



motionpoint

The Technologies of Translation

Here's the must-know pros and cons of three popular content localization technologies: proxy, connectors and APIs.

Introduction

It may be surprising, but translating content for global websites, social platforms and printed marketing collateral is fundamentally a technology issue—meaning, you need to leverage the right translation solution for your needs.

Solutions that use smart automation and technologies can smoothly manage your localized content by:

- ✓ Exporting translatable content from CMS/backend systems to your linguists or translation vendors
- ✓ Managing and automating the translation workflow
- ✓ Receiving the translated content from your translators
- ✓ Storing it in your backend system
- ✓ Populating/updating your localized website and marketing materials

To choose the best translation approach for your organization, you'll want to consider the pros and cons of the three most common technologies:

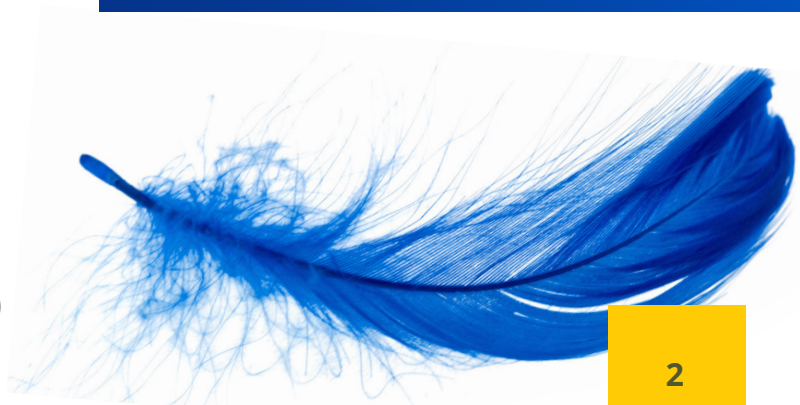
1. A turn-key proxy solution
2. A CMS connector
3. An application programming interface (API)

1. The Turn-Key Proxy

The easiest way to launch and operate a translated website is by using a fully turn-key, proxy-based solution. This approach has great benefits:

- ✓ Automated, behind-the-scenes workflows
- ✓ No customer-side effort to launch or maintain localized sites
- ✓ Localized sites are created from the origin site's existing code and content
- ✓ Consistent user experience, brand voice and functionality across all sites
- ✓ Swift, automatic detection and translation of new content on origin website
- ✓ Translated content easily reused through a *translation memory* database

Turn-key proxies simplify the translation process and eliminate complexity. It also minimizes your team's efforts in maintaining powerful, culturally relevant localized sites.



The Ongoing Value of Translation Memory

World-class translation vendors provide a time- and cost-saving technology you'll want to leverage: a database of your existing translations called *translation memory*. Translation memory helps your organization in key ways:

- ✓ It stores translated content for future use—no costly, repeat translations needed.
- ✓ It pulls already translated content for reuse as needed, automatically and easily.

Best-in-class translation vendors allow you to reuse this stored content at no additional cost, anytime you need it, saving you time and money.

Does Your Translation Solution Do This?

The best turn-key proxy solutions offer effort-saving features like these:

SIMPLE

There's no need to build or maintain separate websites for each market.

FAST

Delivers rapid, practically effortless localized site launches for new markets, in as little as 30 days.

COMPREHENSIVE

Detects and translates all content, including text, third-party content, e-commerce functionality, graphics, multimedia, applications and more.

CONSISTENT

Localized sites perfectly replicate your origin website, so global customers enjoy the same satisfying user experience in every market.

COST-EFFECTIVE

Handles translation efforts for you, so you don't have to hire or train additional personnel.

OMNICHANNEL

Localized content is stored in your translation memory database for re-use in print, social media, and more.

CUSTOMIZABLE

Can be as hands-on or hands-off as needed, depending on your organization's needs and preferences.



2. CMS Connector

CMS connectors are often used by organizations that prefer to store and control translated content internally, rather than with a translation vendor. This is its chief benefit—the connector transmits your content to the vendor for translation, then back to your CMS for publication.

Unfortunately, CMS connectors don't work as smoothly in practice as they are advertised to do:

- ✗ Connectors are standardized and pre-configured for common use cases. They don't work well with customized CMSs.
- ✗ It's time- and effort-intensive to modify connectors to work with customized platforms.
- ✗ Changes to CMS software or security upgrades can disable the connector, requiring additional modifications.
- ✗ Their finicky nature can delay or interrupt your critical translation workflows.
- ✗ The additional work in maintaining connectors means either more in-house efforts or outsourcing—adding costs and complexity.
- ✗ They can't process content outside of the platforms they support, leaving third-party solutions, web applications and even graphics untranslated.

While connectors offer hands-on control, you'll pay for it in frequent modifications, potential breakdowns in function, additional efforts and costs, and added complications when you need translations for anything that's not stored on your CMS.

3. API

An API is an ideal solution for organizations that need a reliable pipeline between their CRM / PIM and a translation database. It's more versatile than a connector. Here's why:

- ✓ An API can connect your translation provider with all your content, not just what is on your CMS.
- ✓ APIs can create a translation workflow for any content, including third-party content, web applications and graphics.
- ✓ APIs are compatible with a range of formats from plain text to HTML, XML and even JSON.
- ✓ Translated content can be easily repurposed for any channel via the API, saving you on translation time and costs.
- ✓ The API can be tailored to work with your particular system more easily and consistently than a connector.

Does Your Translation Vendor Do This?

Customizing an API for your system requires development work. But great translation vendors provide clear documentation to reduce your time and effort when you deploy it in-house.

Another Approach: The Turn-Key Proxy/API Hybrid

If your organization needs the flexibility and control of an API, as well as the ease of a turn-key proxy solution, you can combine approaches with a turn-key proxy/API hybrid:

- ✓ Use the proxy to handle the complexity of website translation and operation.
- ✓ Use the API to retrieve and repurpose translation memory for all other channels.

What does this hybrid approach look like in the real world? Here is a common business example:

Order Confirmation Email

When a user completes checkout on a translated webpage, the turn-key proxy web server delivers the localized “order completed” web page to the user.

At the same time, your server can use the API to request and receive a translated order confirmation email to send to the customer, even if the content for it exists outside your server in a marketing platform like Hubspot or Marketo.

This tag-team approach can be used for a variety of situations in which your organization needs to partner translated web content with a third-party solution to give your customers a seamless, easy, satisfying online user experience.



Conclusion

Your organization can achieve a successful balance between a fast entry into global markets and your desire to retain involvement with the process by combining a turn-key proxy solution for website localization with APIs that connect content databases (such as your CMS) to your translation memory.

- ✓ The proxy solution minimizes your effort and involvement with the localized site, freeing your team to focus on enhancing and maintaining your origin site.
- ✓ The API, which your company customizes in-house, gives you the freedom to support any channel you wish with translated content.

For translating omnichannel and website content, the fully turn-key proxy approach and robust APIs strike the perfect balance between the hands-off and hands-on control marketers crave.

About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.



motionpoint

MotionPoint Corporation

info@motionpoint.com

www.motionpoint.com