Acquia + Drupal 8 + Lingotek = The Path to a Global Website
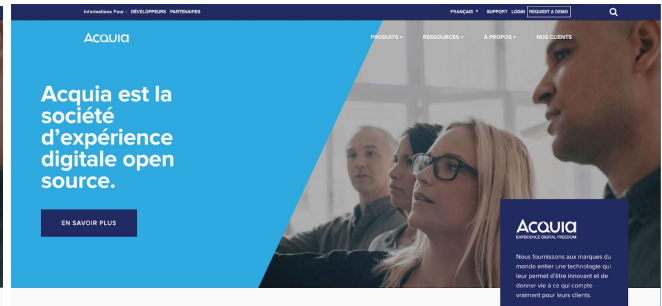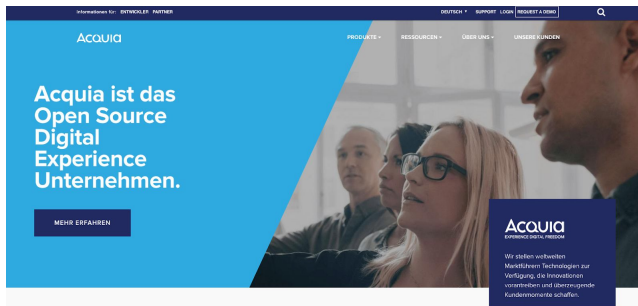
About ACQUIA®

Acquia is the open source digital experience company. It provides the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter.

Acquia's products, cloud infrastructure, and support have enabled global enterprise brands like Twitter, Warner Music Group, Humana, Stanford University, Mercedes-Benz, and MTA to maximize the full power of Drupal. Acquia was recently named to the Forbes 2018 Cloud 100. The company has 3,500-plus customers globally, 800-plus employees and 14 offices worldwide.

> **"Being able to see – all in one place – the progress of each piece of content and where it's at is a game changer."**

Challenge

Acquia was looking for a well-managed global presence that would be in sync with all of the markets that the company serves to help increase global market share.

It was looking for a translation partner to help deliver personalized (i.e. localized) web experiences to serve up more accurately what web users are looking for on the company's site and greatly enhance loyalty to its brand.

Acquia wanted the website to not only serve as a sales outlet but also for customer service tasks.

Solution

Acquia partnered with Lingotek for three main reasons:

- The integration with Drupal and seamless workflow.
- Centralized governance over translations all in one spot and the ability to set its own workflows and assign certain teams to certain languages.
- The ability to easily translate paragraphs, Drupal custom fields, menus and custom blocks all in one space.

Benefits

Multilingual in Minutes

The Lingotek Drupal module is the only module to integrate a TMS directly into Drupal, giving the community access to a variety of translation technologies – machine translation, translation memory, and a CAT tool – within the Drupal environment.

The module helps administrators, agencies, and web marketers get a Drupal site multilingual-ready within minutes, instead of days.

Easy Scalability in All Languages
Unlike the need for numerous modules in Drupal 7, the built-in multilingual feature of Drupal 8 comes with four key modules. Acquia mostly uses Paragraphs throughout its site to create a scalable operation. Lingotek allowed Acquia to hook into its paragraphs for translation, making it easy to scale in all languages.

Translate Every Element on Every Page
Content translation module is applicable to all of Acquia's content. It lets them translate everything from the pages to the taxonomy terms. It allows you to configure custom fields of a web content. The Lingotek Drupal module goes a step further – it can translate every element on every page.

That includes:
- Entities: nodes, paragraphs, fieldable panels panes, taxonomy terms with custom fields, and even field collections (including nested ones).
- Taxonomy terms: Acquia's choice of an entity translation approach for terms with custom fields or the i18n string approach for translation of name and description fields only.
- Configuration items: field labels, blocks, taxonomy vocabularies, and terms, menus, views, etc.
- Properties: titles, path aliases, and meta tags.
- Interface strings: built-in interface strings.

Automatic Upload and Download
The interface translation module provides a central directory to manage interface. It has a built-in translation UI for simplifying content editing. By

allowing automatic downloads and updates, it lets users use any translation interface available in the Drupal community in any language supported by Drupal 8.

"As the manager on the project, being able to see, all in one place, the progress of each piece of content and where it's at is a game changer," said Adrianna Shukla, senior marketing web operations manager for digital marketing at Acquia.

"With Drupal 7, we did this manually, and it led to lots of outdated content. Now with this integration, whenever we have changes to the English version, we can send it right up to Lingotek for translation, and it will pull down automatically when it's ready."

Bulk File Management
As a site owner, Acquia can easily translate its content or configuration. The Lingotek TMS has bulk management forms that allow them to upload and request multiple translations of its content in all its locales with a single submit. And, if they choose to, the translations will be automatically downloaded and published as soon as they are available.

Next Steps
Acquia plans to utilize Lingotek's system to expand its website in French and German over the course of 2019. Acquia also plans to launch the first version of its Japanese website in 2019 and hopes to continue the expansion into Latin America and Europe with languages that suit the market. Lingotek allows Acquia to do this in a fast, methodical and managed manner.

About Lingotek
Lingotek | The Translation Network Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and tech-enabled language services to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation. Find out more about Lingotek at www.lingotek.com.