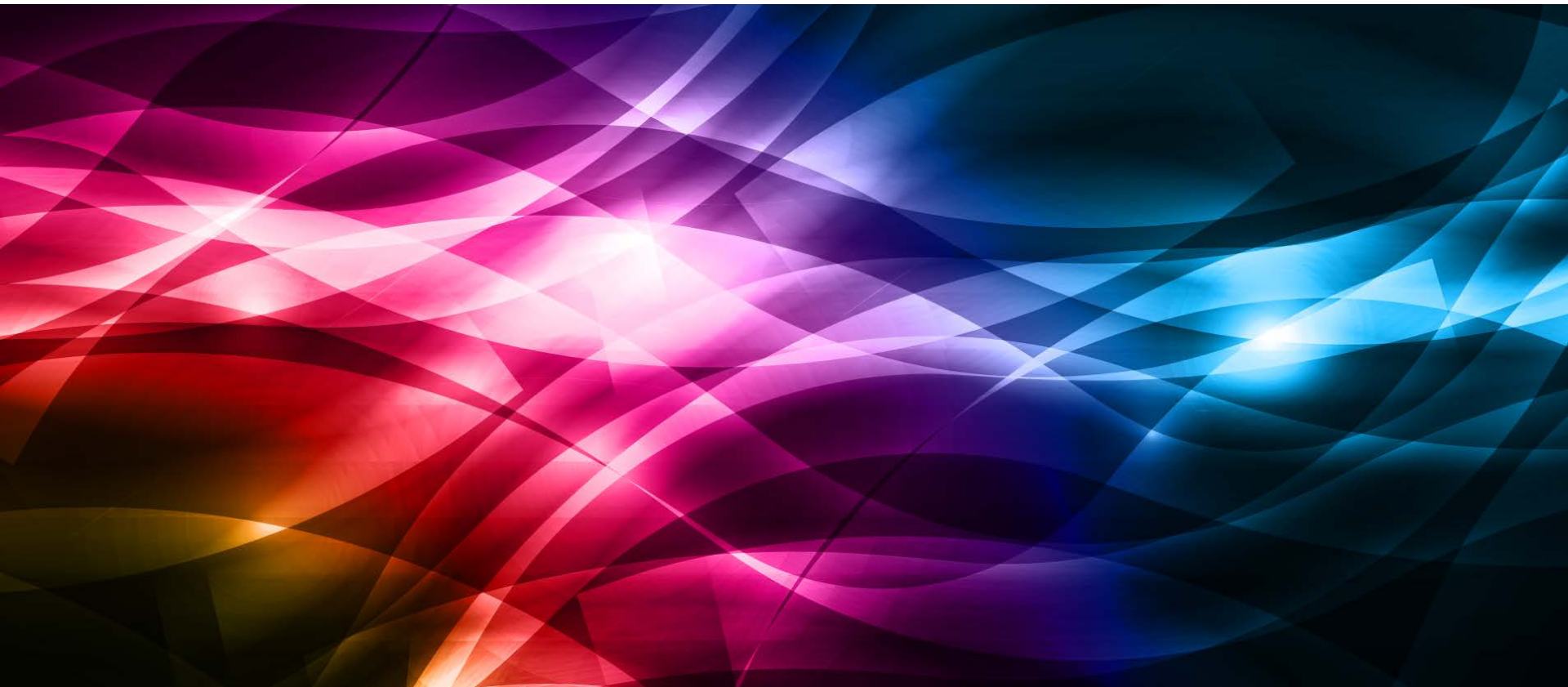# Gems on Adobe Experience Manager

July 2013| MSM and Localization: Best Practices

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To better understand the use of MSM in a multilingual site

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Adobe CQ Multilingual Content Intelligence SIG

Going global is a necessity

- More companies are deriving a majority of their revenue from global operations and cross-border sales

  - Intel: 85% of revenue outside of US

  - SAP: 68% of revenue outside of Germany

  - Samsung: 84% of revenue outside of Korea

- Top 10 languages represent 82% of the world's internet users or ~4.4b people and growing

Localization is coming your way!

Typical Use Case

- Mid to large enterprises with global customers

- Corporate site launched first, usually English

- Variable localization experience

- Translate to 10 or more languages

- Not all content translated equally

- Central corporate look and feel with some local adaption

- What is available out of the box for translation?

- Can I use MSM to manage translation?

- When should I use Language Copy versus MSM?

- What structure should I use for my multilingual site?

- Where should I localize from?

- How does a translation connector interact with AEM?

Key points to bear in mind
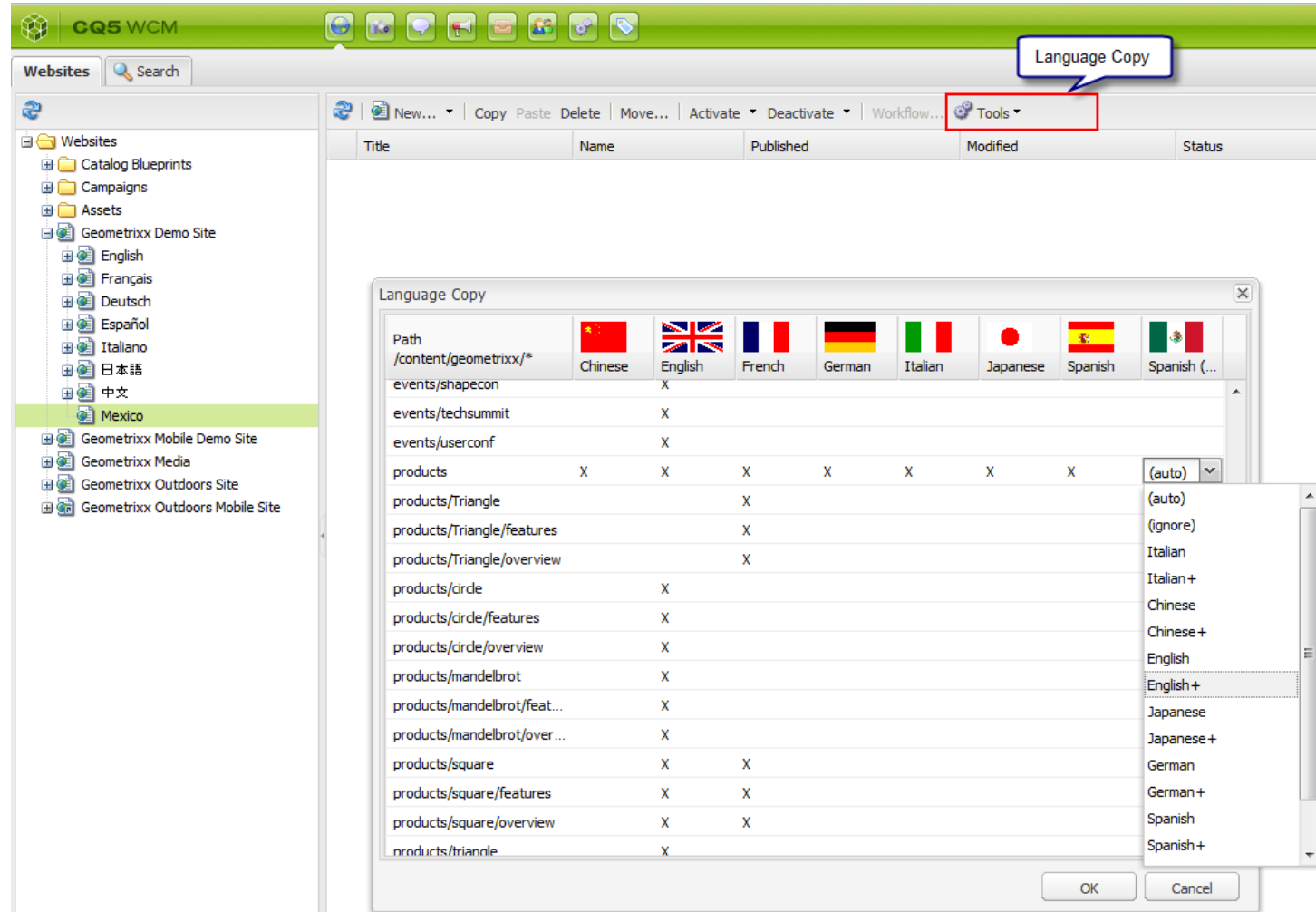
- ## Localization is multiplicative

And it's corollary
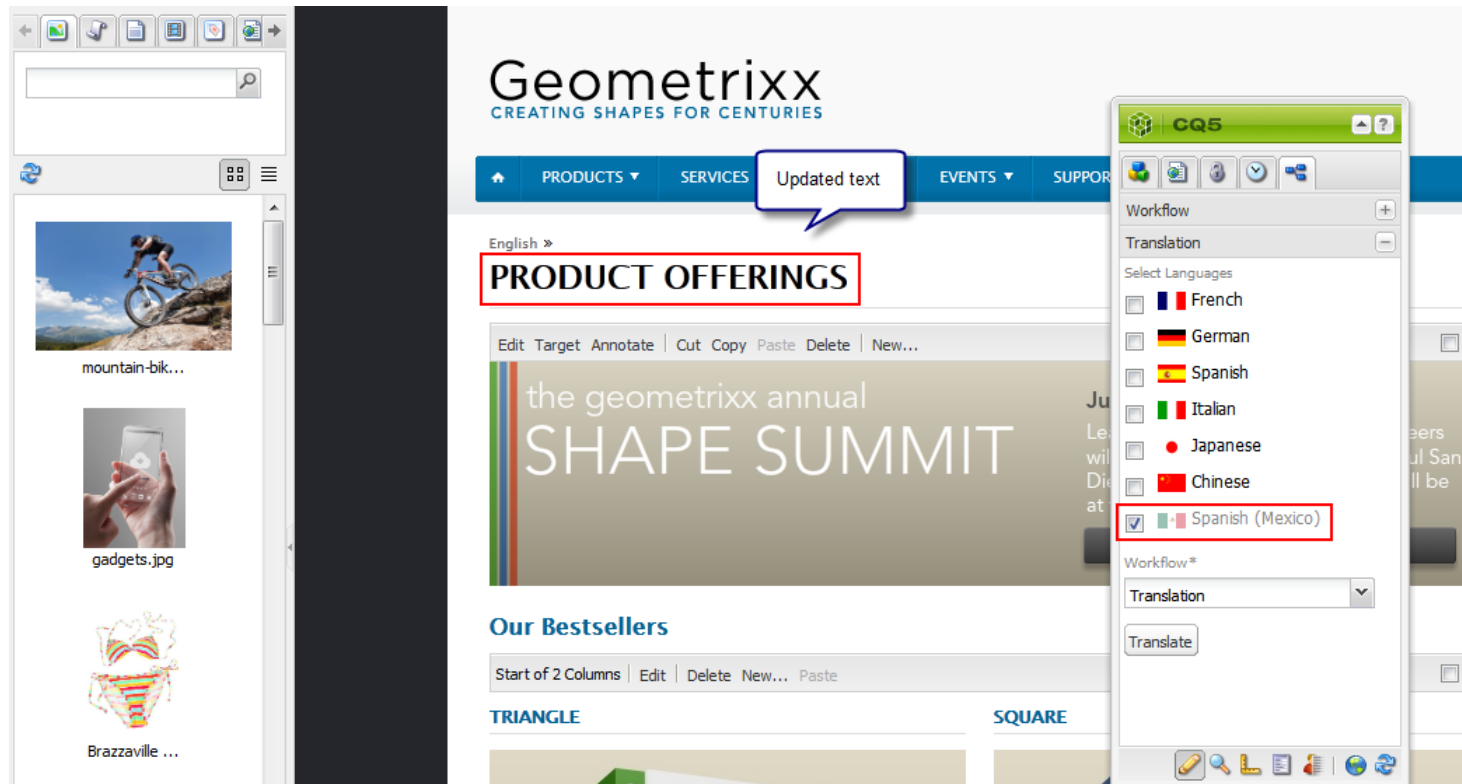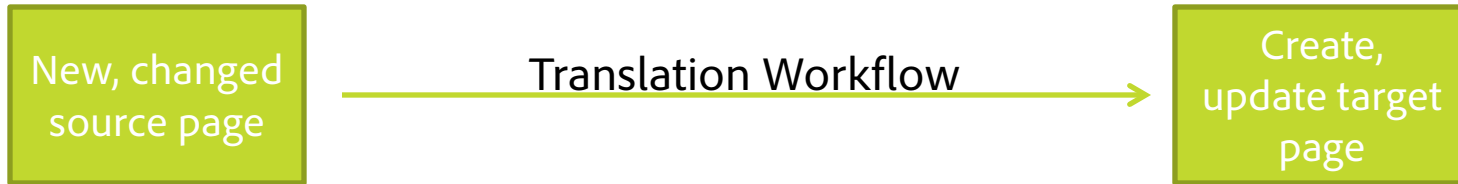
- ## Localization implies versions

How to manage translation in AEM: Out of the box example

- Create new site
  Title: Mexico
  Name: es_mx

- Select pages to copy to new site with Language Copy

- Translate new pages by editing in place

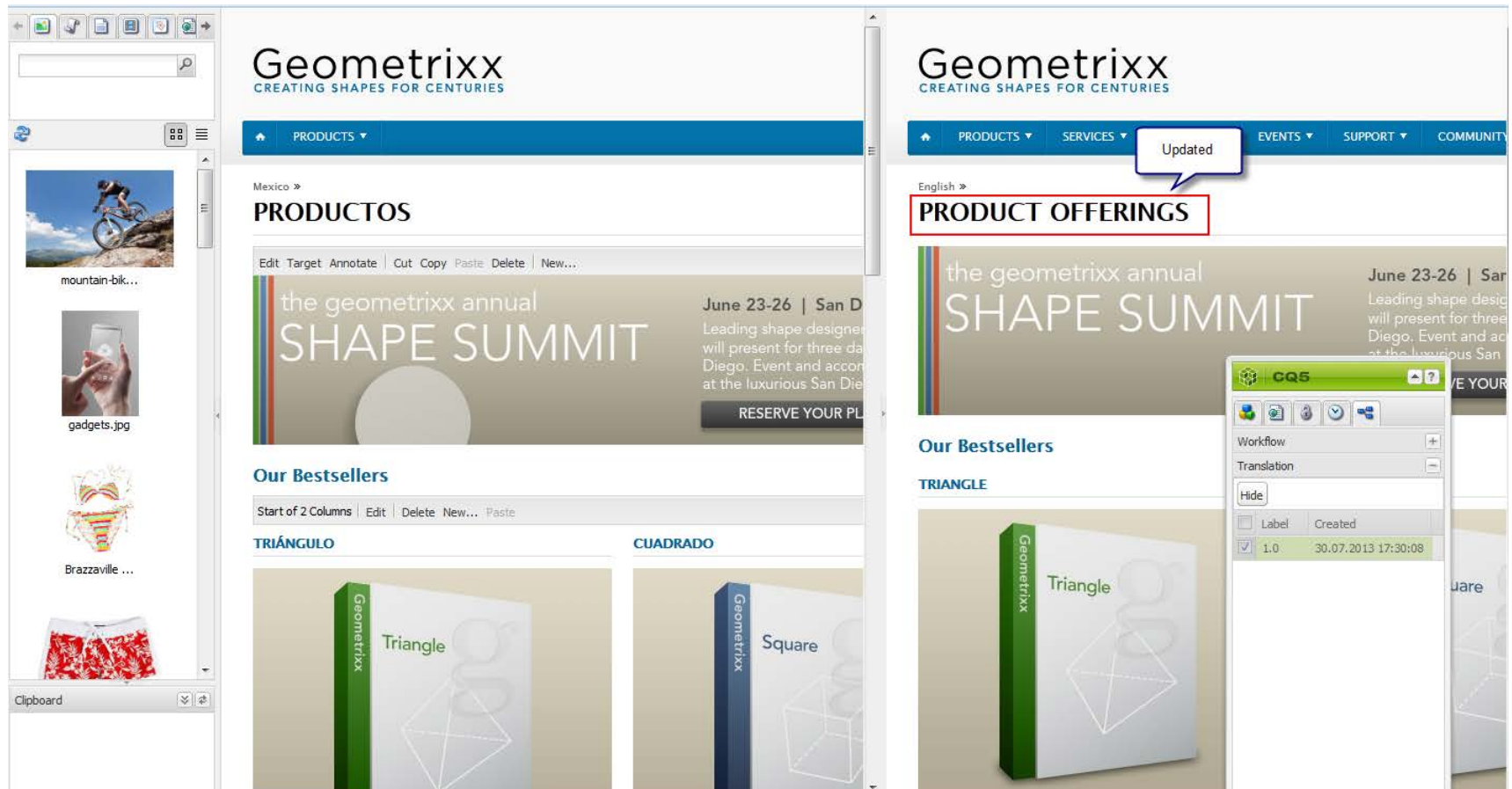# Out of the box Localization example: Translation workflow

- Initiate translation workflow from Sidekick

Out of the box Localization example: In-place editing (translation)

- Translate new pages by editing in place

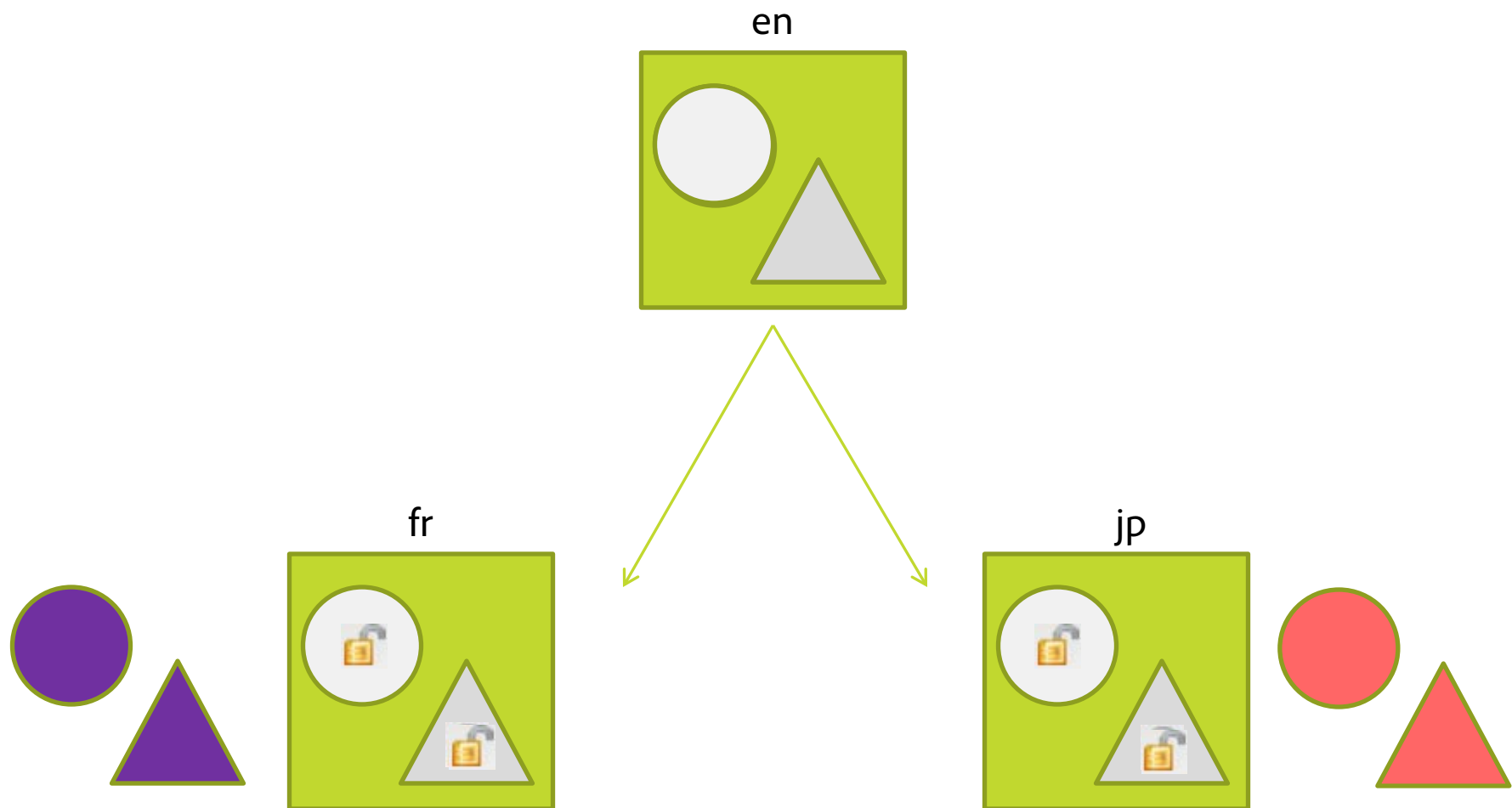- If source update, can view source version changes side by side

Can MSM be used in localization?

- But wait I want to use MSM to manage my international sites

en

fr

jp
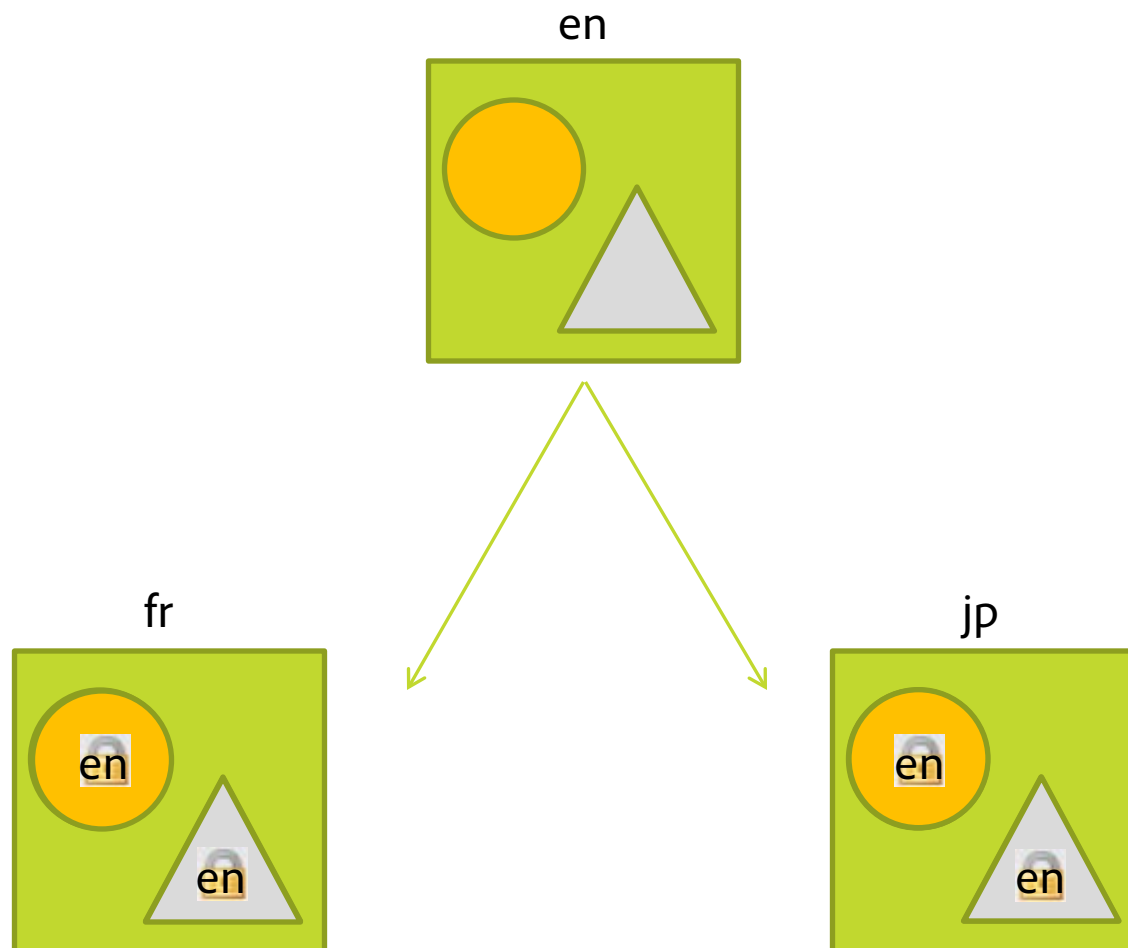
When should I use Language Manager vs MSM?

- 2 Tools, different purposes

    - Language Copy is a simple copy tool

    - MSM is a management and synchronization tool

    - Can be used in combination with good planning

Language Manager   MSM
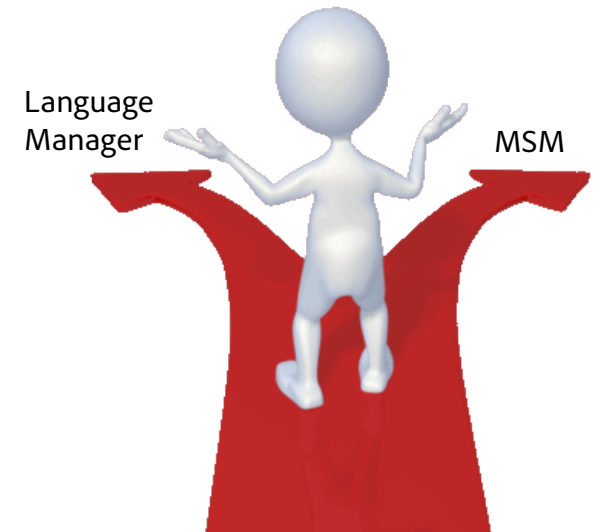
Features	Language Manager (Language Copy)	MSM (Live Copy)
Manage language relationships	✓	
Create Site	✓	✓
OOTB Translation Workflow	✓	
In-place translation	✓	
Inheritance		✓
Manage complex updates across many pages		✓

- Examples

  - Site created with Language copy and *MSM*

  - Site created with *MSM* only

Adobe.com site

- 62 sites, localized to 32 languages. Source language is US English

- ~700,000 pages of content including: marketing, corporate and developer sections

- Content is primarily authored in CQ by Marketing, IT and BU teams across the enterprise – authors are spread over the globe

- Large, dynamic site: ~10,000 pages updates every quarter in just the US alone

- Custom middleware integration to our TMS with a Localization Wizard in AEM to help web producers identify, package and send content for localization

Site structure: Language Copy and MSM

Adobe.com MSM mapping rules

GMS

Source BP
Master BP
Livecopy

WF

MULTIPLE LANGUAGE MASTERS

SINGLE LANGUAGE MASTERS

INTL ENGLISH MASTER

PORT. Master

ITALIAN Master

DUTCH Master

SPANISH Master

GERMAN Master

FRENCH Master

CHINESE-T Master

JAPANESE Master

1   2   3

LIVECOPY

US

AU   UK
NZ   MENA_EN
SEA   EEUROPE
HK_EN   AFRICA
IN   IL_EN
CA   BE_EN
IE

BR
PT

IT
CH_IT

NL
BE_NL

ES
LA
MX

DE
AT
CH_DE
LU_DE

FR
CA_FR
MENA_FR
BE_FR
CH_FR
LU_FR

TW
HK_ZH

JP   CZ
MENA_AR   FI   HR
EE   IL_HE   LT
PL   LV   RU
SK   HU   SI
UA   TR   DK
KR   CN   SE
NO   RS   RO

3-Level Rollout

1. US --> Intl EN Master
2. Intl EN Master -->
   a. Language Masters
   b. EN Locales
3. Language Masters --> Shared language locales

WF: Localization workflow, with Intl EN Master as Source
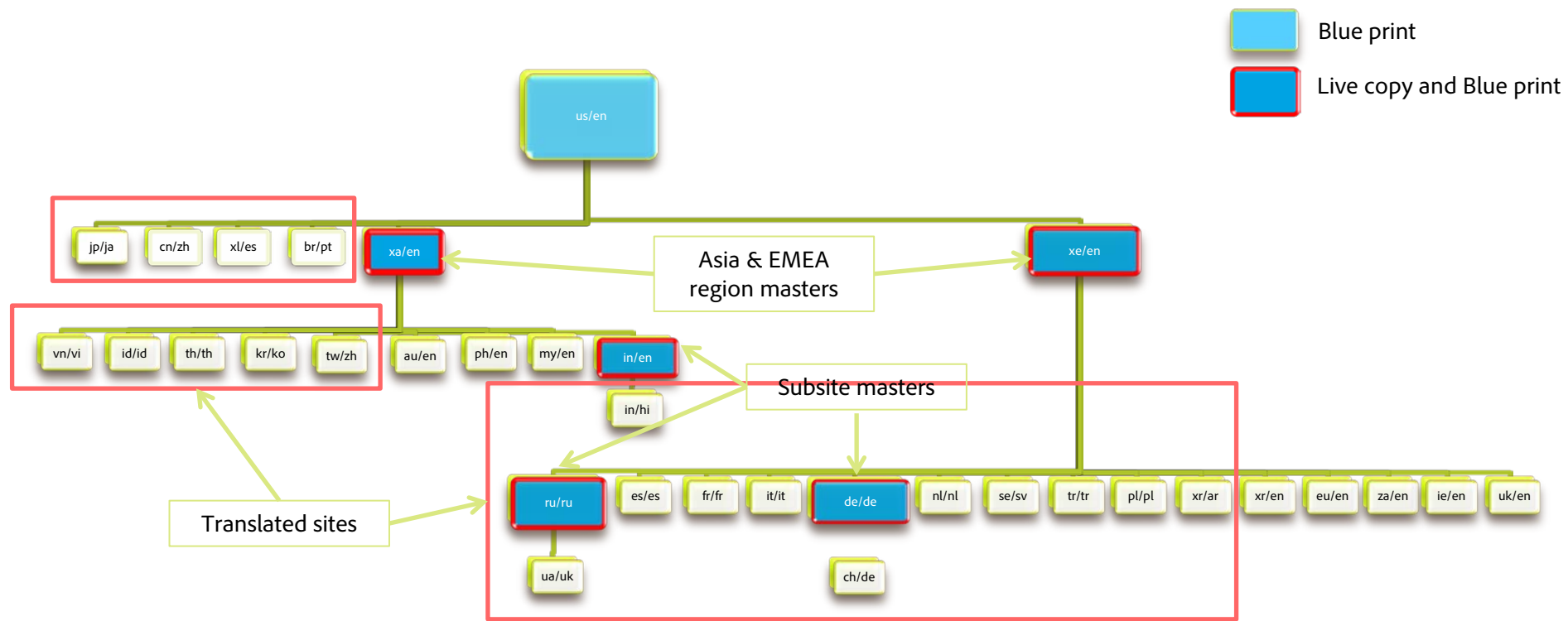
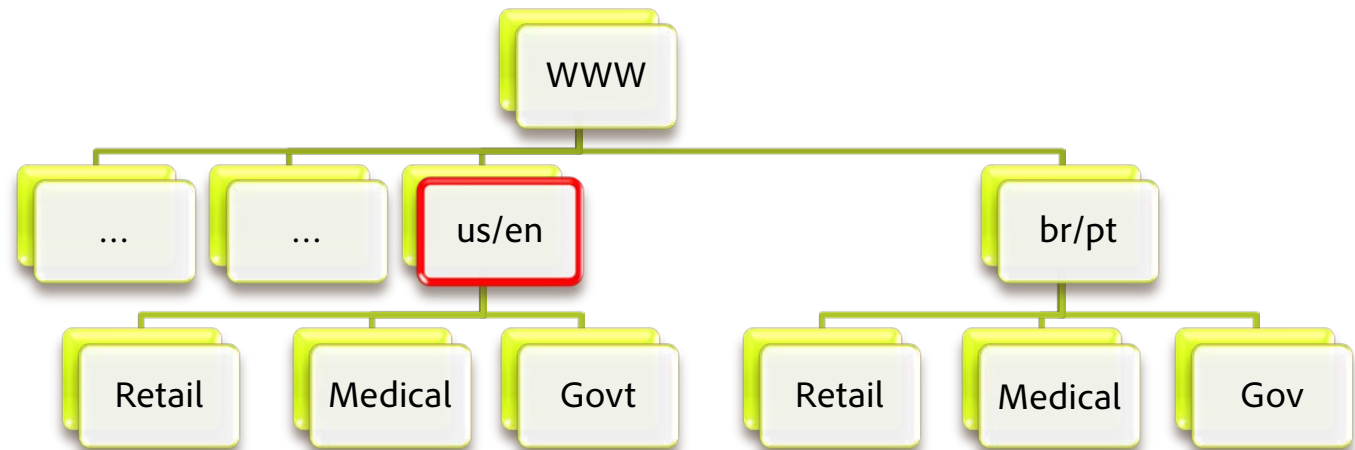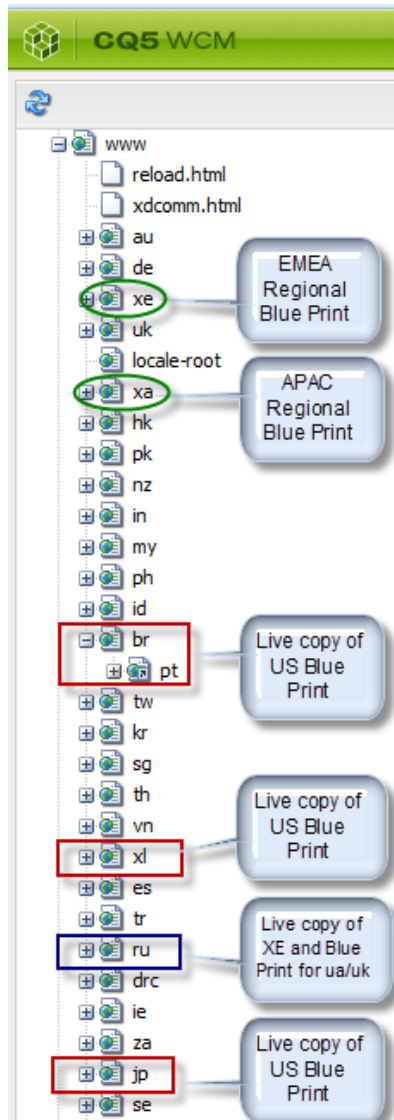# Site structure: Language Copy and MSM
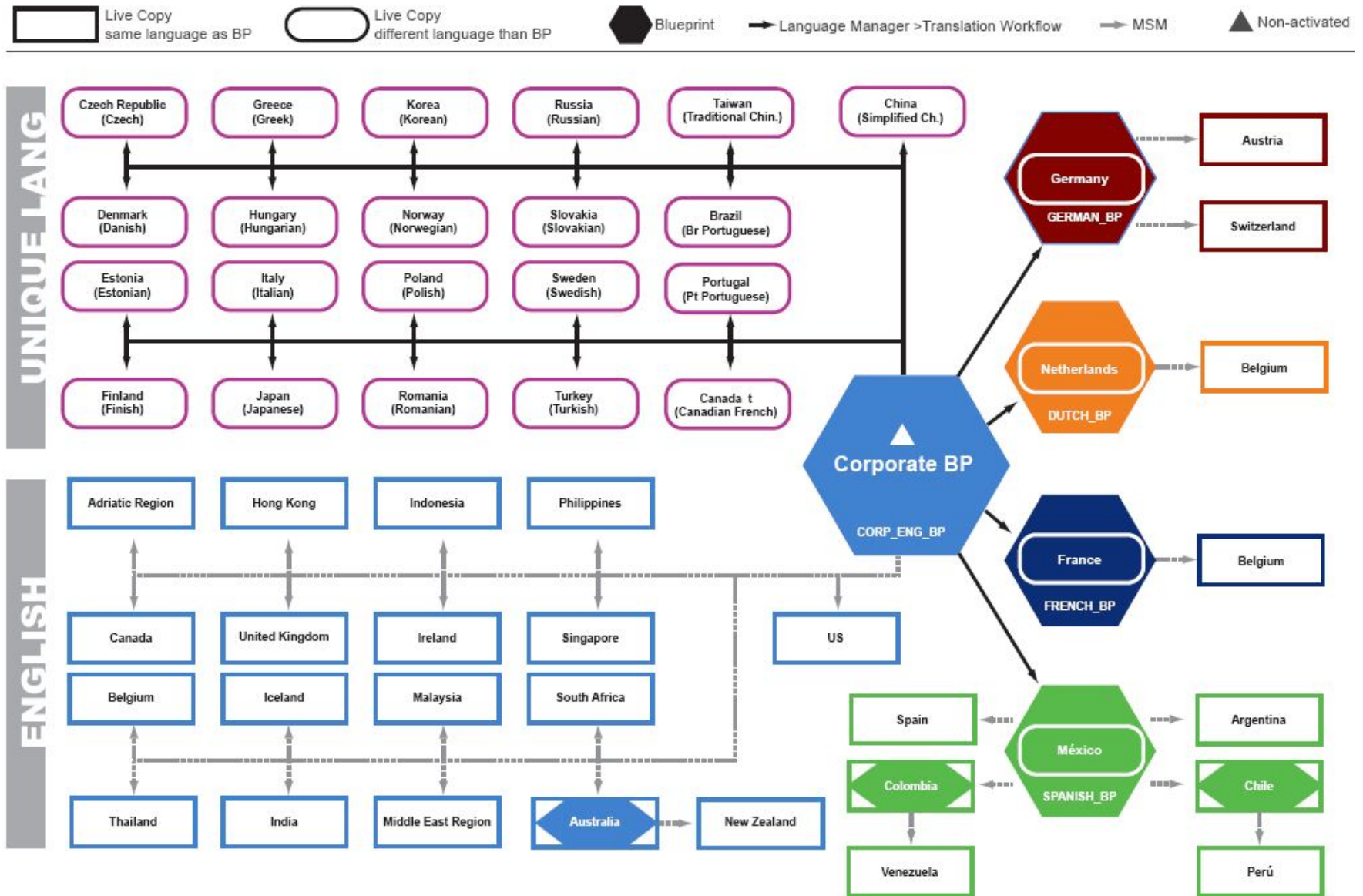
Site structure: MSM only

- A large US enterprise with 30 sites in ~20 languages
- High page volume, constantly changing, 10,000+ pages, 1,000 updates per month
- US creates and manages most content
- Country offices create and manage some content locally
- They use Blueprint, Live Copy inheritance, and Rollout mechanisms to structure and manage content
- AEM integrated to TMS via Clay Tablet middleware connector

Blue print

Live copy and Blue print

us/en

jp/ja   cn/zh   xl/es   br/pt   xa/en

Asia & EMEA
region masters

xe/en

vn/vi   id/id   th/th   kr/ko   tw/zh   au/en   ph/en   my/en   in/en

in/hi

Subsite masters

Translated sites

ru/ru   es/es   fr/fr   it/it   de/de   nl/nl   se/sv   tr/tr   pl/pl   xr/ar   xr/en   eu/en   za/en   ie/en   uk/en

ua/uk   ch/de

Site structure: MSM only

All regular content files exist in sub-nodes under each locale.
The current site structure was decided to enhance SEO, Search and Navigation.

Site structure: MSM only, implications

- Inheritance relationships are complex and require careful management
- 3 levels of rollout
- Process: Roll out, translate, re-establish inheritance
- Translation initiated from each target rather than the source, sending same content for translation multiple times
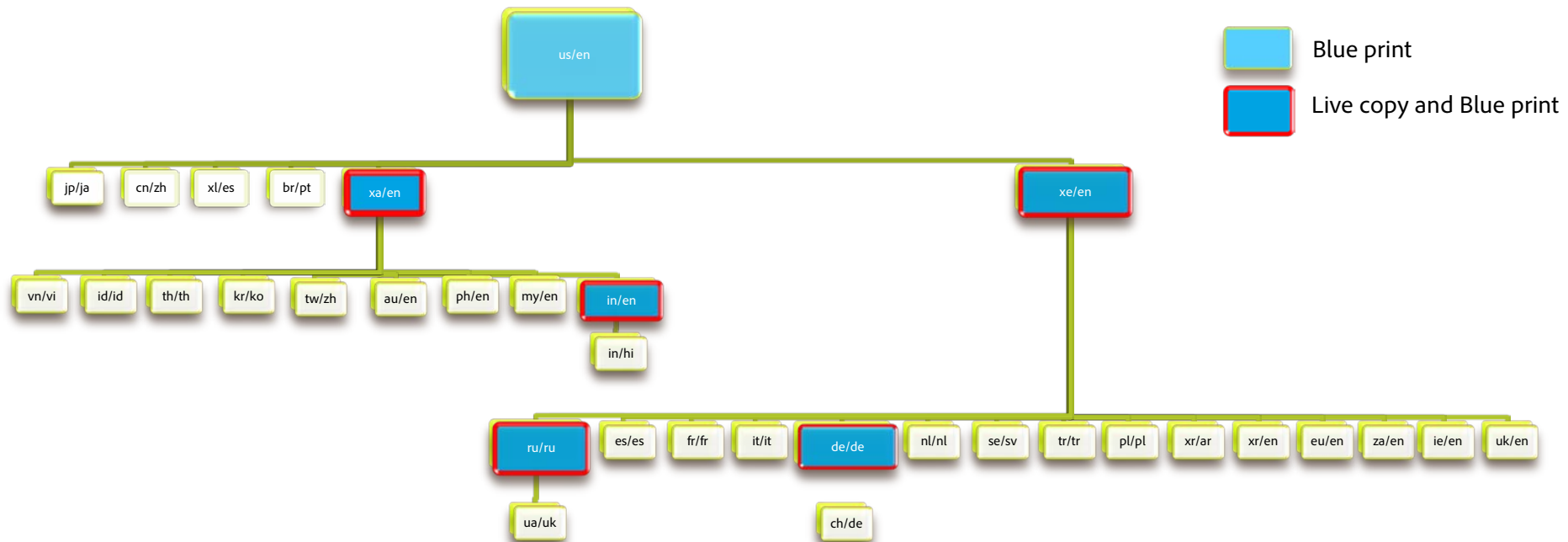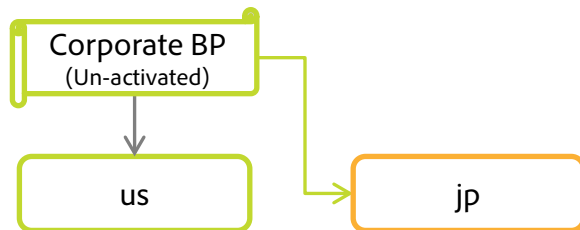
Where to localize from?

- Guidelines

  - Determine relationship between the source language and the primary site location for that language
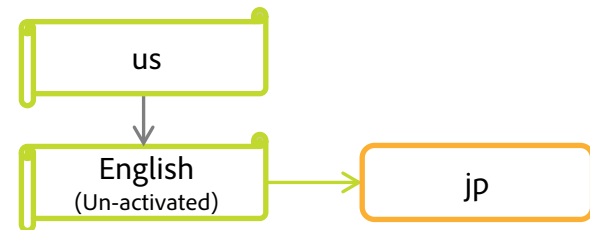
  - Determine where most authoring occurs

*Example 1:
- Corporate BP contains majority of common components for all sites
- US site is just another site with fewer components

```
┌─────────────────┐
│ Corporate BP    │──────────┐
│ (Un-activated)  │          │
└─────────────────┘          │
         │                   ▼
         ▼              ┌──────────┐
    ┌──────────┐        │    jp    │
    │    us    │        └──────────┘
    └──────────┘
```

- Author and localize from Corporate BP
- Rollout to US

*Example 2:
- International sites are subsets of US site
- Most content creators work on US site

```
┌─────────────────┐
│       us        │
└─────────────────┘
         │
         ▼
┌─────────────────┐    ┌──────────┐
│    English      │───▶│    jp    │
│  (Un-activated) │    └──────────┘
└─────────────────┘
```

- Author from US and roll out to English master
- Localize from English master

*Assume English is the source language

Translation Connectors and MSM

- Two Common Approaches

- Actively manage Live Copy relationship

  - Explicitly set or implicitly detect that a page has a Live Copy relationship with the source

  - Manage locking/unlocking and inheritance "under the hood"

- Disable Live Copy relationship

  - Disable inheritance for translatable components

  - Detect missing components from the source page and re-create them on the target page

- If site is very simple, use Language Copy plus translation workflow to set up initial site. Translate in AEM.

- For complex sites, use Language Copy and MSM in combination. Carefully plan the structure and site relationships.

- For sites with related language sites, use un-activated language master folders with Live Copy sub-sites. Localize language master and roll out translations to sub-sites.

- Project future growth of pages to translate to determine whether to outsource translation. Don't assume you can translate with in-house resources.

- Choose a good translation partner who supports an advanced AEM connector.

- Ensure you have adequate resources to handle complex rollouts. This is not an end user function.

- Establish clear governance policies over what content must adhere to corporate standards and what can change locally. Clearly define who has the right to change what.