Lingotek Customer Case Study – Alfresco

About Alfresco

Alfresco is how great businesses share, organize and protect their content. Nearly 8 million people in more than 180 countries use Alfresco to manage more than 3 billion files worldwide. Whether on the go or in the office, Alfresco empowers today's teams to do great work.

Challenge

With nearly 8 million people in more than 180 countries as customers, Alfresco needed a way to manage its localized websites and to synchronize its marketing messages in a simple, scalable and cost-effective solution.

Solution

Alfresco used Lingotek – Inside Drupal with the Collaborative Translation Platform to launch its global websites, sync content and get real-time statistics of where the translations were in the process.

Benefits

Syncing content among sites was a time-consuming and a manual process. The days of emailing files for translations are long gone. With Lingotek – Inside Drupal, all of the translations were handled inside Drupal, and Alfresco was provided with real-time statistics as to where content was in the translation process. This automated workflow freed Alfresco from manually managing the translation of content, and in a sense, removed the middleman in the translation process.

Managing Global Workflow

Alfresco is how great businesses share, organize and protect their content. In addition to working with global companies, Alfresco itself has a presence all over the world, conducting business with nearly 8 million people in more than 180 countries.

With a growing footprint, Alfresco needed a way to communicate its corporate and product messages in a unified way to different regions. In order to provide its highly regarded software to customers around the world and in many languages, Alfresco needed a simple, cost-effective way to translate its content.

Alfresco embarked on a worldwide website localization project. One of the key strategies in this effort was the translation and localization of content. Alfresco wanted to start by translating its content into six languages, with the option of more as the company expanded into new markets.

Elaborate International Workflow Needs

Alfresco's rapidly evolving translation workflow produced a continuous stream of content with which translation services had to keep pace. Alfresco content changed 50 to 100 times a month, and the company needed a solution that could keep pace with this translation workflow.

With each new language Alfresco adds, its content would double. The company couldn't afford to wait the length of time it took to manually pass around documents and keep track of any changes by hand. By the time the translated content arrived, it was already outdated!

Pure machine translation wouldn't work either. Alfresco needed highly accurate translations that could adapt to the specifics of local languages and their unique nuances. It was extremely important to ensure that all contingents were saying the same things in the same ways, despite varying languages. This included ensuring that idioms and metaphors were translated appropriately so that they did not lose their meaning in the translation.

In-Workflow Translation Generates Real-Time Results

Alfresco selected Lingotek's award-winning collaborative translation platform to continuously and automatically translate its global content, in real time. Alfresco, already a Drupal user, benefited from the fact that Lingotek's translation platform is embedded inside Drupal. The company was able to localize its content for each of its global markets without leaving the Drupal website.

Lingotek enables Alfresco to take advantage of several possible workflows: automatic machine translation, community (customer- or employee-based) translation and professional translation. Together, these workflows enable seamless multilingual publishing, automatically and in real time.

Infinite Scaling, Immediate Localization

Lingotek's automation kicks off translation workflow whenever Alfresco's corporate website changes. This ensures that Alfresco's global sites are always synchronized, even though many incremental changes to content take place daily. Lingotek's automation makes all translation fully scaleable.

Immediate Success

By harnessing Lingotek – Inside Drupal, Alfresco could translate its websites in record time. The ability to initiate the translation inside the content management
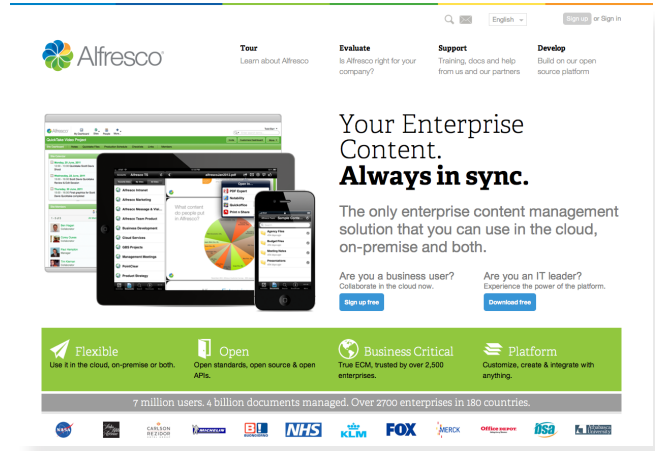
system was key to making this happen, and the ability to continuously translate was a major factor in Alfresco using the Lingotek solution.

"Using Lingotek – Inside Drupal has been fantastic; the change in process for translation is huge," said Chris Vitti, Director, Websites and Marketing Systems for Alfresco. "Emailing file attachments around seems so archaic."

About Lingotek

Lingotek is the industry-leading provider of Collaborative Translation Technology. By harnessing the power of communities, products and services can now be distributed around the world in the native language of each market, while simultaneously increasing product loyalty among users. The Lingotek Collaborative Translation Platform brings machine translation, translation memories and terminology management together with a social network to enable the social production of localized content. Lingotek puts you in business everywhere. More information is available at **www.lingotek.com.**

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