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GLOBALIZATION PARTNERS INTERNATIONAL

Languages & Locales

The latest in the world of language & technology

Language Facts

One of the unique things about the Arabic language is that the words always begin with a consonant, followed by a vowel.

Case Study

Website and Document Globalization for Epicor

GPI's globalization services team utilized the Optimizely (Episerver) Translation Services Connector to provide Epicor with a range of language localization and technology services, including:

› Comprehensive Website Localization
› eBook Localization
› Infographic Localization
› Webinar Content Localization
› PowerPoint Presentation Localization
› Email Localization

Results

A variety of content types including an eBook, infographic, webinar, PowerPoint presentation, emails, and other collateral were localized by native speaking translators and copywriters as required for marketing outreach. Epicor undertook website localization as well for https://www.epicor.com/.

Optimizely (Episerver) Translation Services Connector

The GPI Translation Services Connector for Optimizely (Episerver) was deployed by Epicor with special customizations enhancing the rich functionality already available, including:

› Easy integration with Optimizely (Episerver).

› Import/Export simplified process for content translation workflows.

› 24/7 secure access for Epicor's global teams to collaborate and track translation projects.

› Quotes, proposals and a wide range of project materials available for download.

› Dashboard to view status reports, schedules and project task lists.

› Verified for the Optimizely (Episerver) App Marketplace.

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Case Study - *cont'd from page 1*

GPI's Translation Services Connector for Optimizely (Episerver) was deployed to localize content, graphics, SEO keywords, and metadata. The GPI connector streamlined the website translation and updated workflows; saving time and money on daily, weekly, and monthly updates to content from their language version sites.

> " **GPI worked with us to get the Optimizely (Episerver) translation connector configured exactly how we needed it. They were collaborative and helpful throughout the process. Now we can request quality translations for all types of content in just a few clicks."**
>
> - Sara Larsen, Digital Marketing Manager, Epicor

About Epicor

EPICOR

Epicor Software Corporation provides industry-specific business software designed around the needs of manufacturing, distribution, retail, and services organizations. More than 45 years of experience with Epicor's customers' unique business processes and operational requirements are built into every solution—in the cloud or on premises.

Today, over 20,000 customers in 150 countries around the world rely on Epicor's expertise and solutions to improve performance and profitability.

Download case study

Meet the Team

RASHA SAYYED
Desktop Publisher and Localization Engineer

Rasha is a Cairo-based Arabic speaker who graduated from Ain-Shams University with a Bachelor of Alsun (languages) where she studied Turkish and Farsi. She has over 12 Years experience in the multilingual desktop publishing and design field for several companies including Elocalize and Future-Group. She provided desktop publishing, technical authoring and quality assurance for a range of international clientele. She has completed a wide variety of Arabic and other language desktop publishing projects using a range of technical documentation authoring applications including Adobe InDesign, Illustrator, Photoshop, and Frame Maker. She also has worked extensively with Microsoft Office tools like MS Word, MS PowerPoint, Excel, and Publisher.
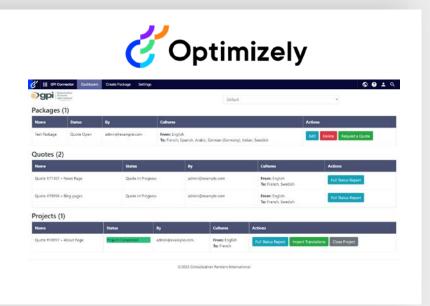

> " **In her free time, she enjoys cooking and traveling."**

Read her blog

GPI Optimizely (Episerver) Connector

GPI's Translation Services Connector for Optimizely (Episerver) enables users of Optimizely (Episerver)-based websites to launch and manage multi-language websites. The Translation Services Connector streamlines content exports and reimports allowing for the initiation of web content translation workflows with a single click. Users will gain access to an array of reports to track and manage global translation web projects through GPI's Translation Portal.

About Optimizely (Episerver)

Optimizely (Episerver) is a web content management system software company that provides web content management and e-commerce software. The Optimizely (Episerver) software is built on Microsoft .NET technologies and supports both WebForms and MVC, with HTML5, JavaScript and REST. It can be completely managed using a web browser.

Language Support

› Supports multi-language sites and character sets
› No duplication of websites or web pages but rather each language version is saved in the database using a unique id
› Compare content side-by-side and track different versions of websites
› Built-in customizable translation workflows to manage notifications between editing, QA, and publishing steps
› Built over Microsoft Technology and supports all .NET Framework localization and globalization features
› Provides fallback language approach to manage non-translatable content across language sites
› All static content like warnings, validation, etc… are also localized using a simple way through Optimizely (Episerver) Lang folder where all content is externalized to XML
› Optimizely (Episerver) handles Left-to-Right (LTR) and Right-to-Left (RTL) for languages like Arabic and Hebrew

CMS Benefits

› Content Management: experience editing, intelligent content, mobile in the core
› Mobile Web: mobile first, adaptive content, responsive design
› Digital Marketing: personalization manager, self-optimizing landing pages, e-mail & marketing automation
› Analytics & Insights: on-page analytics, cross-channel insights, engagement analysis
› Social Media Communication: social media dashboard, Facebook, LinkedIn, Twitter, personalized outreach
› Search & Behavioral: smart search experience, guided navigation, data for content optimization

Discover more!

Curation Corner

Are we missing scientific discoveries due to a language barrier?

Article originally published in The Guardian.

See:
www.theguardian.com/environment/2022/apr/04/lost-in-translation-is-research-into-species-being-missed-because-of-a-language-barrier-aoe

Despite the advancement in today's scientific translation technology, many non-English research and discoveries never see the light of day. Researchers struggle to translate and publish their work in English due to a lack of budget or time. An important discovery, for example, written in Spanish reveals how Amazonian snakes survive after eating poisonous frogs – one of the many findings that get lost in translation.

Researchers sharing scientific discoveries are meant to connect with other researchers and the global community, without translation, it will only create a gap in knowledge. If this pattern continues, topics and discoveries about conservation and biodiversity that are mainly reported in local languages will struggle to be published.

According to a study published in Plos Biology, focusing on "non-English language research could expand the geographical coverage of biodiversity scientific evidence by 12% to 25% and the number of species covered by 5% to 32%." There is currently research on close to 300 species that is being overlooked because it is not available in English. Essentially, studies not translated into English are not used as scientific evidence on a global scale.

Looking back into what has been done in the past, "translating science into a more widely used language has been standard practice in history", science historian, Michael Gordin said. Today, there is a huge base of scientific knowledge which requires translation. While machine translation (MT) can be an option, another solution is to have the global science organizations fund the cost of the copy-editing and translation of local research and discoveries. Perhaps shifting to a standard where English, Chinese, and Spanish are the languages of science. Indeed, a problem worth tackling to increase the knowledge transfer of researchers globally.

Source:
https://www.theguardian.com/environment/2022/apr/04/lost-in-translation-is-research-into-species-being-missed-because-of-a-language-barrier-aoe

GPI Translation Services

- › **Document Translation & Copywriting**
- › **Software Localization**
- › **Multilingual Desktop Publishing & Design**
- › **Audio/Video Localization**
- › **Website Localization**
- › **Global Digital Marketing**

TRANSLATION BUDGET CALCULATOR
QUOTE IN A MINUTE>

TRANSLATE

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GLOBAL OFFICES

UNITED STATES OF AMERICA
SILICON VALLEY, CA
520 E Weddell Dr
Sunnyvale
CA 93950 USA
Phone: +1 276 352 4444

UNITED KINGDOM
LONDON
71-91 Aldwych
London WC2B 4HN
Phone: +44 20 8638 8202

DOHA
QATAR
Piazza Level, QQ05A
Qanat Quartier The Pearl
P.O. Box 301588, Doha, Qatar
Phone: +974 4042 9707

UNITED STATES OF AMERICA
DENVER, CO
19851 Cypress Drive
Morrison
CO 80465 USA
Phone: +1 303 697 6534

ARGENTINA
ROSARIO
Bv. Nicasio Oroño 1406
Floor 5, Suite 1
S2000DTO
Rosario, Argentina
Phone: +54 9 3471 558907

UNITED ARAB EMIRATES
DUBAI
Dubai Media City
Business Centre 2
Building 8, Office Number 71
P.O. Box 502068, Dubai, UAE
Phone: +971 56 499 2369

UNITED STATES OF AMERICA
VIENNA, VA
8000 Towers Crescent Drive
Suite 1350
Vienna, Virginia 22182, USA
Phone: +1 703 286 2193
Fax: +1 202 478 0956

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