

Languages & Locales

The latest in the world of language & technology

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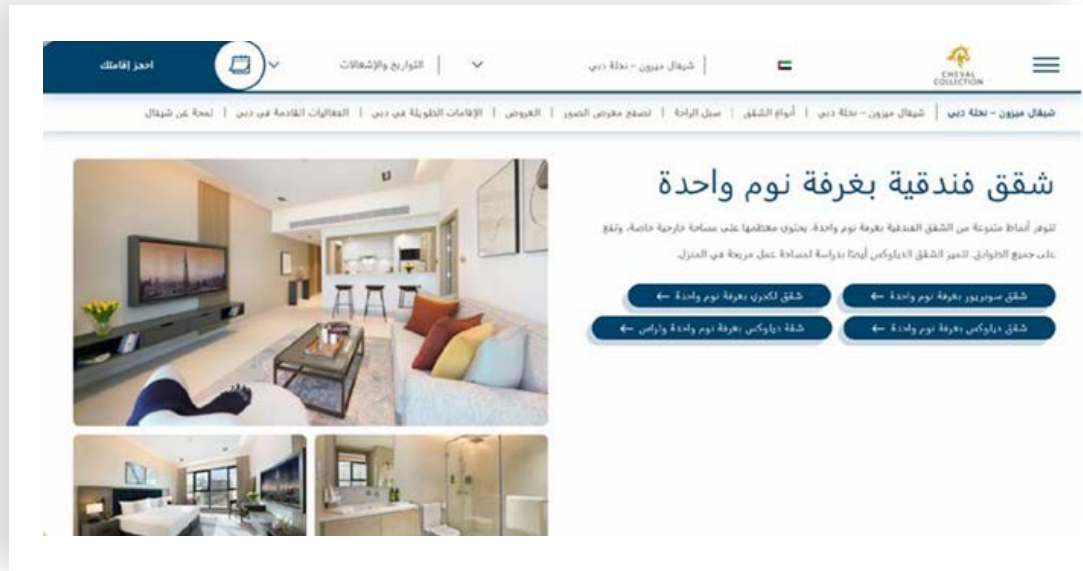
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Language Facts



The art of translation dates back over 2,000 years, with early examples found in ancient Mesopotamia.



Case Study

Website and Document Localization for Cheval Collection Ltd.

GPI partnered with the Cheval team to launch the multilingual website for *Cheval Maison – The Palm Dubai*, their flagship property in the U.A.E. The project included developing a comprehensive glossary, conducting translation and online quality assurance (QA), and providing technical support for seamless content management through automated import and export functionalities. We utilized the WordPress CMS and GPI's Translation Portal to ensure a smooth and efficient localization process.

In addition to website localization, GPI provided a complete suite of services for Cheval's hotel-related materials. This encompassed document translation, website localization, and desktop publishing for fact sheets, email templates, collateral, and signage in Arabic, Russian, and German.



GPI Services Included:

1. Best practice workflows for website and document localization
2. Translation, editing, and proofreading by native-speaking translators, editors, and copywriters
3. GPI's Translation Portal to track quotes, projects, and files
4. Multilingual glossary development and management
5. Importation of the translated content back into the web content management system
6. Online quality assurance (QA) and testing of published web pages
7. Client review and approval
8. Translation memory utilization and management

Service:

- Website Localization
- Document Localization

Languages:

- Arabic
- Russian
- German

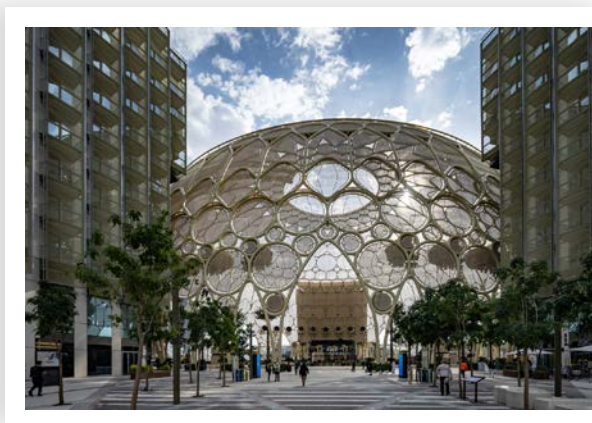
Tools:

- Globalization Project Management Suite® (GPMS)
- WordPress
- GPI Translation Portal
- Trados Studio Translation Memory

Robert Speirs, Marketing Manager at Cheval Collection, shares, *"GPI has become our go-to resource for all our translation needs, particularly for languages like Arabic, where cultural nuance and regional dialects are crucial. The professional and comprehensive support they provide gives us peace of mind, knowing that every detail is handled with expertise. The end-to-end service has been invaluable, and we look forward to continuing our partnership."*

About Cheval Collection Ltd.

Cheval Collection is an award-winning hospitality group with thirteen luxury all-apartment locations in London, Edinburgh, and Dubai, guaranteeing a warm welcome and an unforgettable living experience. Each one of their luxury locations has its own unique character, whilst still maintaining the same professional service standards. As a leading luxury accommodation provider, the team at Cheval Collection understands the meaning of excellent hospitality, and we aim to deliver nothing but the best.



[Download case study](#)

GPI Translation Services Connector for Contentstack

GPI's Translation Services Connector for Contentstack enables users to create multilingual content for global websites and applications. The Translation Services Connector streamlines content exports and imports allowing for the initiation of translation workflows with a single click. Users will gain access to an array of reports to track and manage global website and software translation projects through [GPI Translation Portal](#).

Quotes						
Title	Status	Created By	Modified On	Source	Target	Action
#106501 » main page	In Progress	Juan Alejandro Faved	6/10/2024	English (United States)	Spanish (Latin America)	
#106458 » About	In Progress	Juan Alejandro Faved	6/10/2024	English (United States)	Russian, Arabic, Spanish	
#106453 » Home	In Progress	Juan Alejandro Faved	6/10/2024	English (United States)	Russian, Arabic, Spanish	

Projects						
Title	Status	Created By	Modified On	Source	Target	Action
#106425 » One title	Project Completed	Juan Alejandro Faved	6/7/2024	English (United States)	Spanish (Latin America)	

Connector Benefits

- Easy integration with Contentstack CMS
- Simplifies export/import process for content translation workflows
- 24/7 secure access for your 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

About Contentstack

Contentstack is an API-based, headless content management platform that allows developers and content managers to create and manage content simultaneously and independently, to create websites and applications quickly.



Language Support

- Supports multi-language sites and character sets
- Content side-by-side comparison which helps track different versions of your websites
- Customizable workflows are built-in to manage workflow and notifications between editing, QA, and publishing steps
- Provides fall back language approach to manage untranslatable content across language sites

CMS Benefits

- Flexibility in terms of structuring and storing content
- Many third-party extensions are available to handle different business needs

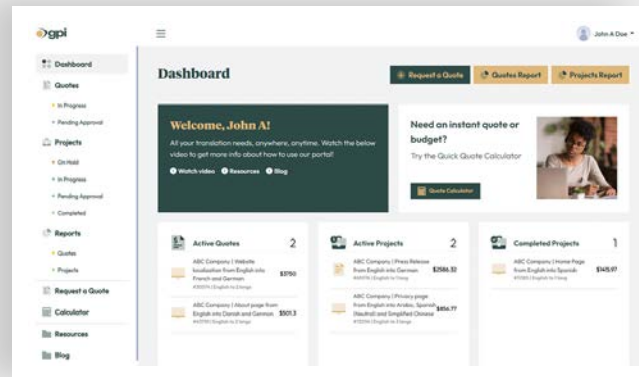
[Discover more!](#)

Translation Portal

GPI's Translation Portal is a fully customizable, internet-based communication and collaboration portal designed to give companies immediate, secure, and global access to all their translation, localization, and internationalization project and team information. GPI hosts and customizes the portal based on a client's translation services requirements. Your GPI Globalization Services Team™ (GST) is ready to assist you in customizing your very own Translation Portal today.

GPI Translation Portal allows your teams to:

- Receive quotes and proposals
- Upload and download files
- View status reports, complete with comprehensive task lists and calendars
- Receive projects, anytime, anywhere
- Import and export spreadsheet information
- Subscribe to project status information for automatic email updates
- Apply role-based security to all users
- Collaborate with any number of virtual team members you select
- Custom connectors to the world's leading CMS's to streamline localization workflows and provide easy access to all the business intelligence you need on your translation projects
- Human and/or AI-Powered Teams - Both Human Translation teams or AI-powered Neural Machine Translation (NMT) plus post-editing workflows available



ISO 17100:2015 certified Translation Service Provider (TSP) demonstrates GPI has provided and passed all requirements for the core processes, resources, and other aspects necessary for the delivery of a quality translation service according to ISO standards.

ISO/IEC 27001:2013 on information security management is fully integrated with GPI's Globalization Project Management Suite® (GPMS) and Translation Portal ensuring information security is embedded in our processes, information systems, and controls. The ISO/IEC 27001:2013 certification helps us protect GPI and our clients from business and legal risks through data management practices that are compliant with ISO 27001 standards.

ISO/IEC 27017:2015 on cloud security management enhances GPI's commitment to safeguarding information in cloud environments. GPI is certified with this standard, ensuring that cloud services are securely configured, data is protected during transmission and storage, and unauthorized access is prevented. The ISO/IEC 27017:2015 certification provides GPI and our clients with added assurance that our cloud services meet the highest security standards specific to cloud computing.

[Discover more!](#)

FARAH FATHY **Global Digital Marketing Director**

Farah is a native Arabic speaker born and residing in Cairo, Egypt. She received her degree in Commerce and English from Ain-Shams University with a focus on marketing, management, economics, and accounting.

Her experience includes working in various specialties in global digital marketing with specific training in Link Building, Website Traffic Analysis, On-page Optimization and Off-page Optimization as well as standard Social Media Marketing. She is skilled in a variety of tools including Adobe Photoshop, Adobe Lightroom and SEO tools such as Google Keyword Planner, SEOMoz, Opensite Explorer, Google Analytics and Webmaster Tools. She enjoys playing sports such as swimming and basketball and loves to read in her spare time.



“*Effective global marketing is about more than translation—it’s about connecting cultures through meaningful communication*”

Curation Corner

Spotlighting Women in Translation: “A Bookshop in Algiers” Highlights Literary Struggles and Triumphs

Article originally published on **Yahoo News**

In honor of Women in Translation Month, we spotlight “A Bookshop in Algiers” by Kaouther Adimi, a poignant novel exploring the economic challenges faced by writers and publishers. Translated into English by Chris Andrews, the book delves into the life of French-Algerian publisher Edmond Charlot and his impact on Algeria’s literary scene.

Adimi’s narrative intertwines historical and fictional elements, portraying Charlot’s rise and fall as a publisher against the backdrop of Algeria’s journey to independence. The novel also reflects Adimi’s own transition from local to international publishing, emphasizing the cultural and economic dynamics of the literary world.



Discover how “A Bookshop in Algiers” sheds light on the intersection of literature, economics, and translation: [Women in translation month: a moving Algerian novel tracks the economic struggles of writers and publishers](#)

Discover more!

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GPI Translation Services

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- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Artificial Intelligence and Machine Translations
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing

