



AEM GEMS: AEM 6.1 Translation Integration and Best Practices

Christine Duran | Multilingual Solutions

Mathias Siegel | AEM Product Management

Bē
Janne Parviainen

Multilingual Content Management: Getting it right – the first time!

1

Start with structure

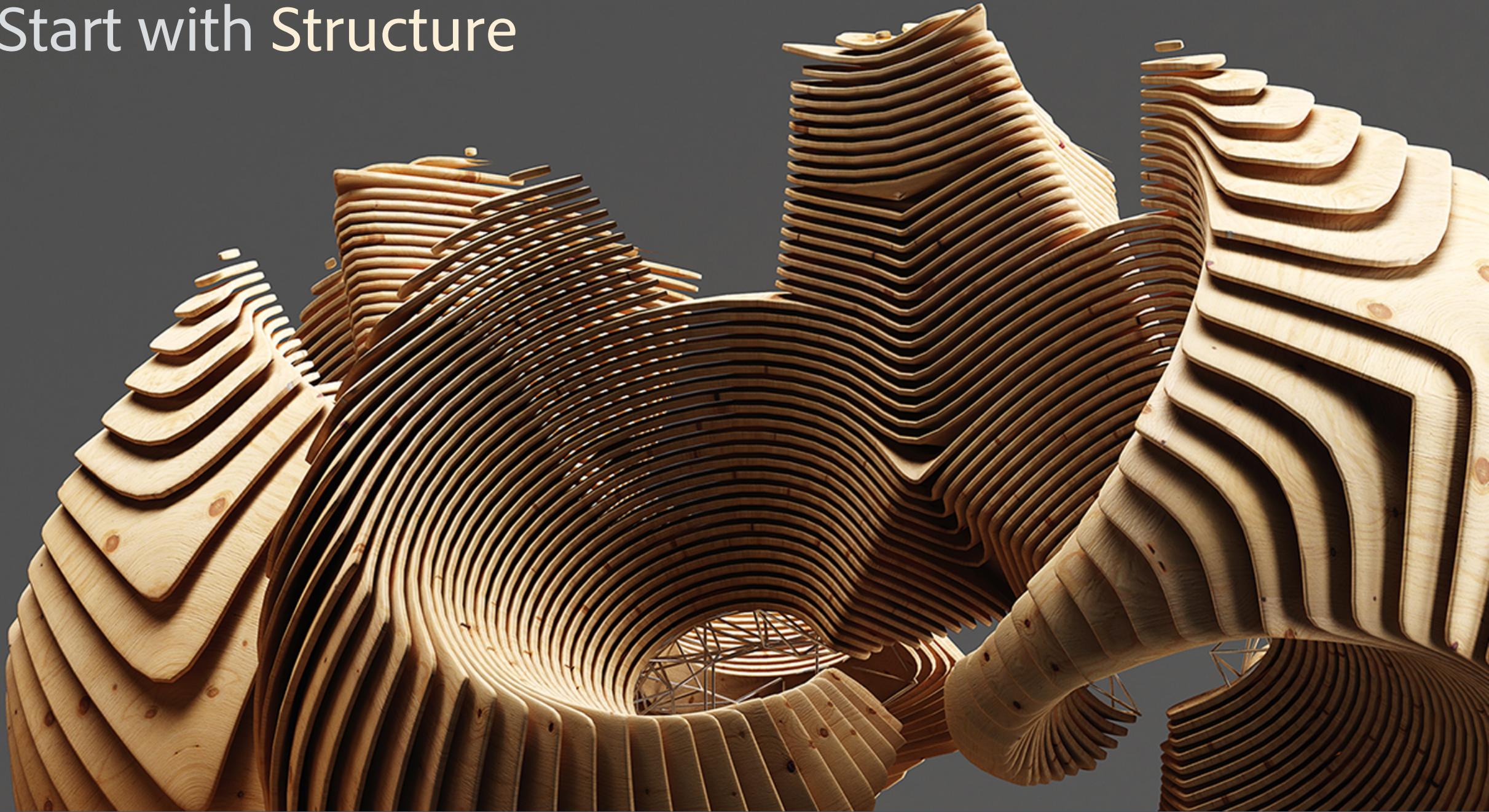
2

Get a grip on
governance

3

Extend your reach with
translation technology

Start with Structure



Two most common structures

Language>Country-Region



Example URL: MyCompany.com/es/us/
product1.html
MyCompany.com/es/xl/product1.html

Country-Region>Language

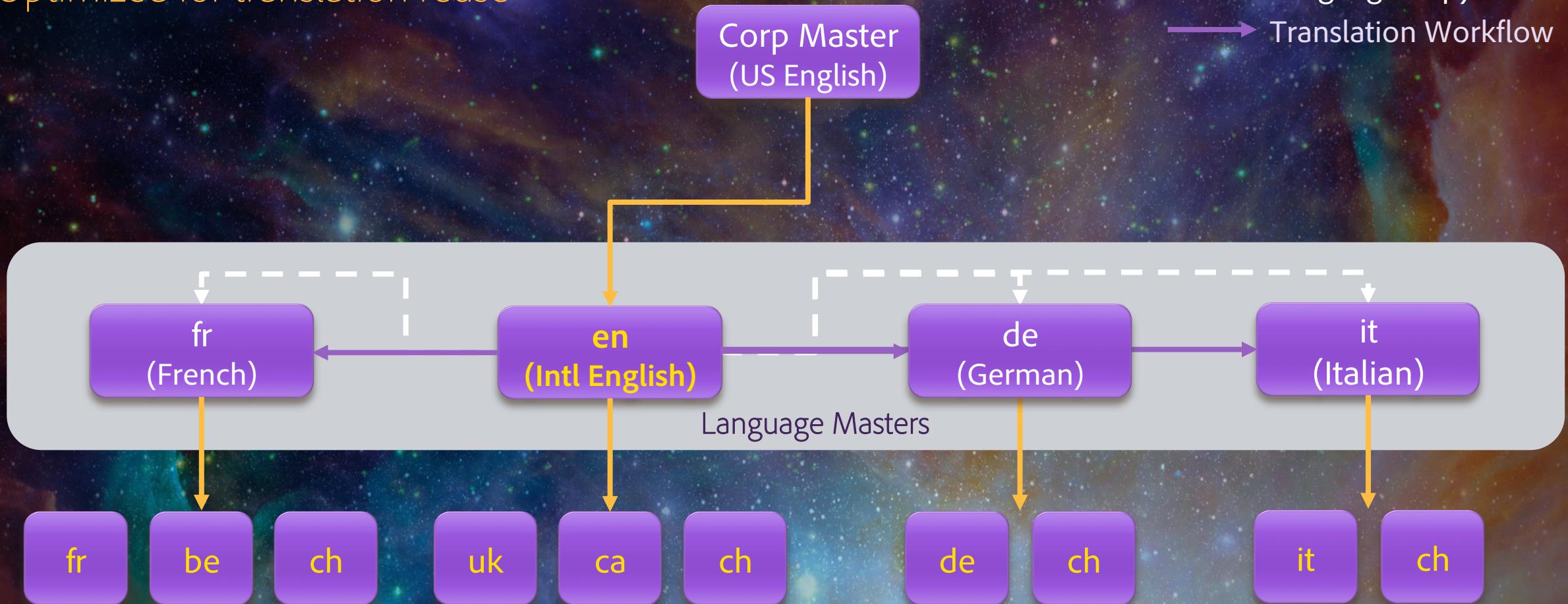


Example URL: MyCompany.com/us/es/
product1.html
MyCompany.com/xl/es/product1.html

Language/Country Structure

Optimized for translation reuse

→ Live Copy
↔ Language Copy
→ Translation Workflow

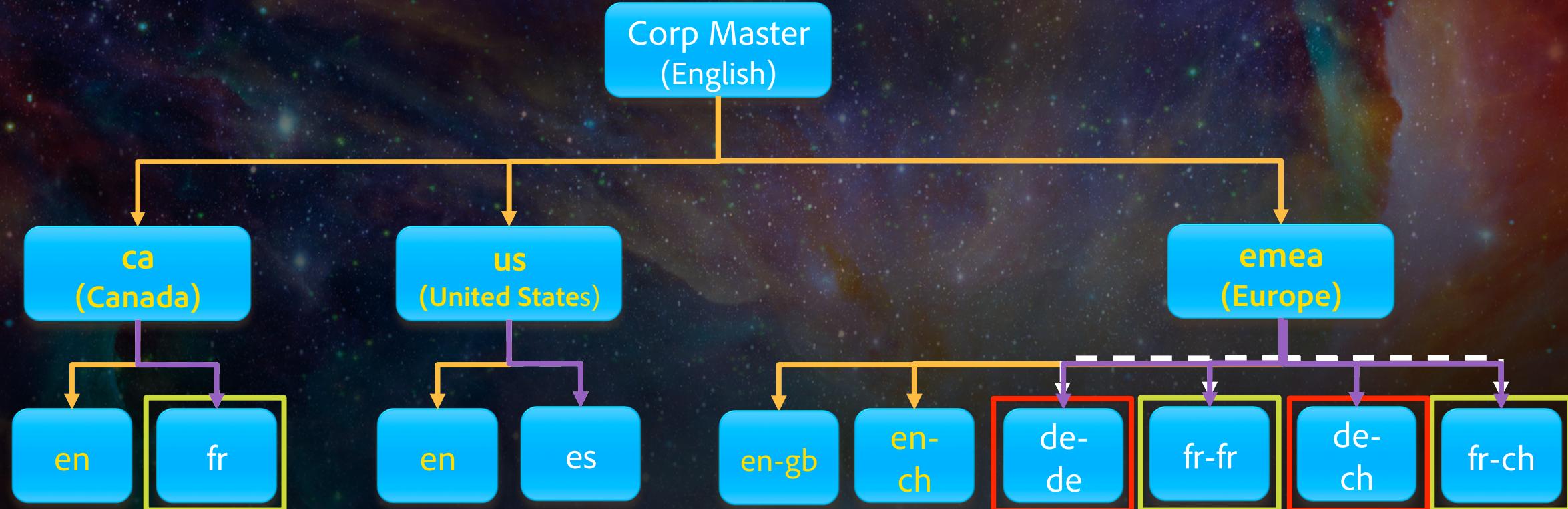


Example URL: MyCompany.com/de/de/product1.html
Example URL: MyCompany.com/de/ch/product1.html

Country-(Region)>Language Structure

Optimized for regional distinctions

- Live Copy
- Language Copy
- Translation Workflow



Possibility of duplicate translations

A wide-angle photograph of a long, rectangular conference table made of light-colored wood. The table is positioned horizontally across the frame. On either side of the table, there are rows of brown leather office chairs with vertical stripes on the backrests. The chairs are arranged in a staggered pattern, facing towards the center of the table. In the background, there are white walls and a series of recessed ceiling lights. The overall atmosphere is professional and formal.

Get a grip on Governance

Governance - 4 Guidelines



Define Global vs Local content & owners



Determine roles & responsibilities for translation, updates & rollouts



Plan Blueprints & LiveCopies



Limit customization



Extend your reach with
Translation Technology
and
Automation

Localization Maturity Model

<p>Ad hoc response to business demand for international or domestic multicultural support.</p> <p>Few defined processes but lots of individual heroics.</p>	<p>Discovery phase during which companies establish basic project management, processes to track cost, schedule and functionality.</p>	<p>Recognition of common problems drives centralization of localization enterprise-wide.</p> <p>Basic set of processes defined and locked down. Focus turns to driving consistent execution and automation.</p>	<p>A more rigorous approach through adopting quality and efficiency metrics. Move to better manage external suppliers.</p> <p>Commitment to shared technology services, including translation management, data sharing, and re-use across applications.</p>	<p>Localization now internalized as a component of business planning and product life cycles enterprise-wide.</p> <p>Attention turns to continuous process improvement.</p>
REACTIVE	REPEATABLE	MANAGED	OPTIMIZED	TRANSPARENT
1	2	3	4	5
Organizational Behaviors				
<ul style="list-style-type: none"> No process or team to handle localization. "Go to" person with little experience. Unclear roles and responsibilities. Heavy reliance on external translation and engineering resources. Little or no automation. Email and FTP for most tasks. 	<ul style="list-style-type: none"> Dedicated project manager. Roles and responsibilities clarified. Attempts to formalize repeatable tasks and processes. Formal integration of language service providers (LSPs) into operations begins. Partial, inconsistent automation. 	<ul style="list-style-type: none"> Stable localization team established. Starter set of metrics defined and tracked. Multiple points of contact still exist. Expanding roster of LSPs. Broader use of specialized language technology. Increasingly complex multilingual workflows. 	<ul style="list-style-type: none"> Greater emphasis on content re-use. Commitment to integrating LSPs as real partners. Efforts to integrate localization processes and metrics with corporate ones. 	<ul style="list-style-type: none"> Audits and upgrades of all business processes enterprise-wide to ensure globalization compliance. Total alignment of globalization and corporate strategies.



Experience Manager

Timeline

Select

Create

Toggle Active Projects

Show Statistics View

Projects

Sites

Apps

Publications

Forms

Assets

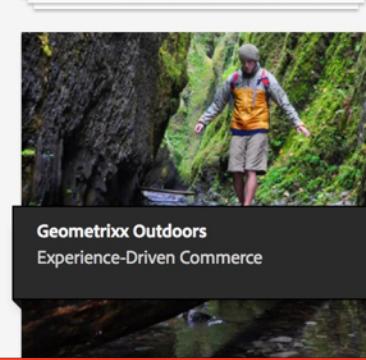
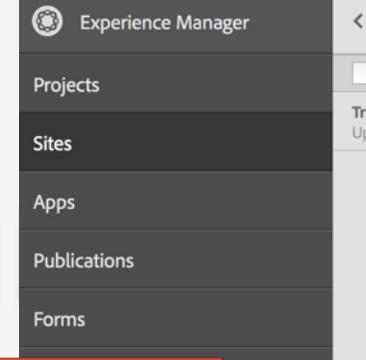
Screens

Personalization

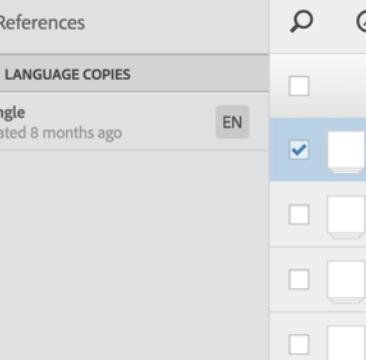
Communities

Commerce

Tools

Products [ES]
Human Translation, CloudwordsGeometrixx Outdoors
Experience-Driven CommerceProducts [DE]
Human Translation, Cloudwords

Adobe Marketing Cloud

Products [FR]
Human Translation, CloudwordsProducts [IT]
Human Translation, Cloudwords

Multilingual Automation

Production ready translation integration

Help 7

1 selected

References

LANGUAGE COPIES

Triangle Updated 8 months ago EN

Title	Modified	Published
Triangle	8 months ago	Administrator
Square	4 years ago	Administrator
Circle	4 years ago	Administrator
Mandelbrot Set	4 years ago	Administrator

Create & Translate

French FR
German DE
Spanish ES
Italian IT
Japanese JA
Chinese ZH

Select all sub-pages

Add a comment

Cancel Start

Tailor the translation method to your processes and content

Machine Translation

Spanish

 Administrator

Language
Spanish

Provider
microsoft

Method
Machine Translation

...

Translation Job

Status
Pages
Assets

Scope
Start
Import
Export
Due Date

...

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

AEM 6.1 Multilingual Automation

Translation Management & Ecosystem

§ Sites

§ Communities

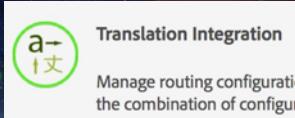
§ Assets

§ Campaign
Campaign

§ Human & Machine Translation

§ Standardized Vendor Integration

§ Translation Projects



Translation Integration

Manage routing configurations for sending content to configured translation connectors. Select the combination of configured translation connectors and content type to send for translation.

[Show Configurations](#)



AEM 6.1 Multilingual Automation

Translation Management & Ecosystem

- § Translation Connector / Cloud Service
- § Campaign
- § Translation Integration Framework
- § Translation_Rules.xml
- § Translation Project
- § Translation Queue

The image displays three screenshots of the Adobe Experience Manager (AEM) interface, set against a background of a star-filled galaxy.

- Top Screenshot:** A modal window titled "Translation Integration". It contains a green circular icon with "a-" and Chinese characters, followed by the text: "Manage routing configurations for sending content to configured translation connectors. Select the combination of configured translation connectors and content type to send for translation." Below this is a link "Show Configurations".
- Middle Left Screenshot:** The AEM navigation sidebar on the left and a detailed view of the "Create & Translate" feature. The sidebar lists "Projects", "Sites", "Apps", "Publications", "Forms", "Assets", "Personalization", "Communities", "Commerce", and "Tools". The main area shows a tree structure of "LANGUAGE COPIES" under "Triangle", including "Campaigns", "Geometrix Outdoors Site", "Geometrix Media", "Geometrix Language M...", "Geometrix France", "Geometrix Deutschland", "Geometrix Espana", "Geometrix Italia", and "Geometrix 日本". Under each item, language variants like English, Français, Deutsch, Español, Italiano, 日本語, and 简体中文 are listed. A dropdown menu for "Select languages" shows "French", "German", "Italian", and "Spanish".
- Middle Right Screenshot:** The AEM navigation sidebar on the left and a "Projects" view on the right. The sidebar is identical to the one in the middle left. The right side shows four preview cards for "products-triangle [DE-MACHINE-MICRO...]", each featuring the German flag and the text "products-triangle [DE-MACHINE-MICRO...]".

Our Linkedin Group:



- § http://www.linkedin.com/groups?gid=4792876&trk=myg_ugrp_ovr
- § Upcoming Event: "APAC Multilingual Special Interest Group" (October 8, 2015, Singapore)
- § SIG Program details and how to join: contact Seungmin Lee, seunlee@adobe.com