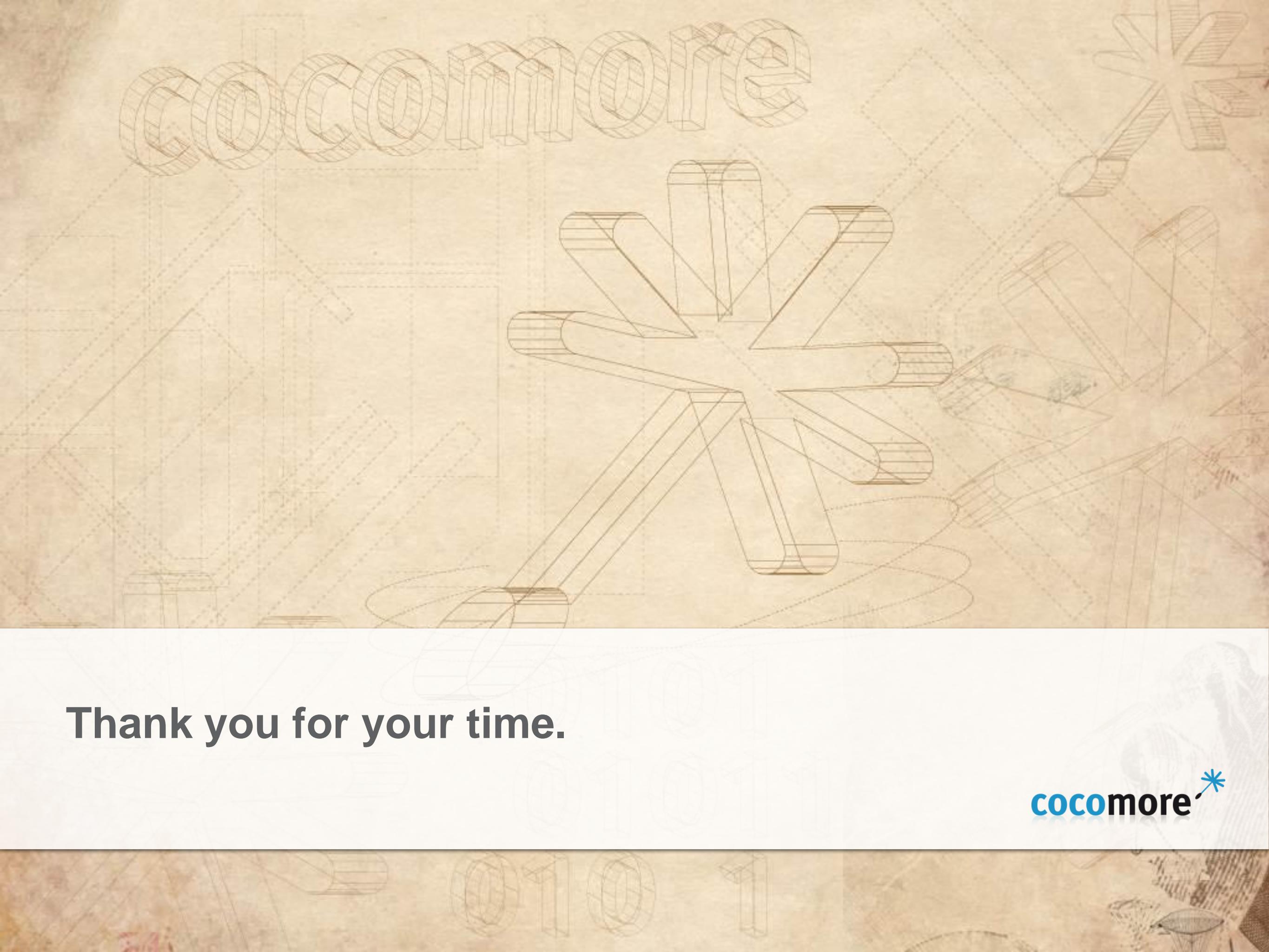
LSP can improve quality of translations with the help of metadata

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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