Solution Guide to **Localization**

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Introduction

For innovative companies a global web presence is critical, yet managing international websites remains a challenge. Whether a single site localized in many languages or a distributed network of country sites, a successful web program requires an intelligent solution for managing multilingual content and teams.

Ingeniux Localization At a Glance

Built in Support for Locales	The Best Domain Strategy	Multi-site Delivery Support
Localization Dashboard	Multisite Taxonomy	Translation Workflow and Reporting
Site By Site Translation	External Translation Service Integration	Language Packs & Characters Sets

Ingeniux | Solution Guide to Localization

Ingeniux Makes it Easy to do Localization

Ingeniux CMS provides a suite of features designed to simplify the management of even the most complex multilingual websites. Features include pre-built translation workflows, a powerful tracking and notification system, localized client software in a wide range of languages, and a robust "locale" system for defining languages and regions.

Unlike many CMS applications that treat each translation as a "version" of a page, Ingeniux makes it easy to create a unique set of content for multiple language views. By intelligently "cloning" web pages, you can publish a website for each language while maintaining connections between pages for editing and reporting.

Key Benefits

- Manage unique web experiences and content for each language or region
- Manage unlimited country sites in one CMS
- Easily re-use content and media across sites and regions
- Lower the cost of multilingual sites by streamlining updates and reporting
- Accelerate content delivery in the Ingeniux Cloud or optional CDN delivery
- Empower staff to manage the web in their native language
- Deliver content using country specific URLs and TLDs
- Unicode, UTF-8, BIDI, and other character formats compliants

The Ingeniux Approach to Localization

The Localization Architecture Model: Clones vs Versions

There are several different approaches to managing multilingual websites, the most common are versions and clones.

In many web content management systems there is a primary language upon which you create your website, typically English. You create web pages for that language. When you want to add additional languages to your website, you create language-based versions of each web page which are simply copies of the English web pages. This approach requires you to create a web page in the primary language first and means every language-based version of your website must be identical to the primary website. It also means that you can't have different content for different languages.

The Ingeniux Approach: Clones

The Ingeniux approach to managing and delivery multilingual content is using clones. Clones are relatively straightforward and support not just languages, but regions, or locales. You start with a master page and you "clone" additional web pages from that master page. Each clone is a different language or region. When you update the master web page, a notification is sent to the owner of each clone to let them know the content has changed and they need to update their view of the content. Page properties contain links that connect each clone of a page, enabling you to track sources and localized content.

Clones enable you to create unique web experiences for each language or region, from the content that is delivered to how the page is designed and personalized.

Locales in Ingeniux

Localization is the process of adapting your website and content to a specific locale or market. A locale can have specific requirements for language and dialect, currency, units of measure, content preferences, regulations and legal requirements.

In Ingeniux, every web page has metadata that indicates the locale. You can define a locale for any region, each with different variations of content and targeted delivery capabilities. Select from an extensive list of languages and dialects. The locale identifies the language and location, and can identify a different dialect or translation for the web page. It is also used to display content on the web page.

Location is part of the Ingeniux content structure which means the Ingeniux Dynamic Site Server can intelligently render content for each language and region.

Domain Strategy

Your globalization strategy also takes into consideration a domain strategy. How do you want to set up your domains for each additional locale you create? There are a few ways you can set up your domains:

- Create a single domain and add subdirectories for language or locale (eg. www.ingeniux.com/fr)
- Create top level domains for each language or locale (eg. www.ingeniux.fr and www.ingeniux.com)

There are advantages and disadvantages to each approach. For instance, in some markets like Japan, it's important to have a top level domain, maybe even a legal requirement. Also, top level domains give you a clear separation of websites.

Subdirectories are lower maintenance and less expensive and your analytics are easier to work with. More importantly, you have built up SEO for your primary domain and working with subdirectories ensures that you maintain the authority you have built to date, something you lose when you take the approach of creating top-level domains for each language.

Multi-site Delivery Platform

From an infrastructure perspective, following the subdirectory domain strategy also works well.

When you create multiple sites for each language, typically you set up separate IIS sites for each language. The results is a very complex implementation and a large footprint. Using this model, scaling becomes very expensive.

The Ingeniux delivery platform model supports both a top-level domain approach and the subdirectory approach. Ingeniux creates a single IIS site and uses URL rewrites to redirect the visitor to the proper website based on their locale. URL rewrites is a better use of resources and ensures your SEO and analytics continue to work for you.

Character Sets

Publish content using a wide range of character sets. Ingeniux CMS supports bi-directional (bidi) text, UTF-8, Unicode, and other character formats, empowering teams to publish web pages in any language regardless of the text flow or encoding.

## Languages Packs for French, Spanish, Chinese, and Many More

Language packs instantly deliver Ingeniux CMS software in a wide array of languages. Enabling teams to work in the CMS using their native language improves productivity and end-user adoption for global organizations. Ingeniux CMS comes standard with English, French, Spanish, German, Italian, Japanese, Chinese, Korean, and other language packs.

Multilingual Taxonomy

Ingeniux makes it easy to translate categories for any language or region. Develop your taxonomy once and use it for every country site and language variation, maintaining search facets, audience targeting, and browse-by-category capabilities.

Workflow

Ingeniux offers prebuilt workflows designed to make the translation process easy and manageable. Starting a translation only requires one click. Once a page is bound in workflow it is guided through every step in the translation process, sending notifications to key stakeholders, recording the audit trail, and automating tasks from publishing to archiving.
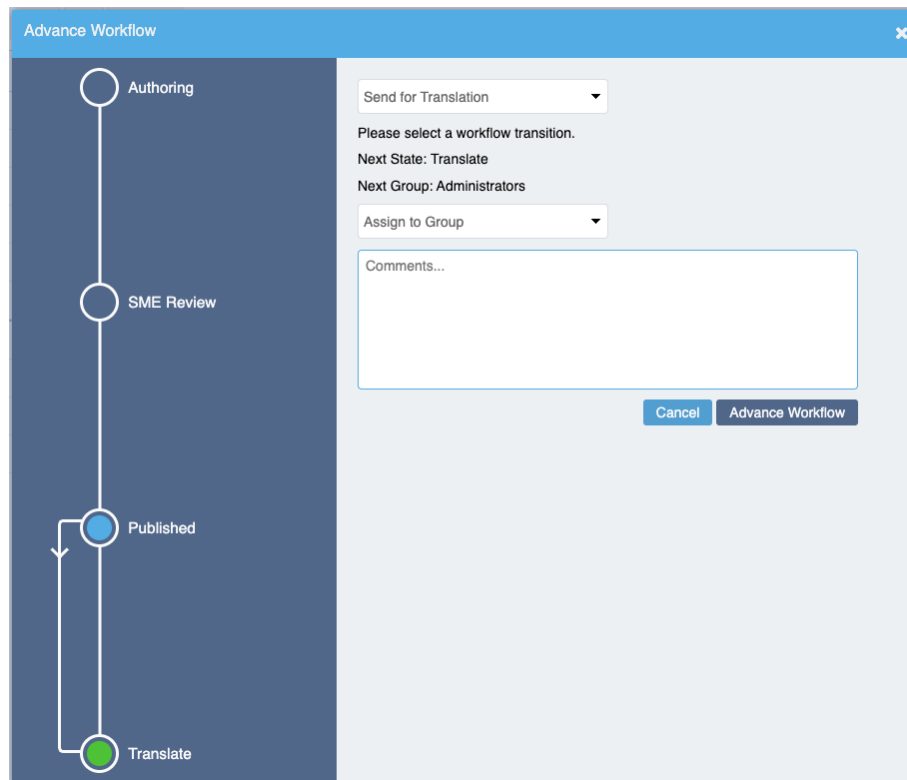
Side-by-Side Translation

For those companies with their own translation teams, you can translate directly in Ingeniux CMS using side-by-side editing. Creating a new translation is as easy as viewing the content on the left pane and typing the translation in the right pane. Preview shows the translated content with full layout and presentation.

Site-wide Localization Reporting

The Site Definition Manager provides tools to track localization of site templates and assets, including each element on a page, components, workflow, and page creation rules.

External Translation Services

Many companies take advantage of external translation services to translate their website content. Ingeniux plugs into fourteen of the leading translation services making it very easy for you to create content, send it off for translation and implement the translated content back into your website.

Within Ingeniux, translation service integration makes it look like the translation service is a part of your content editing experience. The integration packages up the content and sends it to the translator with a single click.

Accelerate Content Delivery Worldwide

Ingeniux publishing targets replicate and sync content to any server, anywhere, using your choice of URL or domain. The Ingeniux Cloud offers points of presence worldwide with a scalable virtual deployment system.

Ingeniux also supports file-based Content Delivery Network deployment with mirroring and edge caching. The bottom line, faster web performance and lower latency for content delivery worldwide.

Summary

If you do business across the world, you need a global web experience. You may create unique websites for each country or region or one website available in multiple languages. Ingeniux CMS supports both approaches using an architecture model that leverages clones and URL rewrites and ensures you can delivers the best experience to each locale.

Along with multi-site delivery and a highly available infrastructure model, Ingeniux provides built in translation workflow capabilities in addition to tight integration with a leading translation management services.

As you work on your localization strategy, we invite you to connect with us and discuss how Ingeniux can support your needs.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent "structured" content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at http://www.ingeniux.com.

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