



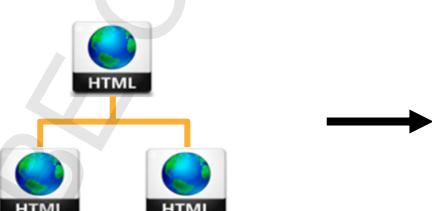
Introduction to Global Websites

Agenda:

- Global websites
- Translation and localization
- Tools and processes to efficiently manage global websites
- Roles needed to manage global websites

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Global Websites

To reach audience in many countries or even globally, the content needs to be

- Translated
- Localized



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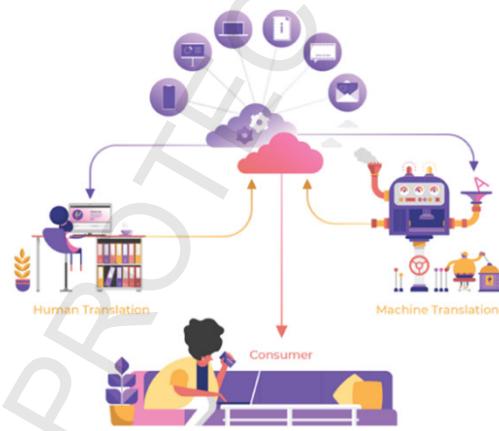
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## Challenges of Managing Global Websites

- Increased complexity with multiple languages and locales
- A translation process is necessary for:
  - Translating new content
  - Updating the existing translated content
- Content reuse for different local websites that share the language should be as easy as possible



## Benefits of Using AEM for Global Websites

- Manage complexity
  - The content **translation workflow** helps answer:
    - Which content to translate?
    - Who provides the translation?
    - When to start the translation?
- Integrate translated content automatically
  - Translation Application Programming Interface (API) and integration connectors
  - Place the translated content correctly into the website
- Automate all steps of the translation workflow



## Terminology

- Internationalization (i18n)
  - Process of adapting websites into different local languages
- Localization (l10n)
  - Adaptation of content to local context
  - Can include language translation
- Locale
  - A set of standardized abbreviations for languages and regions



## Locales

Metadata standard for languages and regions by the International standards organization's (**ISO 639-1**)

### Language codes:

en	English language
fr	French language

### Locales:

en-UK	United Kingdom locale
fr-CH	Swiss French locale

## Locale Format

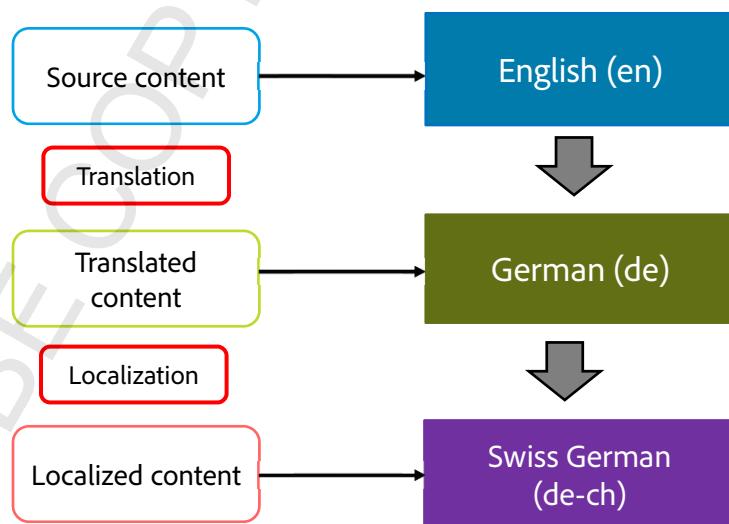
<language>\_<geo region>

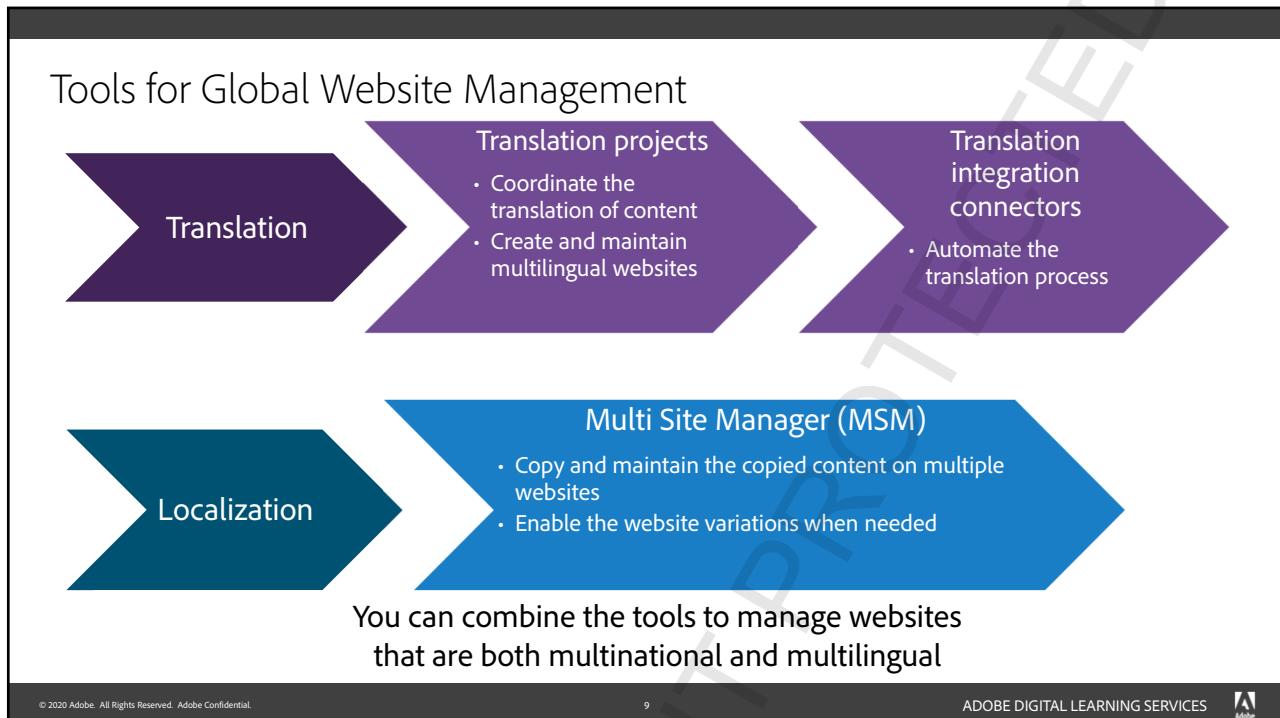
- **Separators:** underscore "\_" or dash "-"
- Uppercase or lowercase is valid

Examples:

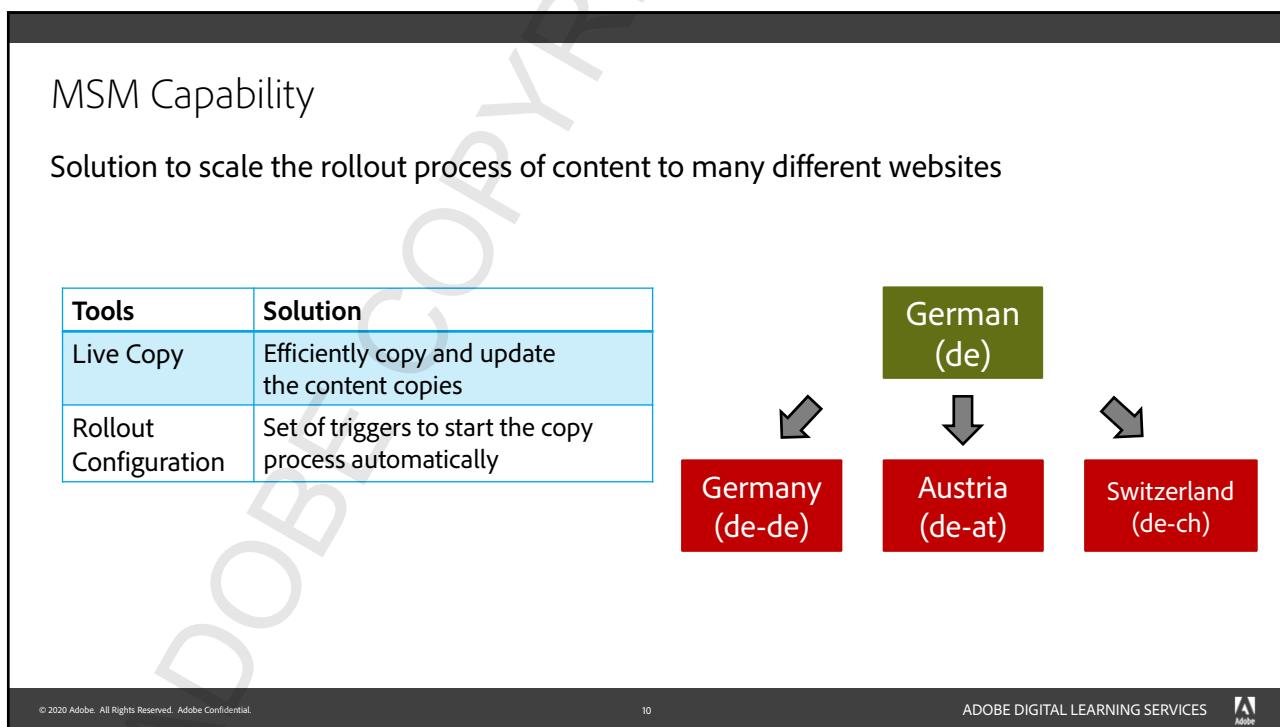
EN	en_us	en-CA
fr	FR_BE	FR-fr

## Localization Process

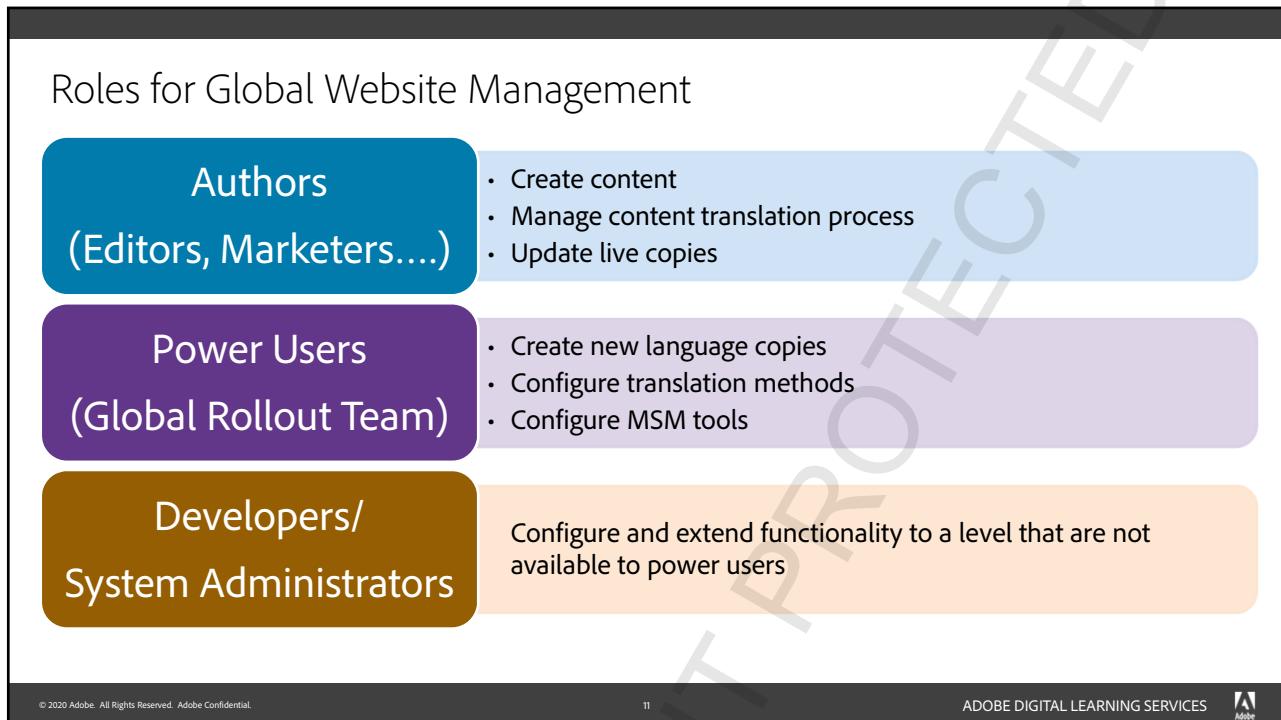




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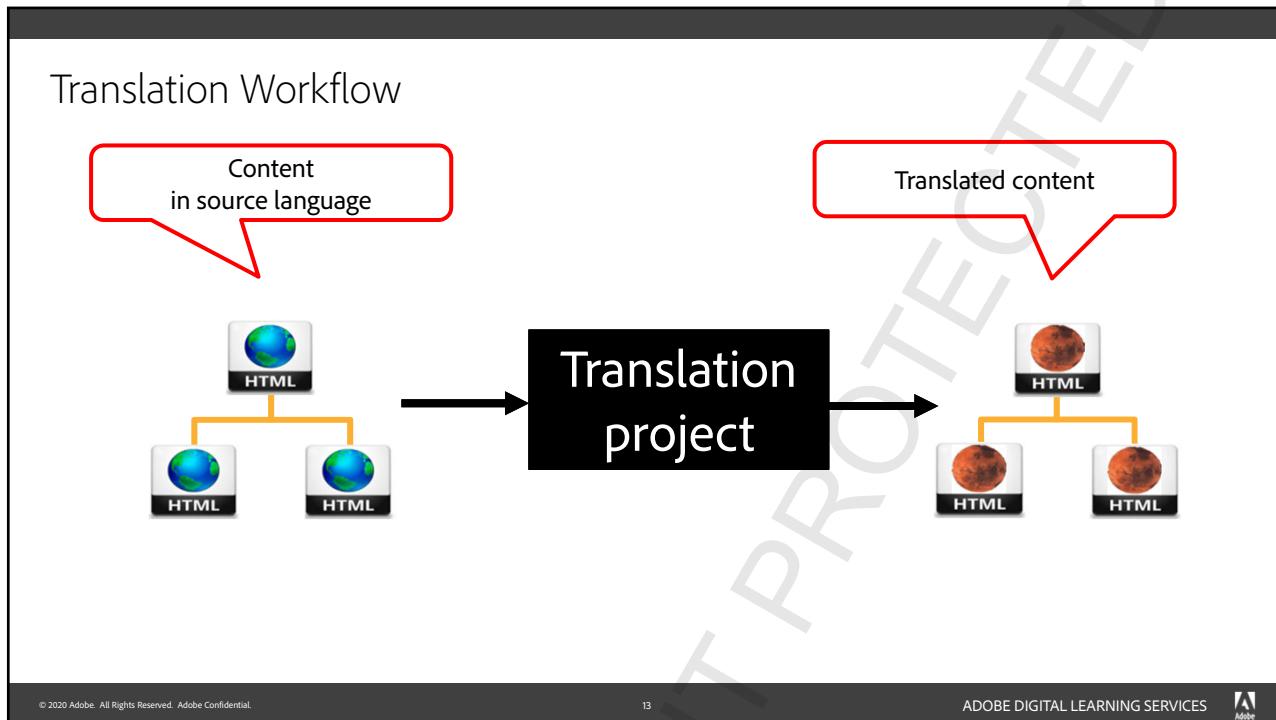


## Translate Site Content

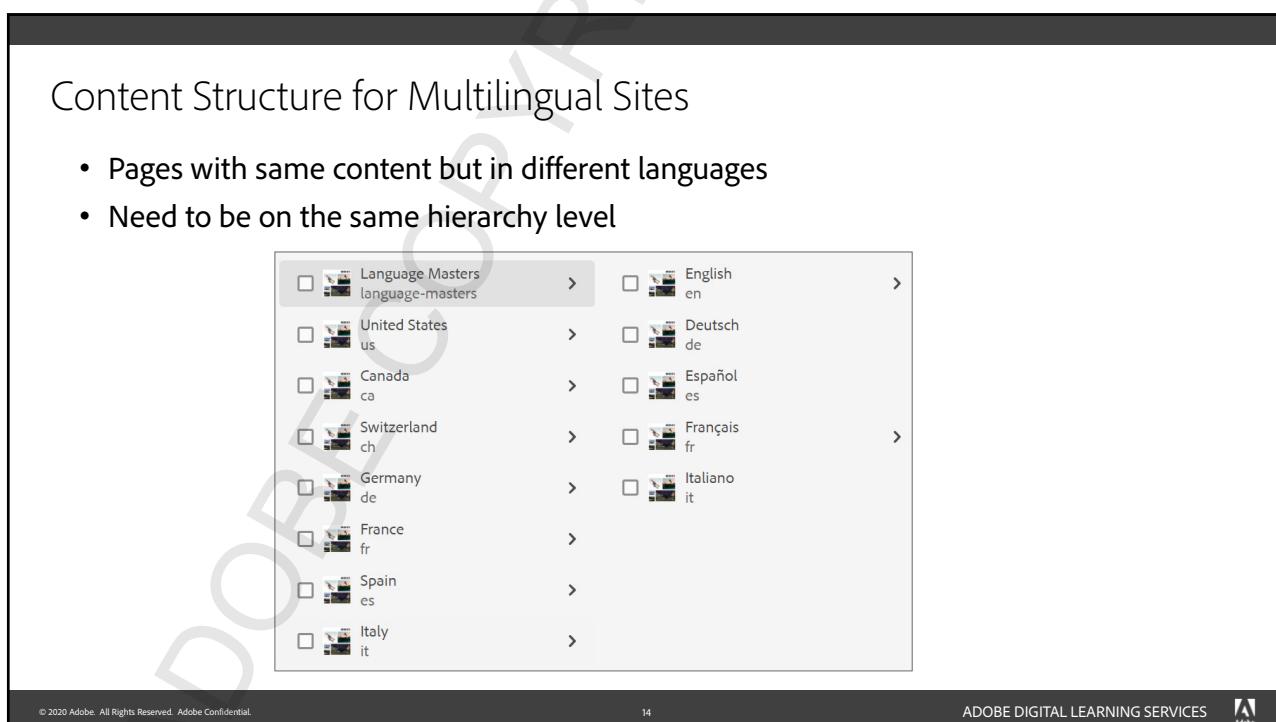
Agenda:

- Content structure for multilingual sites
- Translation workflow
- Translation projects

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## Language Copy

- Pages on the same hierarchy level in different languages
- Language copies are listed in the **References** panel

The screenshot shows the 'References' panel with the 'Language Masters' dropdown selected. On the left, under 'SOURCE', there are sections for 'Blueprint (0)', 'COPIES', 'Launches (0)', and 'Live Copies (3)'. A red box highlights 'Language Copies (5)' under 'Launches (0)'. The main pane displays a tree structure of language masters: 'Language Masters language-masters' (unchecked), 'United States us' (unchecked), 'Canada ca' (unchecked), 'Switzerland ch' (unchecked), 'Germany de' (unchecked), and 'France fr' (unchecked). Under 'English en' (checked), which is highlighted with a blue box, are 'Deutsch de', 'Español es', 'Français fr', and 'Italiano it'.

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## Language Root

Is a page that inherits the language from pages below the content hierarchy.

The diagram illustrates the language hierarchy. At the top, a speech bubble labeled 'Language roots' points to two nodes: one labeled 'Language: English' with a globe icon and another labeled 'Language: French' with a Mars icon. Red arrows point from these roots to four 'Language copies' nodes below. Each copy node contains an 'HTML' icon with a globe or Mars icon, indicating it inherits its language from the root above it.

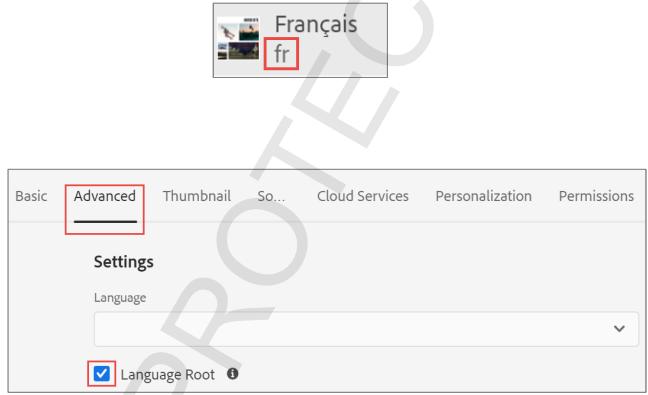
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Configure a Page to be a Language Root

Two methods:

1. Add the page name, which is a language code or locale as defined in ISO 639-1
2. Set the **Language** property and select the **Language Root** check box in the page properties page

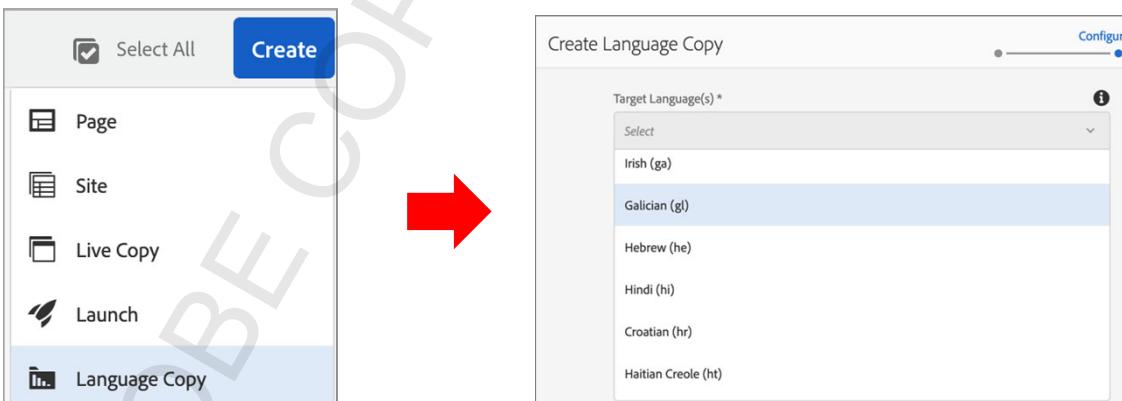
The second method takes precedence over the first method if both are applied.



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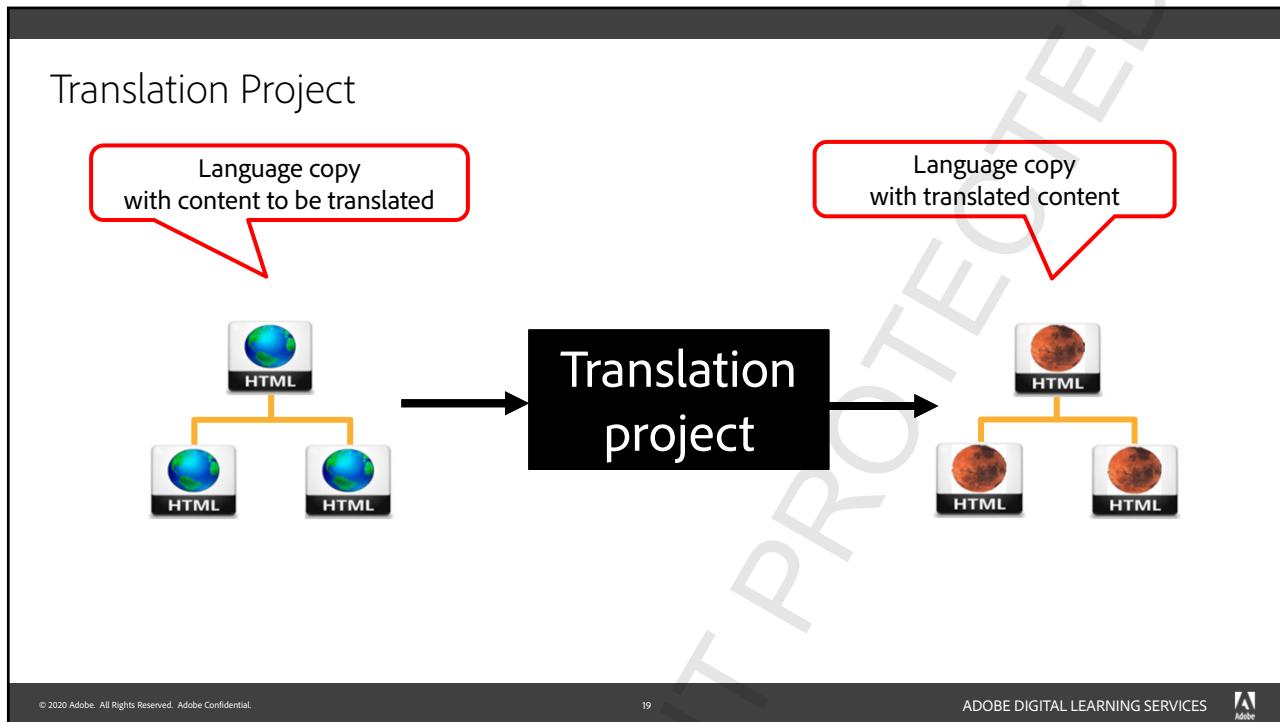
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Create Language Copy Wizard



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The screenshot shows the "Translation Projects Console". The title "Translation Projects Console" is at the top. Below it, the text "Translation efforts are organized as projects." is displayed. On the left, there is a navigation sidebar with a "Projects" icon highlighted with a red box. A large black arrow points from this sidebar to a "Create Project" dialog box on the right. The "Create Project" dialog box has tabs for "Template" and "Properties". It contains four project templates: "Simple Project" (TEMPLATE), "WeTrain Asset Project" (TEMPLATE), "Translation Project" (TEMPLATE), and "Media Project" (TEMPLATE). The "Translation Project" template is highlighted with a red border. The bottom of the slide includes copyright information: "© 2020 Adobe. All Rights Reserved. Adobe Confidential.", page number "20", "ADOBEDIGITAL LEARNING SERVICES", and the Adobe logo.

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## Project Dashboard

**Summary:**  
Configure target languages and translation provider

**Translation Job:**  
Add content assets for translation and start the translation job

**Team:**  
Provides permissions to users to add content and to start translation

The screenshot shows the Project Dashboard interface. At the top, it says "English to Italian [IT]". Below that are three main sections: "Summary", "Translation Job [IT]", and "Team (1)". The "Summary" section contains details about the job, such as "Scott Reynolds" (Owner), "Italian" (Languages), "Microsoft" (Provider), and "Machine Translation" (Method). The "Translation Job" section shows statistics: Status (Approved), Target (Italian), Pages (37), Assets (99), Content Fragments (15), I18n Dictionaries (0), and Tags (0). The "Team" section shows one member, Scott Reynolds, with a profile picture.

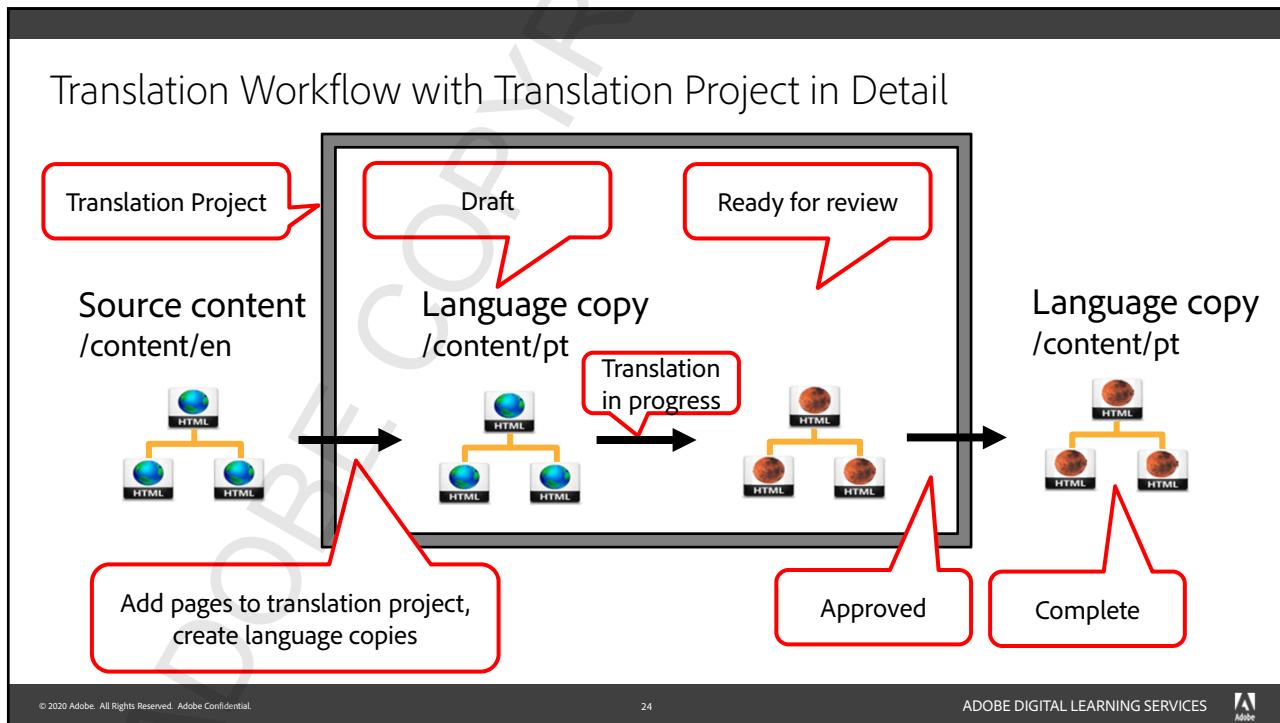
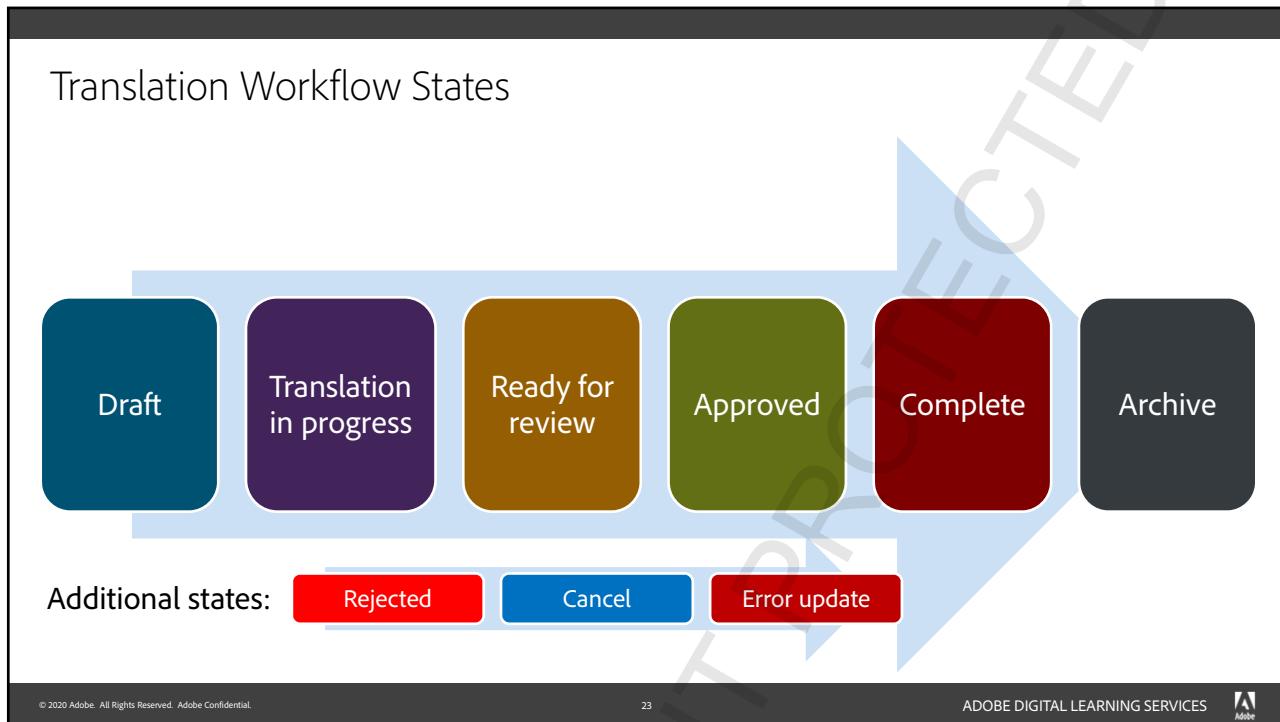
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## Translation Job Details

- An overview of the content to be translated
- A way to add or remove content from the translation job
- The state of each content item in the translation process

The screenshot illustrates the transition from a general summary view to a detailed asset list. On the left, there's a sidebar titled "Translation Job [EL]" with various metrics like Status (Draft), Target (Greek), and Page count (0). A large black arrow points from this sidebar to a detailed list on the right. The list is titled "Results" and includes columns for "TITLE", "PATH", "STATUS", "STATE", and "ASSET TYPE". It shows a single entry: "Asset/Page (without children)" under "ASSET TYPE". A red box highlights this entry. Below the table, a message says "There is no item."

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Review and Approve or Reject the Translated Content

- You can accept or reject the translated content from the Translation Job details page.
- If you reject the content, it is sent back to the translation vendor along with the comments.

Translation Job [PT]

TITLE	PATH	STATUS	STATE	RESOURCE TYPE
500	masters/pt/errors/500	New	for review	Page
Magazine	/content/wknd/language-masters/pt/magazine	New	Ready for review	Page
Ski Touring	/content/wknd/language-masters/pt/magazine/ski-touring	New	Ready for review	Page

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Select the Content for Translation in the Sites Console

- Select pages from the **Sites** console.
- Go to **References** panel and click **Language Copies**.
- Click **UPDATE LANGUAGE COPIES**.

Language Masters

1

English  
en

Português  
pt

Deutsch  
de

Español  
es

Français  
fr

References

2

SOURCE  
Blueprint (0)

COPIES  
Launches (0)

Live Copies (2)

Language Copies (7)

3

Language Copies

Español  
Updated 3 days ago  
ES

Français  
Updated 5 months ago  
FR

Italiano  
Updated 3 days ago  
IT

Greek  
Updated 4 days ago  
EL

UPDATE LANGUAGE COPIES

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Update an Existing Translation

Creates a launch copy to perform translation on:

Language master  
/content/en

Launch copy  
/content/launches/04/13/19/translation\_en-pt

Add content to translation job

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Translation Process on a Launch Copy

Translates the launch pages.

Launch  
/content/launches/04/13/19/translation\_en-pt

Before Translation

Translation

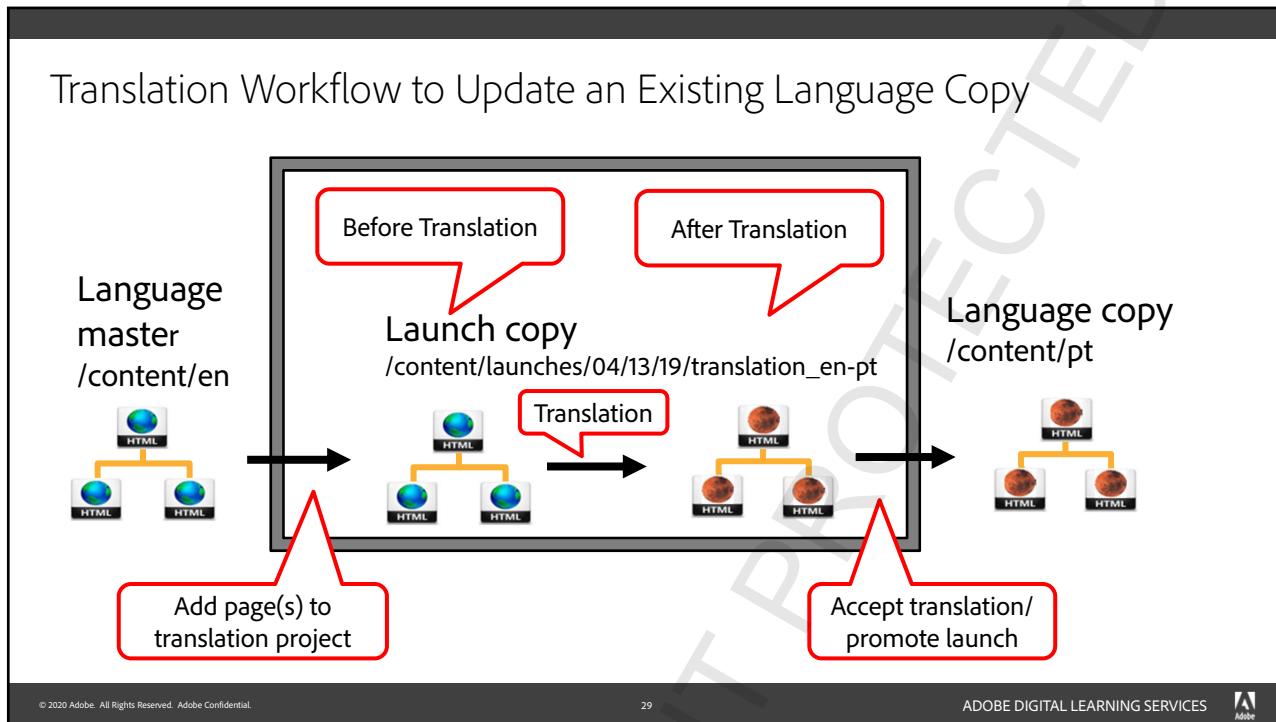
After Translation

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Automate Approval and Launch Promote

- Translation Summary settings
- Automate workflow steps
  - Auto-promote launch
  - Automatic approval

Translation Project Properties

Basic Advanced

Source Language: English (en)

Target Language: Select

Greek (el) X Portuguese (pt) X

Translation Provider Credential: Microsoft Translator Trial License

Automatically Promote Translation Launches  
 Delete Launch After Promotion  
 Automatically Approve Translations

Repeat Translation: None

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Work with Different Translation Services

Agenda:

- Translation methods
- Localization Service Provider (LSP)
- Custom translation configurations
- Translation workflow for human translation

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## Translation Technologies

**Human brain**

Suits the content when the:

- Quality expectations are high
- Content persists on the site for some time

**Natural language recognition  
(Artificial Intelligence)**

Is a good choice when:

- The quality expectations are relaxed
- Large volumes of content are shared for translation
- The time to publish the content is critical
- The human translation costs are very high

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## Translation Integration Methods

### Online

- Automated data exchange
- Integration with translation technology providers

### Offline

- Export and import the content for translation
- Used for testing and when the online translation method is not feasible

## Localization Service Providers (LSPs)

- Use third-party LSPs for translations
- Engage two types of LSPs:
  - **Technology focus:** Helps other translation service providers to participate
  - **Language focus:** Expertise in translation service
- Data exchange with LSP:
  - **Online** exchange through **Translation Integration Connector**
  - **Offline** exchange of files that needs to be exported from and imported to AEM
- LSPs with expertise in translation and related localization activities

## Preinstalled Translation Configurations

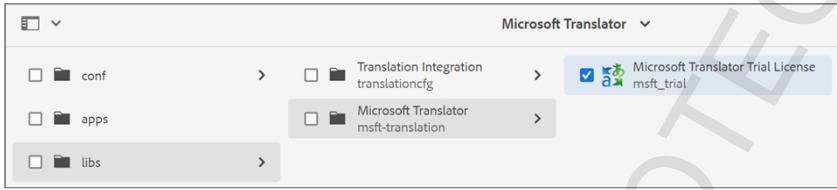
- Automated translation provider
  - Microsoft Translator
  - Limited license
  - **Use cases:** Demo and Training
- Export or import language content as files
  - Compressed files in ZIP archive file
  - Fall-back method in absence of an automated solution
  - **Use cases:** Fall back and Testing

## Export Content as Files for Translation

- Select **Human Translation** as the **Translation Method**
- Formats of exported files :
  - AEM specific XML (Default)
  - JavaScript Object Notation (JSON)
  - XLIFF 1.2 standard
  - XLIFF 2.0 standard
    - OASIS open standard for interoperability of translation systems
- Configure the Translation Platform Configuration OSGI Component and file format
- Deploy through Cloud Manager in AEM as a Cloud Service

## Translation Configurations

- Tools > Cloud Services > Translation Cloud Services



Example: OOTB Microsoft Translator connector

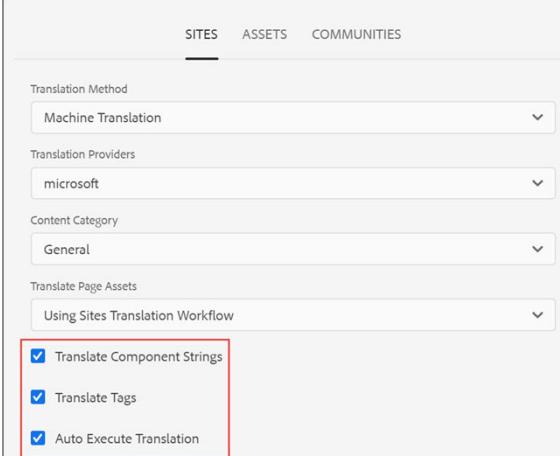
- Place all necessary translation configurations in the appropriate configuration context:
  - Global (/conf/global)
  - Project-specific (/conf/<project-name>)

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## Translation Configuration Settings

- Translation method for each content type:
  - Pages
  - Assets
  - User-generated content
  - Component strings
  - Tags
- Translation Method
  - Online (choose Machine Translation)
  - Offline (choose Human Translation)



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## AEM Translation Methods

### Machine Translation

- Is used for the online data exchange
- Assigns one of the available translation integration connectors provided by LSPs. LSP can still use humans to translate, but the data exchange is automated

### Human Translation

- Is used for the offline data exchange method
- Content to translate is written in an XML-based file format
- Files are imported to and exported from AEM as Zip archive

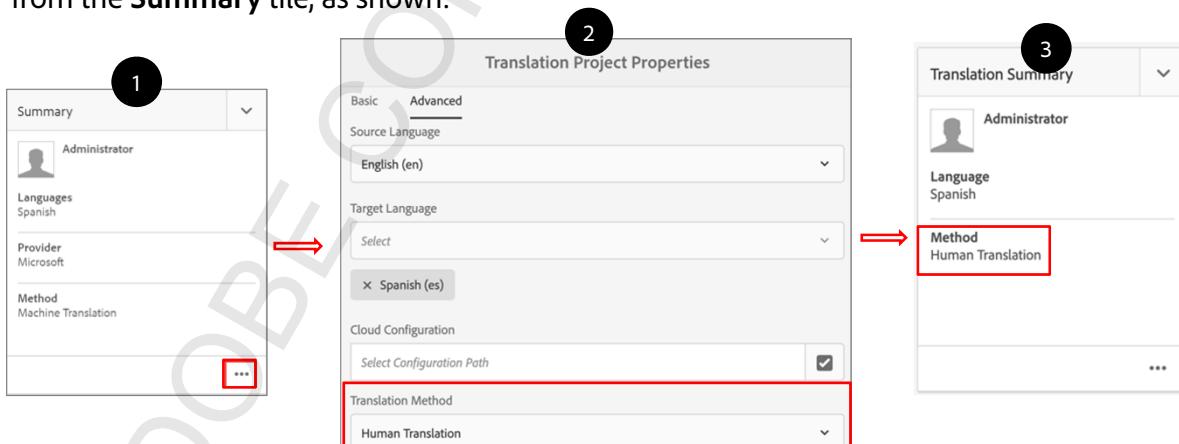
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### Configure Human Translation

Set the **Translation Method** to **Human Translation** in **Translation Project Properties** wizard from the **Summary** tile, as shown:



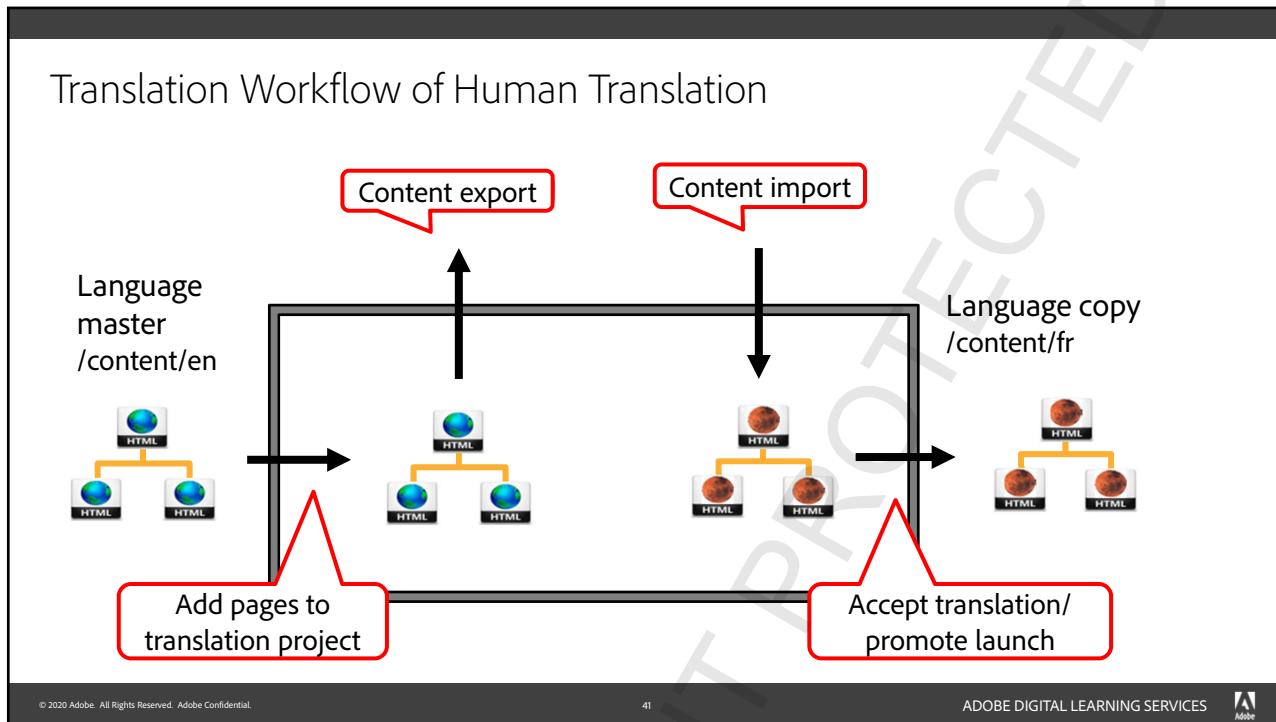
The screenshots illustrate the process of changing the translation method:

- Summary Tile:** Shows the user profile (Administrator), language (Spanish), provider (Microsoft), and method (Machine Translation). A red box highlights the 'Method' field, and a red arrow points from the 'Method' field in the summary to the 'Translation Method' dropdown in the properties dialog.
- Translation Project Properties Dialog:** Shows the 'Basic' tab selected. The 'Source Language' is set to English (en) and the 'Target Language' is set to Spanish (es). Under 'Cloud Configuration', 'Select Configuration Path' is checked. The 'Translation Method' dropdown is highlighted with a red box and contains the option 'Human Translation'.
- Translation Summary Tile:** Shows the user profile (Administrator), language (Spanish), and the 'Method' field is now set to 'Human Translation', which is highlighted with a red box.

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### Translation Integration Configurations

**Tools > Cloud Services > Translation Cloud Services**

The screenshot shows the **Translation Integration** configuration interface. The left sidebar lists three main sections: **conf**, **apps**, and **libs**. The right panel displays a tree structure of configurations:

- Translation Integration** (selected): Contains a sub-item **translationcfg**.
- Microsoft Translator**: Contains a sub-item **msft-translation**.

A checkbox next to **translationcfg** is checked, and it is labeled **Default configuration default\_translation**.

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## Lookup Order with Multiple Configurations

- Context-aware configurations
  - Different configurations for different websites
- Lookup order for translation integration configurations:
  - /conf/<project-name>/translationcfg
  - /conf/global/translationcfg
  - /apps/translationcfg
  - /libs/translationcfg

The screenshot shows the 'Translation Integration' configuration page. At the top, there's a 'Global' tab highlighted with a red box. Below it, there are sections for 'Site/Experience-specific' and 'System default'. Under 'Site/Experience-specific', there's a 'WKND Site' section with a 'wknd' folder icon. Under 'System default', there's a 'conf' folder icon. On the right side, there are several checkboxes for 'WKND Auto Execute' options, with 'wknd-auto-execute' checked.

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## Translation Integration Configuration Properties

- Translation method for content type:
  - Pages
  - Assets
  - User-generated content
- Auto Execute Translation
  - After the translation project is created, the translation job starts automatically

The screenshot shows the 'Translation Integration Configuration Properties' dialog. It has tabs for SITES, ASSETS, and COMMUNITIES. Under the ASSETS tab, there are sections for 'Translation Method' (set to 'Human Translation'), 'Translation Providers' (dropdown), 'Translate Page Assets' (set to 'Using Sites Translation Workflow'), and three checkboxes at the bottom: 'Translate Component Strings' (checked), 'Translate Tags' (checked), and 'Auto Execute Translation' (checked).

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## Add Translation Configurations to Content

- Add translation configuration to the top level of the content hierarchy
- The subpages inherit the configuration
- Access the configuration from page properties > **Advanced** tab

WKND Site

Configuration

Cloud Configuration

Select Configuration Path

Cancel Save & Close

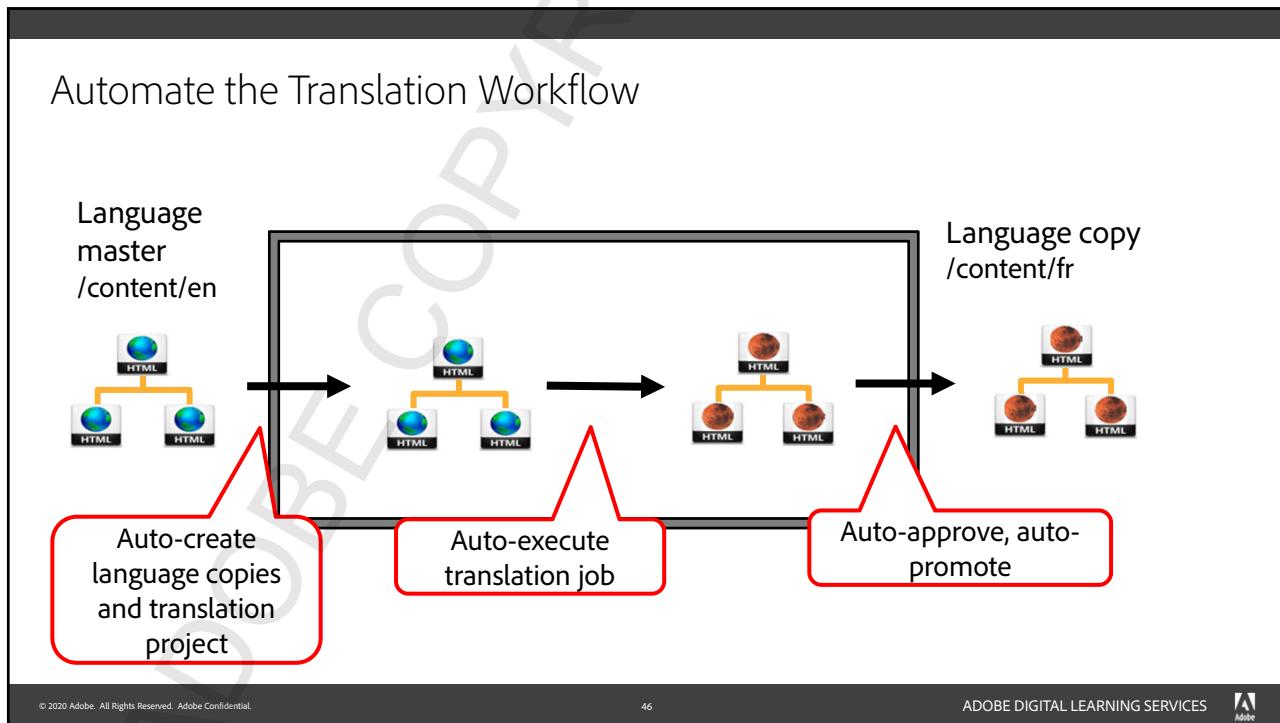
HTML

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Translate Assets, Content Fragments, and Experience Fragments

Agenda:

- Multilingual assets
- Content hierarchy for multilingual assets
- Configure translation workflows and projects for assets
- Translate Content Fragments (CFs) and Experience Fragments (XFs)

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## Manage Assets with AEM

Assets contain valuable digital content in the form of images, videos, documents or audio files

Digital Assets

0101101010010  
10001010110101  
01010010101111  
01010010010100  
01010010010101

Supported files formats

MP3 SWF HTML PNM M4A  
PICT ZIP GIF DOC RTF PGM  
HTML DOC RTF PGM  
ZIP GIF DOC RTF PGM  
ODT PPT INDD ODS AAC  
3GP PDF EPUB PSD JAR  
FLV DNG ODP EPS  
JPEG TIFF BMP  
RAR PBM RAR

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Assets Files Console

- **Navigation** panel > **Assets** > **Files**
- Click **Files** to access the hierarchical folder structure of assets.

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Content Structure of Assets

- Assets are organized like a file system
- Folders create a content hierarchy
- Assets are saved in folders

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Column View in the Assets console

- Default is **Card View**
- Column View** displays the asset hierarchy

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## Multilingual Assets

- Assets on international websites may need to translate:
  - Metadata:
    - Title
    - Description
    - Tags
  - References to related content

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## Content Structure for Multilingual Assets

- For each language, you can create a copy of the asset
- The folders with ISO language codes:
  - Are known as language roots
  - Contain the language copies of assets

Language root folders

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## Set Up the Service for Asset Translation

- System administrator to install the translation service provider's connector
- Create language root folders and place assets in them
- Create translation configurations
- Apply translation configurations to folders (in **Cloud Settings > Properties tab**)
- Create translation projects

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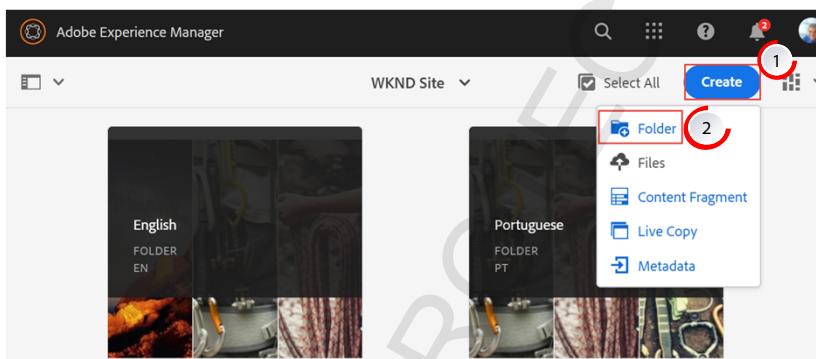
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## Creating Language Folders

1. Click the **Create** button.
2. Select **Folder** from the drop-down list.
3. Use the ISO language code as page name

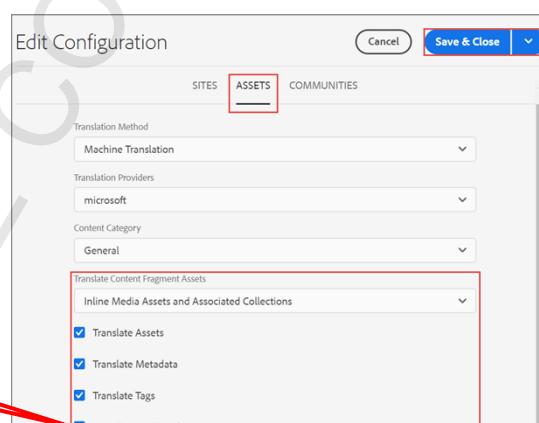


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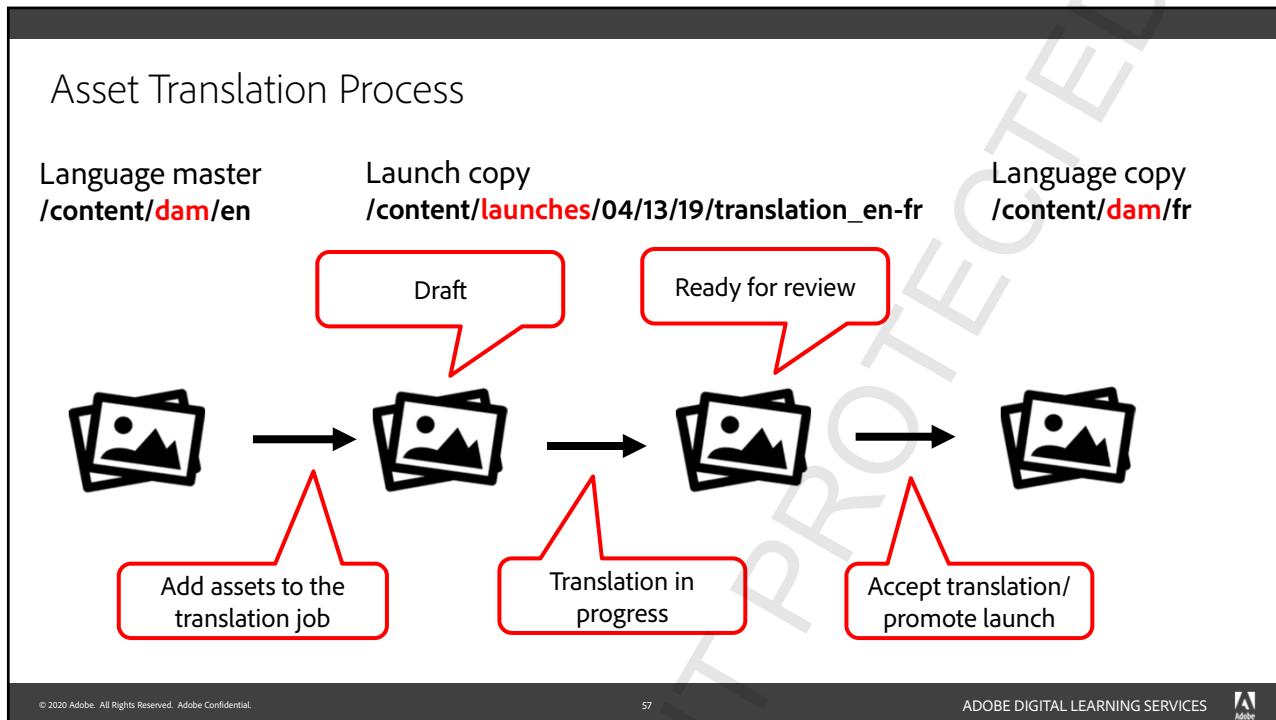
## Translation Integration Configuration for Assets

- Configure a translation provider specific to assets
- Tools > Cloud Services > Translation Cloud Services**

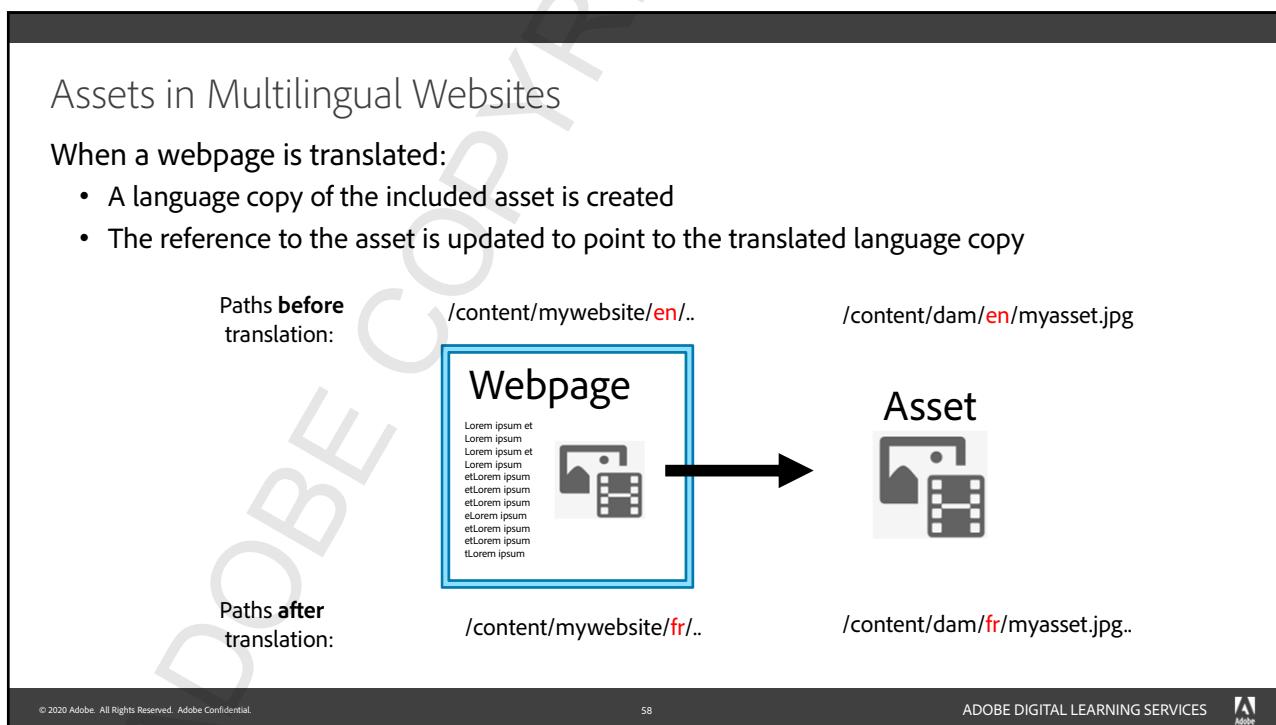


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# Multilingual Content Fragments

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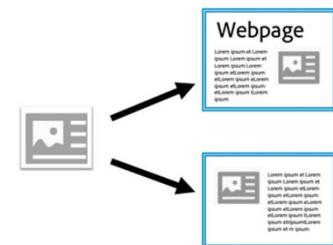
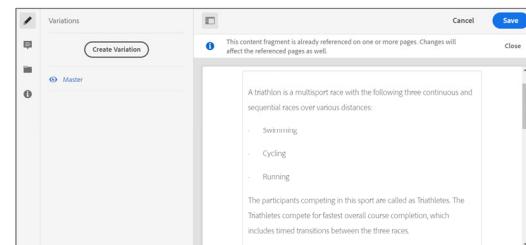
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## Content Fragments

- CF is a type of asset
- CF is a multipart content type with:
  - One or several text elements, called variations
  - References to associated assets
  - No font, color, or layout
  - Only bold, italic, and underline as the styles
- CFs are used for content that needs to be displayed:
  - On several pages on a website
  - On not owned sites
  - On media channels, such as phone apps or newsletters



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## Mixed Media CFs

CFs can contain references to other assets, in cases, such as:

- o CFs with associated collections
- or
- o Inline content in the CF component

Mixed media CFs are translated by creating language copies of all the referenced assets similar to regular assets.

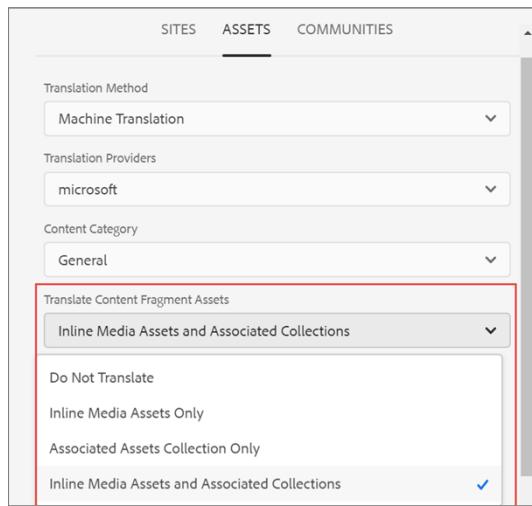


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## Configuring CF Translation

- **Cloud Services > Translation Cloud Services > Assets tab**
- CF specific drop-down menu
- Refers to both CF assets and CF Component:
  - o Do not translate
  - o Inline Media assets only
  - o Associated Assets collections only
  - o Inline Media Assets and Associated collections



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## Assets Translation: Best Practices

Working with assets can be performance sensitive.

Follow the best practices for your role:

- For **authors**:
  - Create language copies of assets before you run translation workflows
- For **architects**:
  - Set up transient workflows



## Multilingual Experience Fragments

## Experience Fragments (XFs)

- Enable content authors to reuse content with styles and layout already applied through a template
- Translate XFs including content variations by:
  - Creating a language copy of the source XF
  - Using the translation projects
  - Adding XF for translation from the:
    - References panel of the XF console or
    - The translation job of the Projects console



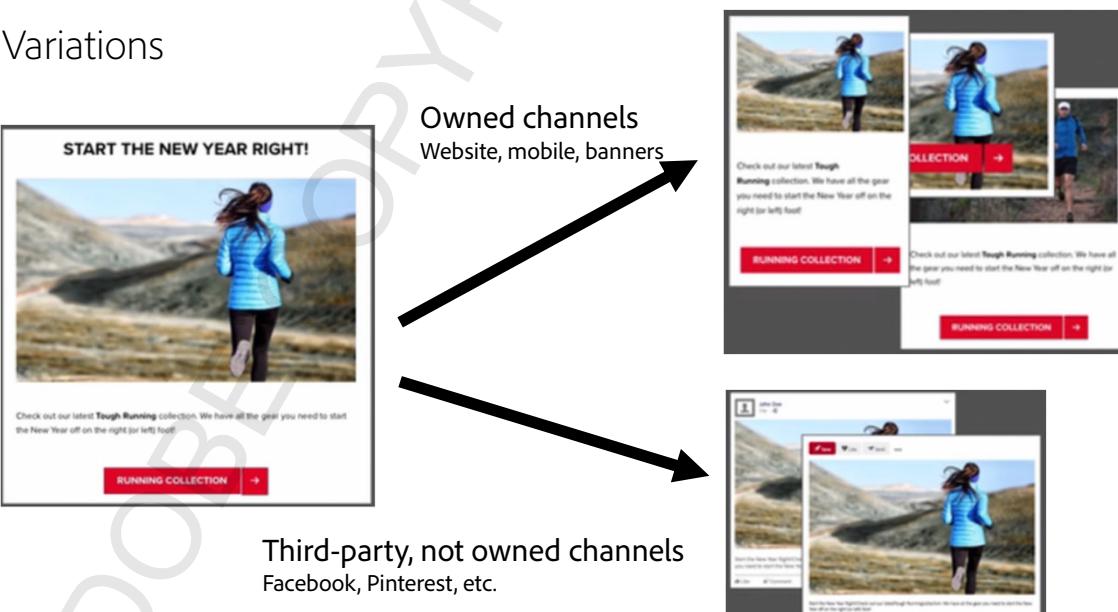
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## XF Variations



**Owned channels**  
Website, mobile, banners

**Third-party, not owned channels**  
Facebook, Pinterest, etc.

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## Translate XFs

- Translation workflow for XFs works the same way as in Pages
- Create translation projects from the **References** panel
- Add the language copies to the **Translation Job** to start translating the XFs and variations

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## Translation of Referenced Content

Paths before translation: /content/mywebsite/en/.. /content/experience-fragments/en/.. /content/dam/en/..

Paths after translation: /content/mywebsite/fr/.. /content/experience-fragments/fr/.. /content/dam/fr/..

When the webpage is translated:

- A language copy of the included XFs and assets are created
- The hypertext reference (href) path is updated to point to the correct language path

Extend and Customize the Translation Capability

Agenda:

- Translation Configuration console
- Translation rules
- Translate the custom property of a component

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Thomas Wirtz

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Translation Configuration Console

- Translation rules define the content to be translated
- Access it from the **Tools > General** section

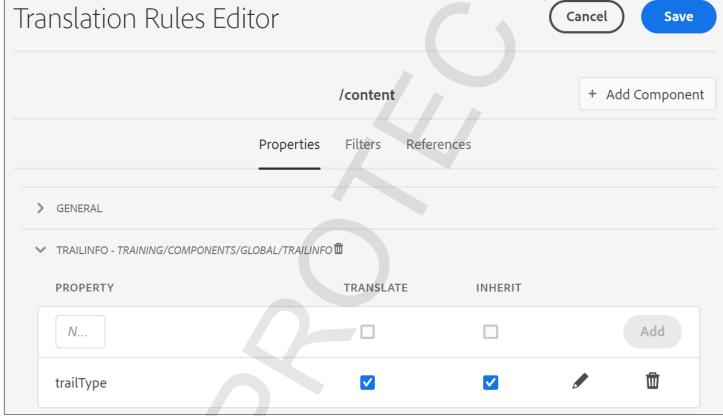
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## Select Content for Translation

- The content is saved in component properties
- Translation rules:
  - Include the list of component properties that needs to be translated
  - Can be specific to content-context (/dam and /forms)
  - Can be specific to component



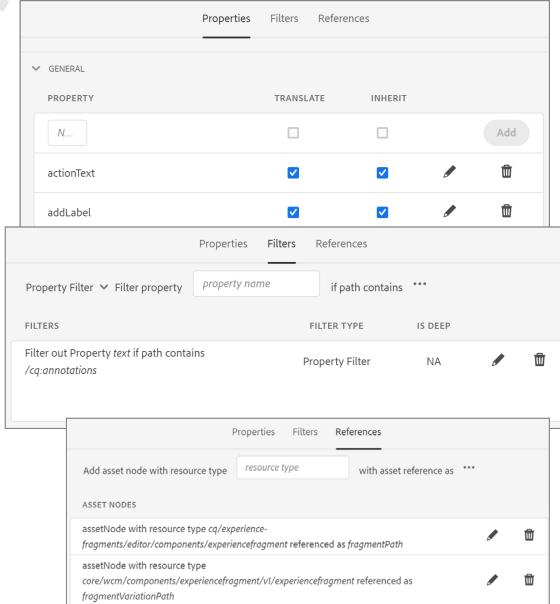
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## Translation Rules

- Properties:** Contains out-of-the-box properties that will be translated for any component
- Filters:** Contains paths of properties that should not be translated
- References:** Contains property references of assets that should be translated



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## Component Scripts and Content Structure

- The component script code defines the property names for a content type

- Example of custom content type—trail info:

- Resource type: training/components/global/trailinfo

- Defines four properties where content is stored:

- jcr:title, location, distance, trailType

- Component script:

```
...
<sly data-sly-test="${title}=${properties.jcr:title}">
    <h1>${properties.jcr:title}</h1>
    <h2 data-sly-test="${properties.location}">${properties.location}</h2>
<sly data-sly-test="${properties.distance}"> ${properties.distance}</sly>
<sly data-sly-test="${properties.distance && properties.trailType}"> | </sly>
<sly data-sly-test="${properties.trailType}" data-sly-list="type=${properties.trailType}">
...
...
```

## Working with Multi Site Manager

### Agenda

- MSM
- Live copy
- Live Copy Overview
- Blueprint configurations
- Rollout configurations
- Guidelines and best practices for implementing MSM

## The Copy Problem

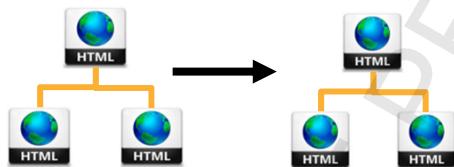
To save costs, organizations create copies of existing digital content for different:

- Media channels (such as web and email)
- Geographies

### Challenge:

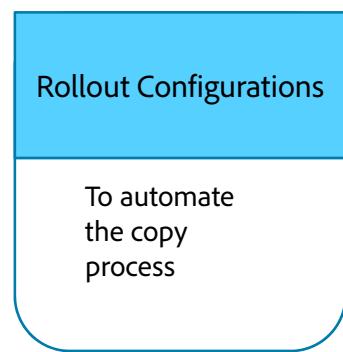
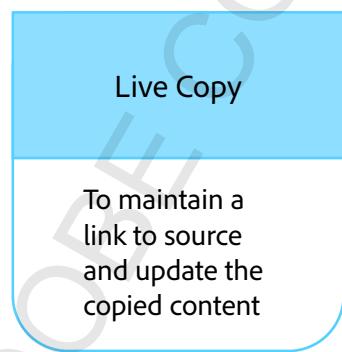
Maintain and update the copied sites when the content changes.

- Updating multiple copies is a bottleneck in the content flow.



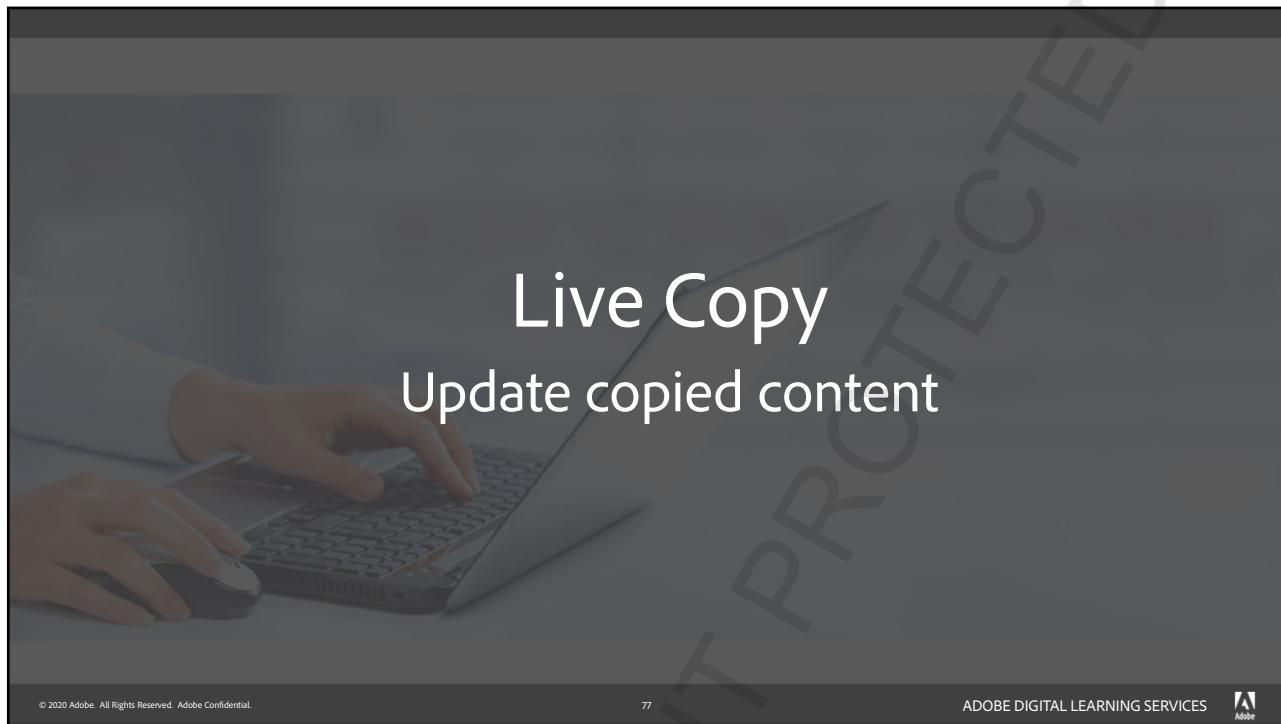
## The MSM Solution

MSM solves the bottlenecks created by multiple copies with tools to enable efficient content management :



# Live Copy

## Update copied content



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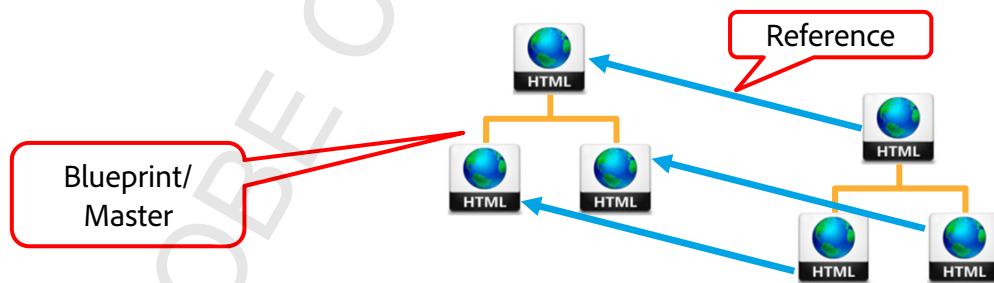
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## Live Copy

- Copy of a content resource
- Retains a reference to the Blueprint/Master/Source content
- Can be easily updated, when the blueprint content changes



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## Use Cases for Live Copies

### Multinational corporations

- Countries sites with shared languages



### Business partners

- Regional branch websites
- Subsidiaries
- Affiliates
- Resellers
- Dealer network

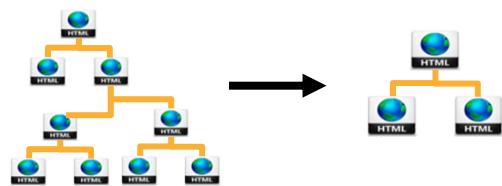
### Product documentation

- Multiple versions

## Terminology: Copying Content Hierarchies

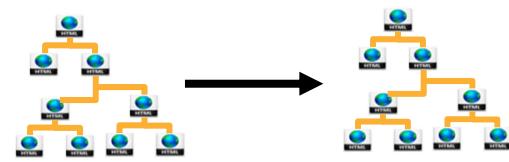
### Shallow copy

- Copy a page and direct child pages



### Deep copy

- Copy a page and complete page hierarchy



Terminology: Master/Blueprint and Copy

**Master or Blueprint**

- Container of original content
  - Webpage
  - Asset
  - Experience Fragment (XF)

**Copy**

- Copied instance of blueprint webpage, asset or XF



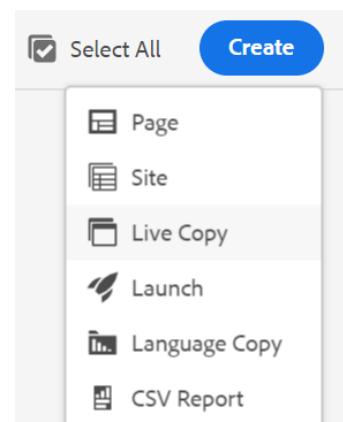
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Create Live Copies

- **Create Live Copy** wizard in the **Sites** console
- Defines:
  - Source
  - Destination
  - Live Copy Relationship



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References Panel

Provides an overview of the existing live copies of a page

The screenshot shows the AEM References panel. On the left, under 'Language Masters', 'English (en)' is selected with a checkmark. To its right is a list of other languages: Portuguese (pt), Deutsch (de), Español (es), Français (fr), and Italiano (it). Below this list is a red box around 'Live Copies (3)'. On the right, under 'LIVE COPIES', there are three entries: '/content/wknd/ca/en' (Updated 1 day ago), '/content/wknd/fr/en' (Updated 1 day ago), and '/content/wknd/us/en' (Updated 1 day ago). A red speech bubble points to the 'Select blueprint page' button above the language list.

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Live Relationship Properties

Additional property tab if a page is a Live Copy.

The screenshot shows the 'Live Relationship Properties' dialog. At the top, there's a 'Properties (p)' button with a red arrow pointing to it. Below the tabs are several sections: 'Path to Master page', 'Status of relationship and status', and 'Rules when updates happen'. The 'Live Copy' tab is highlighted with a red box. Under the tabs, there are buttons for 'Synchronize', 'Reset', 'Suspend', and 'Detach'. The 'Source' section shows the URL '/content/wknd/language-masters/en'. The 'Status' section includes fields for 'Suspended Live Copy' (No), 'In Sync with Source' (No), 'Last Rollout Date' (1 day ago), and 'Last Rolled Out by' (Scott Reynolds). The 'Configuration' section has two checked checkboxes: 'Live Copy Inheritance' and 'Inherit Rollout Configs from Parent'. At the bottom are buttons for 'Move Page on Rollout' and 'Permissions'.

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## Live Copy Status Mode

The page editor has a **Live Copy Status** mode for live copy pages:

<b>Green</b>	Active and in sync
<b>Red</b>	Suspended
<b>Purple</b>	Out of sync

(Page reload needed to switch to mode)

Mode switcher

ENGLISH MOVE Live Copy Status Preview

WELCOME, SCOTT REYNOLDS SIGN OUT

WKND

Live Copy Status

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## Effect of Sync and Rollout on New Content

New content in Blueprint/Master:

- New component will be added to live copy
- New page will be added to live copy
- New content is synchronized, except when live copy has local updated content

New local content in Live copy:

- New local components are preserved, and not overwritten by rollout
- New local page will be preserved

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Suspend Live Copy Relationship

Suspend live relationship in page properties or components toolbar

The screenshot shows the AEM interface with the 'Live Copy' tab selected in the page properties. A red callout points to the 'Unlink' button in the toolbar above a component. Another red callout points to the 'Suspend' icon in the component's toolbar.

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Manage Live Copy Relationship for a Page

**Active:** Copies the content when you trigger the sync or reset function

The screenshot shows the AEM interface with the 'Live Copy' tab selected in the page properties. A red callout highlights the 'Live Copy' tab. Below, the 'Suspend' and 'Detach' buttons are shown in the toolbar, with a callout pointing to the 'Suspend' option.

**Suspend:** On sync, no changes are made to the page  
**Resume:** Resumes back to active mode  
**Detach:** Removes the Live Copy relationship  
(Child pages will no longer be in live copy relationship)

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## Live Copy Synchronization Actions

**Synchronize**

- Copies content from the blueprint page, but reserves local changes

**Reset**

- Resumes all the suspended live relationships of the page
- Synchronizes all content from blueprint

The screenshot shows a toolbar with four buttons: 'Synchronize' (left arrow), 'Reset' (refresh), 'Suspend' (stop sign), and 'Detach' (X). Below the toolbar, there is a message: 'All live relationships have been suspended. You can resume them by clicking the "Reset" button.' At the bottom of the screen, there is footer text: '© 2020 Adobe. All Rights Reserved. Adobe Confidential.' and '89'.

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## Compare with Blueprint

The screenshot shows a comparison interface. On the left, there is a sidebar with 'References' and 'LIVE COPIES' sections. Under 'LIVE COPIES', it shows '/content/wknd/ca/en' updated 1 day ago. Below this are buttons: 'Compare to Source', 'Synchronize', and 'Reveal in Sites' (which is highlighted with a red box). Another 'Edit Live Copy' button is also present. A red arrow points from the 'Reveal in Sites' button to the right side of the screen. On the right, two versions of a landing page are shown side-by-side. Both pages feature a hero image of a person climbing a mountain with the text 'BUILT FOR THE COLDEST WINTER ON EARTH' and a 'SHOP NOW' button. Below the hero image, the left version has a green banner with 'LIVE IS FUN!' and a pink banner with 'Live copy is fun!'. The right version has a white banner with 'LIVE COPY IS FUN!' and a blue banner with 'Text here 123'. At the bottom of each page, there is a banner with 'FOR THOSE WHO NEVER STOP EXPLORE PRODUCTS FOR WOMEN'. The footer of the screen includes '© 2020 Adobe. All Rights Reserved. Adobe Confidential.', '90', 'ADOBEDIGITAL LEARNING SERVICES', and the Adobe logo.

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Accessing Live Copy Overview

Dashboard for all live copies of a page or site

The screenshot shows the AEM dashboard interface. On the left, there's a sidebar with 'References' and 'LIVE COPIES'. Under 'LIVE COPIES', three items are listed: '/content/wknd/ca/en' (Updated 1 day ago), '/content/wknd/fr/en' (Updated 1 day ago), and '/content/wknd/us/en' (Updated 1 day ago). At the bottom of this sidebar is a button labeled 'Live Copy Overview' which is highlighted with a red box. To the right is a 'Language Masters' panel with a list of languages: English (en) checked, Portuguese (pt), Deutsch (de), Español (es), Français (fr), Italiano (it), and Greek (home). Red boxes with callouts point to the 'Blueprint page' (English) and 'Live copy overview' (the button).

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Live Copy Overview

The screenshot shows the 'Live Copy Overview' dialog. It has tabs for 'Edit', 'Relationship Status', 'Synchronize', 'Reset', 'Suspend', and 'Close'. Below these tabs is a table with columns for 'SOURCE PATH' and 'CA/EN', 'FR/EN', and 'US/EN'. The table lists four items: 'Error Handler Pages errors', 'Magazine magazine', 'Adventures adventures', and 'FAQs faqs'. Each item has a checkbox next to it. A red arrow points from the 'Edit' tab to a callout bubble that says 'Select to see the actions bar'.

SOURCE PATH	CA/EN	FR/EN	US/EN
Error Handler Pages errors	<input checked="" type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date
Magazine magazine	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date
Adventures adventures	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date
FAQs faqs	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date	<input type="checkbox"/> live copy up to date

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## Blueprint Configuration

A blueprint configuration adds two capabilities to a blueprint page:

- To rollout (synchronize) new content from one Blueprint or Master to many Live Copies
- To host rollout configurations to automate content synchronization

The screenshot shows the AEM interface with the 'Blueprint Configuration' dialog open. On the left, there's a sidebar with options like 'Modified 1 day ago by Scott Reynolds', 'Page is not published', 'Open Properties', 'Rollout Page' (which is highlighted with a red box), 'Start Workflow', 'Lock Page', 'Publish Page', and 'Unpublish Page'. At the top, there's a toolbar with various icons, and the 'Sync' icon (represented by a gear and a double-headed arrow) is also highlighted with a red box.

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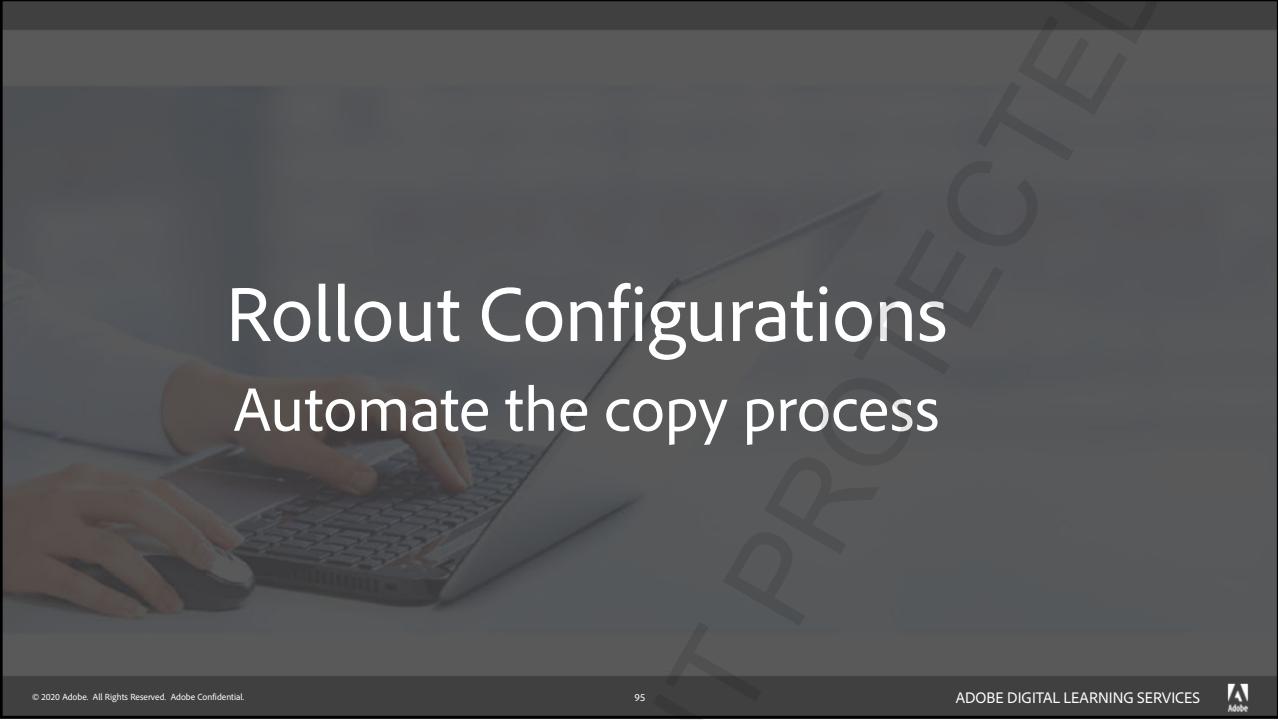
## Content Synchronization

Two expressions for coping from source to copy are:

- 1. Synchronization**
  - Initiated from Copy
  - Pull - Model
  - Copy content from Master
- 2. Rollout**
  - Initiated from Blueprint
  - Push- Model
  - Copy content to **one or many** Live Copies

The diagram illustrates two types of content synchronization. The top part, labeled 'Synchronization', shows a single root node (a globe icon with 'HTML' text) connected to two child nodes (also globe icons with 'HTML' text). The bottom part, labeled 'Rollout', shows a single root node connected to two child nodes, with the text 'one or many' written next to it, indicating that the root node can be connected to multiple child nodes.

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# Rollout Configurations

## Automate the copy process

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### Rollout Configuration

Observer for trigger event(s)  
+  
Action(s)  
=

Rollout configuration

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## Triggers

- A trigger is a mechanism used to inform when a specific event occurs
- Out-of-the-box trigger events are:

Trigger	Description
On Rollout	The Rollout command is used on the Blueprint page, or the Synchronize command is used on the Live Copy page
On Modification	The Source page is modified
On Activation	The Source page is activated
On Deactivation	The Source page is deactivated

## Standard Rollout Config

Is the default fallback config, if no other config is present to override trigger or actions:

Trigger	Actions
On Rollout	contentUpdate
	contentCopy
	contentDelete
	referencesUpdate
	orderChildren

## Additional Rollout configurations

Name	Trigger	Synchronization Actions
Activate on Blueprint activation	On Activation	targetActivate
Deactivate on Blueprint deactivation	On Deactivation	targetDeactivate
Push on modify	On Modification	contentUpdate, contentCopy, contentDelete, referencesUpdate, orderChildren
Push on modify (shallow)	On Modification	contentUpdate, contentCopy, contentDelete, orderChildren

## MSM Implementation Guidelines

- How much content needs to have multiple versions?
- Can the original website or parts of it be copied without any changes?
- How much copied content needs to be adjusted?

## MSM: Best Practices

- Plan the website structure and content flows before starting the implementation
- Customize websites as much as necessary, but as little as possible
- Establish a governance model early and train the users accordingly to ensure success
- Create a prototype and test your system before starting live implementation and after the website structure, content flow, automation and governance is complete



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## Customize Multi Site Manager

### Agenda:

- Explain rollout triggers and actions
- Apply custom rollout configs

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## Default Rollout Configurations

Name	Trigger	Synchronization Actions
Standard rollout config	On Rollout	contentUpdate, contentCopy, contentDelete, referencesUpdate, productUpdate, orderChildren
Activate on Blueprint activation	On Activation	targetActivate
Deactivate on Blueprint deactivation	On Deactivation	targetDeactivate
Push on modify	On Modification	contentUpdate, contentCopy, contentDelete, referencesUpdate, orderChildren
Push on modify (shallow)	On Modification	contentUpdate, contentCopy, contentDelete, orderChildren

## Custom Rollout Configurations

- Rollout Configs define automatic actions on all the live copies of a page, when a trigger events occurs
- Available triggers:

Manual Rollout

Publish or Unpublish

Modify content

- You can define the action to be taken, when the trigger occurs.

## Specific Actions of Rollout Configurations

- A trigger event can start one or more of the following actions:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> contentCopy      | <input checked="" type="checkbox"/> workflow        |
| <input checked="" type="checkbox"/> contentDelete    | <input checked="" type="checkbox"/> PageMoveAction  |
| <input checked="" type="checkbox"/> contentUpdate    | <input checked="" type="checkbox"/> editProperties  |
| <input checked="" type="checkbox"/> orderChildren    | <input checked="" type="checkbox"/> notify          |
| <input checked="" type="checkbox"/> targetActivate   | <input checked="" type="checkbox"/> referenceUpdate |
| <input checked="" type="checkbox"/> targetDeactivate |   |

<https://helpx.adobe.com/experience-manager/6-5/sites/administering/using/msm-sync.html#InstalledandCustomRolloutConfigurations>

## Plan a Global Web Presence

### Agenda:

- Plan a global web presence
- Recommended content structure
- LSPs
- Adobe.com Website
- Global and local content strategy

## Planning the Content Structure

Assess your organization's **localization maturity** (IS-Analysis)

Design **flexible content structures** and processes to accommodate changes in the business environment

Commit **sufficient resources** and/or consider a incremental approach

Analyze the environment-national regulations (for example, GDPR) and regional language preferences

Determine a **governance model** to assign responsibility for localization (content and workflows)

**Plan, prototype, and test** your globalization structure and processes

## Planning a Global Web Presence: An Overview

**Languages**  
In which language is the original content authored?

**Markets**  
How many regions and countries need a dedicated website?

**Shared language content**  
How much content can be shared?

## Shared Language Content

**International languages**

Languages used in more than one country  
**Solution:** Create live copies to country locales

**Multi-lingual countries**

Countries with multiple languages  
**Solution:** Translation workflow

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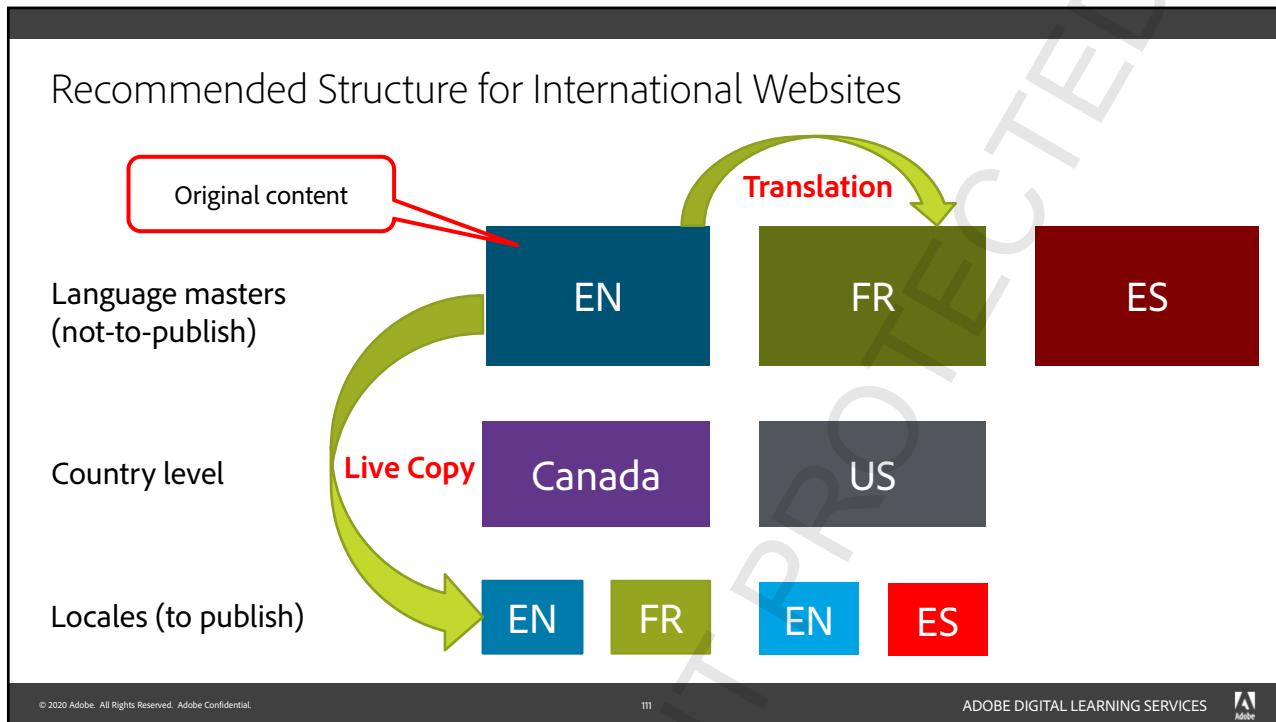
## Recommendations for Site Structure

- Place the language content at the top level of your multilingual site
- Create language masters
  - A not-to-publish site just for translation purpose
- Make live copies of the language masters to create localized sites

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Content Hierarchy of Language Masters

- Separates the language master sites by one hierarchy level
- Helps to group language copies by region, continent, and language class

The screenshot shows the AEM interface with the following structure:

- References** dropdown
- COPIES** section:
  - Launches (0)
  - Live Copies (2)
  - Language Copies (5)** (highlighted with a red box)
- Latin Languages** section:
  - English (en)
  - Latin Languages (roman-languages)** (highlighted with a red box)
    - French (fr)
    - Español (es)
    - Italiano (it)
  - Germanic Languages (germanic-languages)

A red callout box points to the "Latin Languages" node with the text: "Redirect page is used to separate language copies into groups".

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## Plan the Governance Model

Define the responsibilities for:

- Content areas
- Translation processes

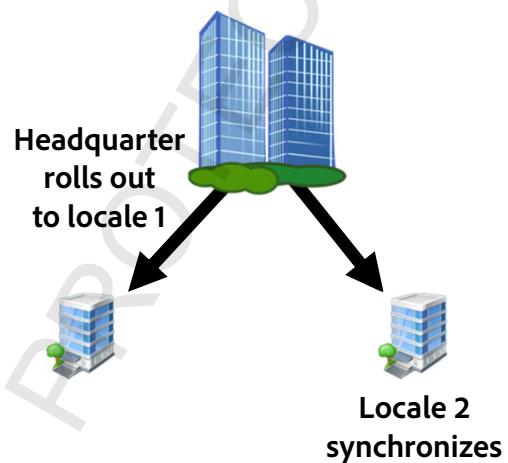
### Push Model

- Headquarter *rolls out* content to regions

### Pull Model

- Regions *synchronizes* content as needed from language master content

You can also mix both the models in one project



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## Plan the Translation Process

The key factors influencing the translation process are:

- Quality requirements for translation
- Life span of content
- Time to publish
- Volume
- Cost



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## Plan the Translation Process (Cont.)

The decisions to be made based on the key factors are:

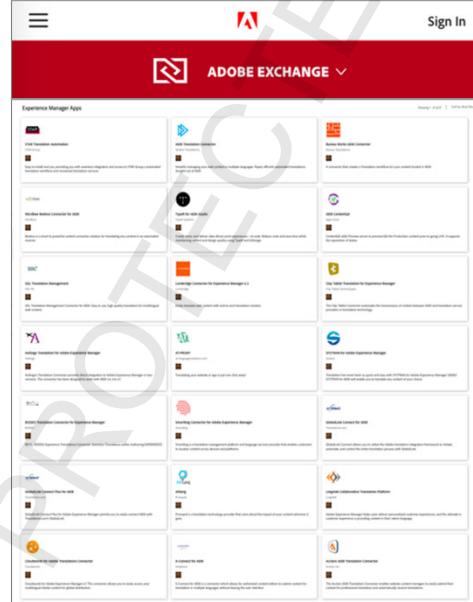
- The degree of translation automation
  - Machine translation
  - Human translation
  - Mixture of machine translation and human translation
- Choose a LSP
  - Online
    - With translation integration connector
  - Offline
    - Export and import content for translation

## LSP

- Use third-party LSP for translations
- Two types of LSPs:
  - **Technology focus:** Helps other translation service providers to participate
  - **Language focus:** Expertise in translation service
- Data exchange with LSP:
  - **Online** exchange through **Translation Integration Connector**
  - **Offline** exchange of files to be exported from and imported to AEM
- Engage LSPs with expertise in translation and related localization activities

## LSPs with AEM Translation Connectors

- [Adobe Exchange website](#)
- Search for translation
- Connector available to download on Package Share in Adobe Cloud Manager: <https://www.adobeaeemcloud.com>



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## Overview of Adobe.com



**Adobe.com**

- 16.8 billion page views in 2017
- 31 languages/61 countries
- 10,000 content updates/month
- The website content is primarily authored by:
  - Marketing
  - Information Technology



**AEM**

- 1.5 million pages total
  - 180,000 Adobe.com
  - 1.3 Million documentation
  - 5,000 Acrobat.adobe.com
  - 3,000 Intranet



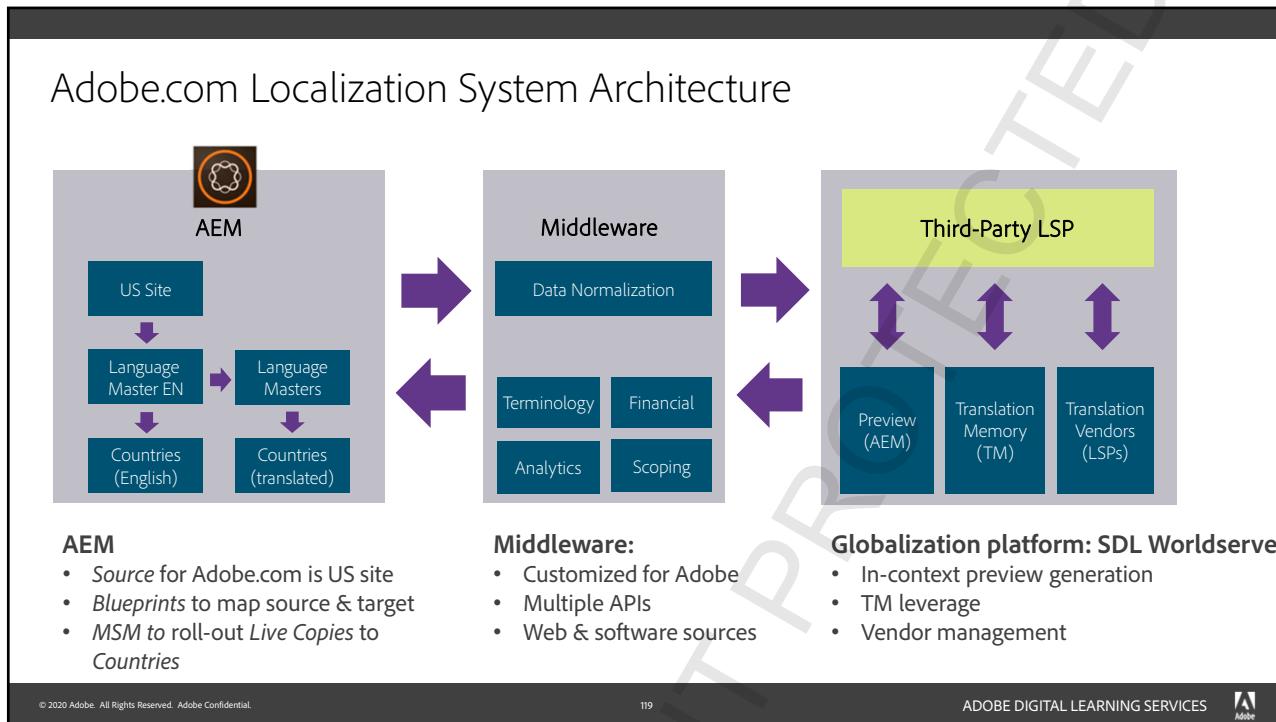
**Globalization**

- Third-party LSP
  - Onsite translation memory
  - 87% leverage
- Custom middleware
- 221 million words in 2017

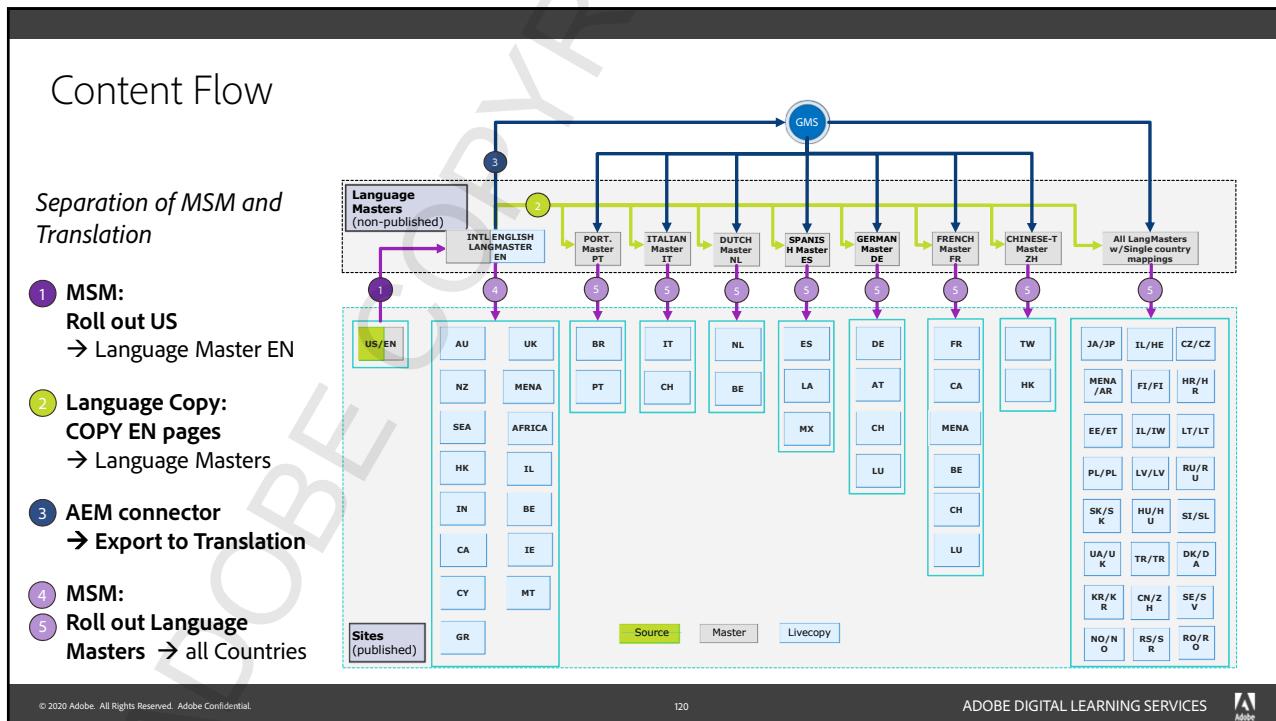
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## Content Governance

**Define Global versus Local**

- Global content strategy
  - Global marketing, centrally driven
  - The content delivered through translation workflow
  - The country content inherited from the language master
- Local content strategy
  - Local marketing team overrides
  - De-couple inheritance from the language master
  - Make local content changes
  - Local adaptations are preserved

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## Production Workflow Process

**Global production workflow:**

- Requirements
- Planning
- Handoff to Production
- US Process
- Globalization
- Intl Process

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## System Governance

Common framework of templates and components

- Enforce global branding presence across GEOs
- Increase agility and site usability
- Minimize custom use cases

Manage the publishing process

- Authoring distributed across the enterprise
- Control access to pages through groups
- Use AEM Security model to manage groups

Adobe AEM Templates

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## Translation Technology and Automation

Translation workflow automation

- Create automated translation projects

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- Fully human-translated
- Using OOTB workflows, minor customizations

Machine Translation

- Shallow MT for language variants
  - Example: American English to British English

British English adaptation

Optimised for touch and small screens

After Effects CC (2015.1)

NOV -30- 2015

New video support in Adobe Stock

Enhanced colour workflows

Adobe Character Animator (Preview), now with multitouch

Easy asset access from Creative Cloud Libraries

Adobe Capture CC integration

And so much more

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