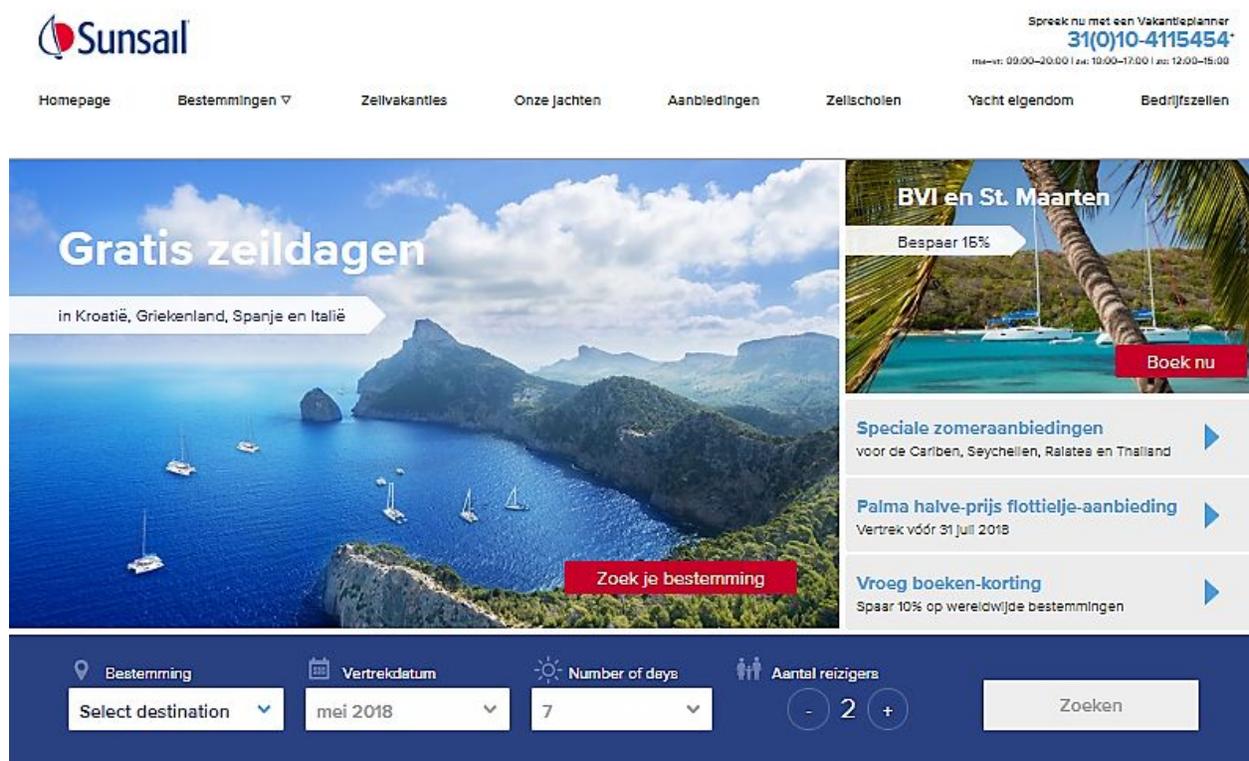


Lingotek Travel Trifecta Drupal 7 + TMS + Language Services = Smooth Sailing in 5 Languages



The screenshot shows the Sunsail website homepage. At the top left is the Sunsail logo. To the right, there is a contact number: "Spreek nu met een Vakantieplanner 31(0)10-4115454*" with operating hours: "ma-vr: 09:00-20:00 | za: 10:00-17:00 | zo: 12:00-15:00". Below this is a navigation menu with items: "Homepage", "Bestemmingen", "Zeilvakanties", "Onze jachten", "Aanbiedingen", "Zelscholen", "Yacht eigendom", and "Bedrijfszellen". The main content area features a large banner for "Gratis zeildagen" (Free sailing days) in Croatia, Greece, Spain, and Italy, with a "Zoek je bestemming" button. To the right, there is a sidebar with a "BVI en St. Maarten" offer, a "Bespaar 15%" badge, and a "Boek nu" button. Below this are three promotional cards: "Speciale zomeraanbiedingen" (Special summer offers), "Palma halve-prijs flottielje-aanbieding" (Palma half-price flotilla offer), and "Vroeg boeken-korting" (Early booking discount). At the bottom, there is a search bar with fields for "Bestemming" (Select destination), "Vertrekdatum" (mei 2018), "Number of days" (7), and "Aantal reizigers" (2), with a "Zoeken" button.

Zeilvakanties en jachtcharter

About Sunsail

Sunsail offers independent yacht charters, flotillas, sailing schools, events, and yacht ownership and operates in 25 diverse destinations throughout 19 different countries and the Caribbean islands. Travelopia is the parent company of Sunsail and The Moorings.

About Myplanet

Myplanet designs, validates, and develops marketing and commerce platforms, custom business applications, and collaboration solutions that empower employees to deliver great customer experiences. Their clients include Cisco, New Balance, Telus, and the TUI Group. They have offices in Toronto, Canada; Chicago, Illinois; and Chernihiv, Ukraine.

“We chose Lingotek because we could see the strength and the power of the TMS software when compared to other vendors, and its ability to scale and provide a lot of translations very quickly.”

-Josie Tucci, Sunsail Vice President of Sales & Marketing

Challenges

Sunsail was using time-intensive manual processes to manage translation of its multilingual websites designed for sailors all around the world looking for information on inspiring sailing vacations, events and regattas, and adventures at sea.

To get a website translated required extracting the English copy and then emailing files and spreadsheets to marketing teams around the world. The local teams would obtain translation, but there was no consistent approach to who would do the work: sometimes it was a local translator, other times it would be done by a native speaker in the office.

Once the translation was complete, the files would be emailed back, downloaded, and the marketing team would be responsible for cutting and pasting the translated information back into their content management system.

It was such a slow process, the company worried that it would affect Sunsail’s ability to build additional multilingual sites in a cost-efficient and timely manner. They needed a translation solution that would streamline the process and be scalable enough to translate several global sites quickly.

Trouvez l'inspiration



Business Requirements

- Personalized UI for global users
- Simultaneous global launch of 7 Sites
- 5 languages: German, French, Dutch, Australian English, and Spanish
- Reduce time-consuming manual processes
- Agile delivery of dynamic multilingual content
- Streamline translation management
- Seamless Drupal 7 integration

Solution

The internal development team worked with Myplanet and Lingotek to create personalized user experiences for its global customers. Myplanet brought in its localization partner, Lingotek to provide an end-to-end translation solution for Sunsail. Our industry-leading technology, combined with our tech-enabled language services, provides a framework for centralizing and managing translation of multiple websites in several languages, from start to finish.

Sunsail is using the Lingotek - Inside Drupal 7 Module, Lingotek's automated, cloud-based translation management system (TMS), and professional language services to translate its Sunsail website content into five languages: German, French, Dutch, Australian English, and Spanish.

Benefits of Networked Translation

Lingotek's cloud-based TMS makes managing translation of several multilingual websites more centralized, consistent, and efficient.

Lingotek's TMS allows access to professional-grade translation tools directly within Sunsail's Drupal 7 module, which helps them translate, localize, update, and publish content in a single, uninterrupted workflow.

TMS + Drupal + Language Services

- Automation that reduced manual processes
- 24/7 visibility into the translation process

- Cost-efficient reuse of translation memories (TM)
- Consistent messaging and branding
- Workflows with review phases built in
- Scalability to create and manage several multilingual websites around the world

Lingotek's cloud-based translation memory (TM) helps Sunsail leverage every word for faster, more cost-efficient translation. TM is centrally stored and managed, making it immediately accessible and always up to date for other projects and translators. Lingotek's translation workbench gives translation teams access to multiple translation memory vaults, glossaries, and TM, so they have all the resources they need at their fingertips.

"We have greater confidence in the consistency of our branding now because of the Lingotek TMS and our use of translation memories."

Next Steps

Travelopia's next step is to use the Lingotek TMS and Drupal 7 Module for its other marine subsidiary, The Moorings. Because of the successful use of the Lingotek TMS and TM, Travelopia "expects to see greater efficiencies" and cost savings as they create multilingual websites for The Moorings.

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.