Languages & Locales

The latest in the world of language & technology

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Language Facts

The Epic of Gilgamesh, one of the oldest known literary works, was translated into multiple ancient languages, including Akkadian and Hittite.

Case Study

Website and Document Globalization for Epicor

GPI's globalization services team utilized the Optimizely 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 Translation Services Connector

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

› Easy integration with Optimizely.

› 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 App Marketplace.

Case Study - *cont'd from page 1*

GPI's Translation Services Connector for Optimizely 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 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

Hossam Mohamed
Desktop Publishing Specialist

Hossam is an Arabic native speaker from Cairo, Egypt. He graduated from The Higher Institute for Optical Technology with a Bachelor's Degree in Computer Science.

For the last 10 years his professional experience includes working with some of Egypt's top localization companies including AIS, Arabize and Future Group in positions ranging from technical support to DTP Specialist. He is well versed in a range of graphic and technical authoring tools specializing in BI-DI languages including: Adobe InDesign - Adobe Illustrator - Adobe Photoshop – Adobe FrameMaker, as well as Microsoft Office and Quark.

> ❝ **In his free time, he enjoys football, tennis, judo, & cars."**

Read his blog

GPI Optimizely Connector

GPI's Translation Services Connector for Optimizely empowers users to effortlessly launch and manage multilingual 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

Optimizely is a leading provider of web content management and e-commerce solutions, built on Microsoft .NET technologies. Supporting both WebForms and MVC frameworks, it leverages modern standards like HTML5, JavaScript, and REST. The platform is fully browser-based, offering users a flexible and intuitive environment for managing digital experiences.

Language Support

› Supports multilingual sites and character sets
› No duplication of websites or web pages—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 manage notifications across editing, QA, and publishing steps
› Built on Microsoft technology and supports all .NET Framework localization and globalization features
› Provides a fallback language approach to manage non-translatable content across language sites
› All static content (e.g., warnings, validations, etc.) is localized via the Optimizely Lang folder, where all content is externalized to XML
› Optimizely handles both Left-to-Right (LTR) and Right-to-Left (RTL) languages, including 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
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The Future of AI and the Limitations of Machine Translation

Article originally published in The Conversation.

See:
https://theconversation.com/to-understand-the-future-of-ai-takea-look-at-the-failings-of-google-translate-251642

AI-powered translation tools like Google Translate have advanced significantly, now supporting over 249 languages. However, while these tools are useful for general translations, they still struggle with accuracy in legal, medical, and technical content. Misinterpretations of idioms, cultural nuances, and industry-specific terminology can lead to serious errors, making them unreliable for high-stakes applications.

Despite improvements, industry experts acknowledge that "machine translation is not solved yet." Many businesses and organizations continue to depend on professional human translators to ensure precision, compliance, and cultural relevance. Unlike AI-generated translations, human expertise ensures accuracy and contextual understanding.

At GPI, we integrate AI as a supportive tool while maintaining human oversight to deliver high-quality, reliable translations. Our experts bridge the gap between technology and linguistic accuracy, ensuring businesses receive translations they can trust.

For professional, AI-assisted human translation services, contact us today!

Source:
https://theconversation.com/to-understand-the-future-of-ai-take-a-look-at-the-failings-of-google-translate-251642

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GPI Translation Services

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

› Artificial Intelligence enabled Translations

gpi translate