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What is Web Portal Translation?



Discover the value of localized secure login areas for multilingual customers—and how to avoid the costly challenges associated with translating them.

Introduction

It's not uncommon for organizations to translate their public-facing websites and omnichannel content when they engage new markets. However, most overlook the critical importance of also **translating their secure web portals** to support multilingual customers, employees and business partners.

Depending on the industry, web portals are also known as *secure login areas*, *record-keeping platforms* and other terms. They play an instrumental role in increasing customer loyalty, conversions, employee retention and forging positive relationships with key business partners.

What is a secure web portal?

Web portals provide a **centralized digital destination** for a user to access personal data, resources, documents, applications, user messages and more.

Portals provide customized user experiences based upon a person's login identity and access privileges. They often aggregate useful content and information from other systems or servers.

Some common use cases for web portals include:

- ✓ Private account management and payment functionality for customers
- ✓ Localized FAQs and knowledge bases to reduce customer support costs
- ✓ Financing, investment, insurance and asset management
- ✓ Informational content for vendors, distributors and suppliers
- ✓ Customer service or field service, such as scheduling a repair
- ✓ Retail or B2B commerce for sales, order management and fulfillment
- ✓ Human resource functions such as payroll, onboarding, compensation, expense management
- ✓ And more



What's the difference between a web portal and a website?

While websites are publicly accessible and generally focus on attracting online traffic, web portals are used to limit traffic. They're for members only.

WEBSITE	WEB PORTAL
Located on the publicly accessible Internet with a unique web address	A private Internet location that is accessible via a unique address and a unique username / password
No login required	Login required
Content typically does not dramatically change based on the user's identity	Content is unique to user, based on linked account information and group member settings/permissions
Generally, no communications with other users is available	Communication features with other portal members or groups
Can have interactive features, but does not reference a personalized database	Interactive, personalized functionality for portal site members

Web portals are often developed with the same frameworks used to build web services in website development. Popular frameworks include:

- ✓ Angular
- ✓ React
- ✓ NodeJS
- ✓ Ruby on Rails

The functionality and content presented to portal users depends on the users' assigned role—such as a typical user, employee, customer, vendor or partner. Companies may develop a portal internally, or subscribe to third-party vendor solutions such as Salesforce Communities.



Which industries use web portals?

Portals are often used by organizations in these industries:

- ✓ Financial services, investment, banking, fintech
- ✓ Healthcare, insurance
- ✓ Manufacturing, hardware, consumer electronics, pharmaceutical
- ✓ Retail, consumer goods
- ✓ Telecommunications
- ✓ Transportation and hospitality
- ✓ Technology

Why should I translate web portals for multilingual users?

Investing in secure login areas for multilingual customers is often more affordable than the opportunity costs generated by *not* localizing them. Here are a few benefits:

Reduced Customer Support Costs

When multilingual customers can't find support and account information in their preferred languages, they turn to Customer Support teams.

Mitigating this workload requires hiring more bilingual employees, which significantly increases personnel and support costs.

Providing localized self-serve support content (such as translated FAQs, knowledge bases, chatbots, etc.) can dramatically reduce these costs.

Synchronized Customer Experience

Many companies continually update their portal sites with information on new products and models, software patches, installation guides, repair documentation, user manuals and more. Localizing this important content is hard to do at the speed online customers need.

Most translation vendors take weeks to translate this content, which means most localized portals don't offer seamless in-language experiences like they should.

Instead, they present awkward, amateurish "mixed language" user experiences, which confuse and frustrate multilingual and international customers.

Improved Employee Engagement

Portals also provide secure digital experiences that deliver vital information and assistance to employees.

This includes internal communications, training, payroll information and more. When companies employ talent in different regions, it's important to localize these experiences.

Organizations that don't offer localized employee login areas may risk making multilingual personnel feel unimportant or out of the loop.



What are the key challenges of translating web portals?

For most translation providers, localizing web portal content is complicated, expensive and time-consuming. Here's why.

1 These vendors often use undercooked technologies that struggle to detect content within JavaScript and complex web applications, which are frameworks and technologies often used by portals.

2 Security, customer privacy and regulatory compliance are also key concerns, since most portals empower users to manage personal data or provide payment information.

3 The ongoing technical and operational complexity of translating online content requires choosing a mature solution that eliminates time and effort, and reduces costs.

Let's take a closer look at these issues.

Complex web applications and dynamic content

Many complex single-page applications apply elaborate calculations to answer "What if?" scenarios posed by users in real-time—such as computing the costs associated with adding insurance options, or the benefits of increasing a financial investment. These complex applications are often powered by Angular, React and other frameworks.

Within the context of portal localization projects, it's extremely challenging to identify and export translatable text from these applications while also preserving their JavaScript framework logic. And once that content is localized, it must be then reintegrated back into the application.

It's downright rare—but not impossible—to find a web portal translation service that can reliably and accurately pull off this technically complex feat.

The challenges continue: Many portals leverage AJAX calls that produce dynamic content that would not be seen “on the page” and fed through either JSON or XML.

For portal translation, a vendor must use sophisticated JSON and XML parsers to find this content. Ideally, it should also enable customers to select content elements that must be translated, and allow other text to simply pass through as untranslated.

Again, it's hard—but not impossible—to find a web portal translation provider that does this reliably and accurately.

Finally, some B2B service providers offer white-label portal experiences that can be customized for their enterprise clients. Most web portal translation services struggle to detect and translate all relevant content within these customized experiences, too.

Security and regulatory compliance

Preserving customer security and privacy also poses challenges for vendors. It requires

robust technology that can translate content behind a secure HTTPS connection, while leaving a customer's sensitive data untouched. It's imperative that the vendor's solution doesn't see, or store, any personally identifiable information anywhere in its systems.

To ensure regulatory compliance, web portal translation companies should also support critical qualifications such as:

PCI DSS Level 1 Service Provider:

Vendors should complete annual security assessments conducted by an independent PCI SSC Qualified Security Assessor, and demonstrate ongoing practices that comply with PCI DSS.

HIPAA/HITECH Business Associate:

Web portal translation services should also complete regular independent assessments to ensure they comply with HIPAA Privacy and Security rules. This includes audits to demonstrate HIPAA compliance.

Data Encryption in Transit:

They should also support industry-recommended methods that rely on secure encryption protocols for transmitting data on your behalf. They should continually upgrade their encryption methods, too.

Are there other challenges to localizing secure web portals?

Translating and localizing your secure login areas is **fundamentally a technology issue**, requiring automation and software to manage numerous workflows and processes. In general, there are three different technologies that can be used to handle these workflows:

- ✓ A proxy-based solution
- ✓ CMS connectors
- ✓ Application programming interfaces (APIs)

What is a translation proxy?

With the proxy-based approach to translating secure login sites, technologies are used to leverage the content and structured code of your origin portal.

This makes it easy to translate, deploy and operate multilingual versions. The approach can be fully turn-key, meaning it requires practically no customer-side effort to launch or maintain localized portals or manage workflows.

Since localized secure sites are built from your origin portal's content and code,

the user experience and functionality is consistent across all sites. This continuity also ensures that new content is swiftly—and automatically—detected, translated and published.

Proxy-based translation simplifies the translation process, and eliminates the complexity and effort that traditionally goes with website translation.

How do I use a CMS for web portal



translation?

For companies that prefer to store and control translated content internally (rather than with a translation vendor), it may be possible to translate a web portal using a CMS connector. Connectors allow content to be sent to a translation vendor, and then uploaded back to the CMS for publication.

While this seems like a workable solution, connectors rarely work as advertised. Connectors are standardized and pre-configured, and don't get along with customized CMSs.

The modifications required to bridge connectors with content platforms are time- and effort-intensive. Even with these modifications, connectors often break after CMS software or security upgrades. This causes delays to translation workflows.

What's a translation API?

A translation API is typically provided by a translation provider, and has a broader scope than a CMS connector. It gives companies the flexibility to create workflows for any type of content requiring translation, not just content stored in a CMS.

They're often easier to tailor than a CMS connector, and are compatible with a range of formats, including HTML, XML and even JSON.

Proxy-API hybrid solutions combine the flexibility of the API with the ease of the turn-key solution for an ideal omnichannel translation approach.



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.

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