

# Languages & Locales

The latest in the world of language & technology

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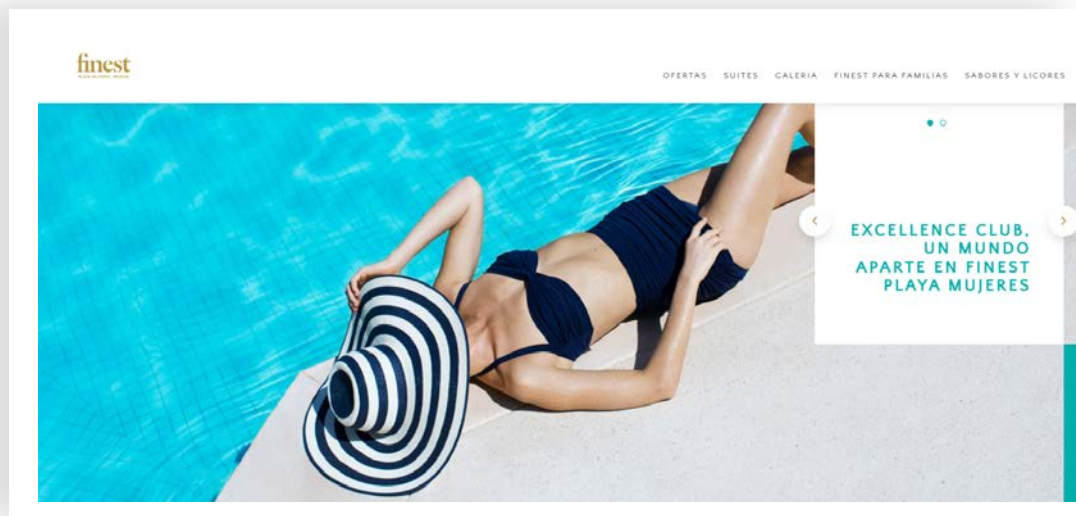
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### Language Facts



**Translation played a key role in the Islamic Golden Age, when scholars translated Greek and Roman texts into Arabic.**



### Case Study

## Website Translation Project for Finest Resorts

Finest Resorts, a luxury all-inclusive brand under The Excellence Collection, partnered with GPI to localize the websites for two of their premier properties.

The goal was to deliver fully localized experiences in French and Spanish, tailored to the needs of global travelers seeking premium resort stays in Mexico and the Caribbean.

GPI initiated the project with a comprehensive review of the Achiga CMS platform and implemented pseudo-localization to test language support and multilingual workflows.

As part of the project, GPI developed glossaries and language style guides, performed SEO keyword localization, and provided translation, transcreation, and in-context review services. Custom workflows were designed to streamline ongoing content updates and maintain brand consistency across languages and platforms.

**Service:** Website Globalization

**Languages:** English to French and Spanish

#### Tools:

- › GPI Sitecore XM Cloud Connector
- › Globalization Project Management Suite
- › GPI's Translation Services Portal
- › Microsoft Word
- › Microsoft Excel
- › Trados Studio Translation Memory

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## Results

*"GPI's comprehensive expertise in both website translation and global digital marketing in addition to their ability to work with our resort-centric CMS platform Achiga, resulted in a successful launch of our new websites in French and Spanish," said Diego Miranda, Marketing Director, Finest Resorts. "GPI was very diligent in helping us utilize the best multilingual workflows and ensure our content was truly localized including optimizing for search engines across our target audiences."*

## About The Excellence Collection

The Excellence Collection is a resort group specialized in hotel management. The company's three product lines include:

- ◆ Excellence Resorts with all inclusive luxury for adults only.
- ◆ Beloved Hotels with all inclusive boutique properties for couples only.
- ◆ The contemporary Finest Resorts with all inclusive amenities for adults only and for families.

[Download case study](#)

### Meet the Team

## Muhammad Ali Global Application Developer

Muhammad Abdullah is a native Arabic speaker from Egypt with almost 5 years of experience in software development, specializing in building and maintaining web-based business applications using Microsoft technologies. His expertise lies in backend development using ASP.NET MVC, .NET Core, C#, Entity Framework, and SQL Server, along with a strong command of modern API development and data migration techniques.

He has experience working with companies such as Axlr8 and eLocalize, where he served as a .NET Developer and Web Developer, respectively. At Axlr8, he played a key role in revamping the Apollonia App, focusing on database schema optimization, API restructuring, and seamless data migration — significantly improving performance and scalability. During his tenure at eLocalize, he contributed to the successful delivery of multiple projects across sectors including education, healthcare, hospitality, and event management, such as BeeHive, Medfly Plus, Vibotel, Ejmaal, and Monasabat.

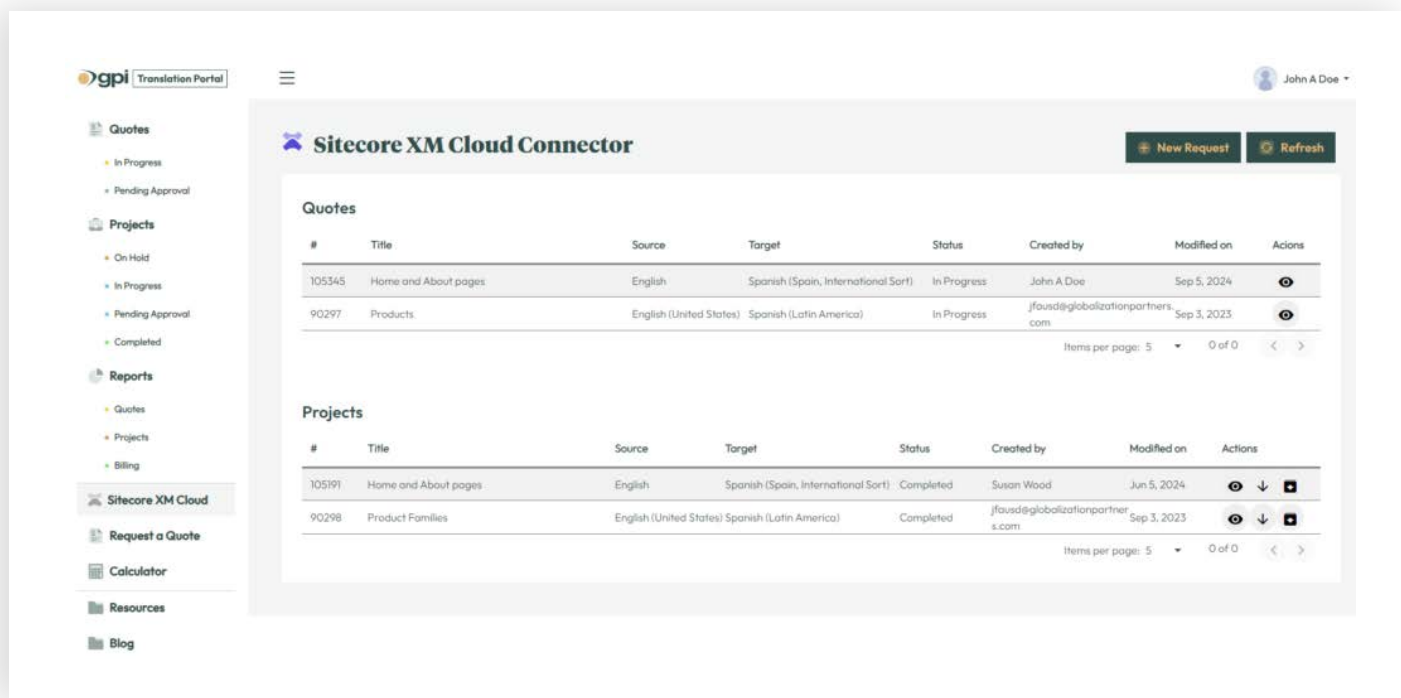
He holds a Bachelor's degree in Computer Science from the Faculty of Computers and Information Systems and is well-versed in tools such as TFS, and Git. Muhammad is passionate about writing clean, maintainable code and is experienced in collaborating across cross-functional teams to deliver high-quality software aligned with business goals.



**“ I believe great software starts with thoughtful architecture and ends with smooth execution....”**

## GPI Translation Services Connector for Sitecore XM Cloud

GPI's Translation Services Connector for Sitecore XM Cloud enables users of Sitecore XM Cloud to translate content, following the Sitecore platform's best practices for websites and other content localization. By using the connector, you can easily translate content from pages without the need of manual efforts. The connector streamlines content exports and imports, allowing for the initiation of translation workflows with a few clicks. Users will gain access to an array of reports to track and manage global translation projects through GPI's Translation Portal.



### Connector Benefits

- › Export content for translation with just a few clicks.
- › Import translations following Sitecore XM Cloud's best practices for localization.
- › Track the status of your submissions for translation.
- › Direct integration with GPI's Translation Services Portal.
- › Manage any number of language sites with a few clicks.
- › Enhanced Quick Quote Calculator to provide real-time translation quotes & budget planning.
- › Range of projects, quotes, and translation memory (TM) leverage reports available.
- › Fully customizable reports to track translation spend per language, per timeframe.
- › Private branding and customizations per client requests.
- › ISO 18587 – Machine Translation and Post Editing certified embedded workflows and quality assurance.
- › ISO 17100 – Translation Services certified embedded workflows and quality assurance.
- › ISO 27001 – Our Security framework adheres to this world-wide renowned high standard.
- › Side-by-side translation QA tool to help QA web content in various languages.
- › Ultimate workflows including human translation teams and/or AI Powered Neural Machine Translation (NMT) plus post-editing as requested by clients.

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## Language Support

Sitecore XM Cloud supports creating content and websites in multiple languages. The platform provides support for multiple languages, including the option to add custom languages. Also, it supports language fallback, which helps to provide a nice user experience for non-localized pages.

## About Sitecore XM Cloud

Sitecore Experience Manager Cloud, or XM Cloud, is a headless content management system that is a foundation for a composable digital experience platform (DXP) centered around content.

XM Cloud includes the latest versions of Experience Manager, Sitecore Experience Accelerator (SXA), Sitecore Next.js SDK, Experience Edge, and the Pages content editor. Because XM Cloud is a SaaS solution, Sitecore takes care of hosting, monitoring, and maintenance so you can focus on creating new functionality and integrating other composable solutions.



## Features

- › **Lightning-Fast Performance:** XM Cloud's headless architecture enables increased site speed, a snappier user experience, and better Google Lighthouse scores.
- › **No Infrastructure to Manage:** XM Cloud's cloud-native architecture means you no longer have to install or manage your own infrastructure.
- › **Scalable:** A cloud-based system means you can cost-effectively and easily scale up and down as your needs demand.
- › **Agility for Marketers:** Marketers can easily orchestrate the experience across campaigns with user-friendly tools.
- › **No More Upgrades:** Because XM Cloud is SaaS-based, you'll gain new features without having to perform costly upgrades.
- › **Rapidly Launch Content:** Creating and launching new customer experiences is faster than ever, even with personalization.
- › **Interoperability:** XM Cloud is composable which enables you to seamlessly integrate with your existing systems.
- › **Agility for Developers:** Developers can quickly build and launch new experiences using modern front-end frameworks.

**Discover more!**

## AI Takes the Lead in Government Language Services

Article originally published on MeriTalk.

The U.S. Department of Justice (DoJ) has issued new guidance that marks a major shift in federal language policy. Following a March executive order by President Donald Trump declaring English the official language of the United States, the DoJ plans to reduce non-essential multilingual services and use artificial intelligence for translation needs.

**Attorney General, Pam Bondi,** stated that the **“Department of Justice (DoJ) will lead a coordinated effort to phase out non-English materials across federal agencies”**,

redirecting resources toward English language education and assimilation. While the U.S. has a long history of linguistic diversity, this policy change emphasizes operational efficiency and cost savings.

To support the transition, the DoJ will conduct an inventory of multilingual content and pause tools like LEP.gov while it updates language access policies. Agencies are encouraged to use AI-powered translation solutions to bridge communication gaps for individuals with limited English proficiency, ensuring accurate translations when necessary and labeling English as the official, authoritative version.

This policy contrasts with previous efforts to expand multilingual access, including a 2000 order by President Clinton. However, the new approach allows some flexibility, enabling agencies to retain multilingual content where it remains mission-critical.

For the translation and localization industry, this signals growing interest in AI-enhanced translation workflows that deliver scale, speed, and cost-efficiency.

Source:

<https://meritalk.com/articles/doj-guides-agencies-to-strip-non-english-services-use-ai-for-translations/>



**Contact Us**

# GLOBAL OFFICES



## GPI Translation Services

- › Document Translation & Copywriting
- › Software Localization
- › Multilingual Desktop Publishing & Design
- › Audio/Video Localization
- › Website Localization
- › Global Digital Marketing
- › Artificial Intelligence enabled Translations

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