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White Paper

Language Translation Integrated within TeamSite Workflow

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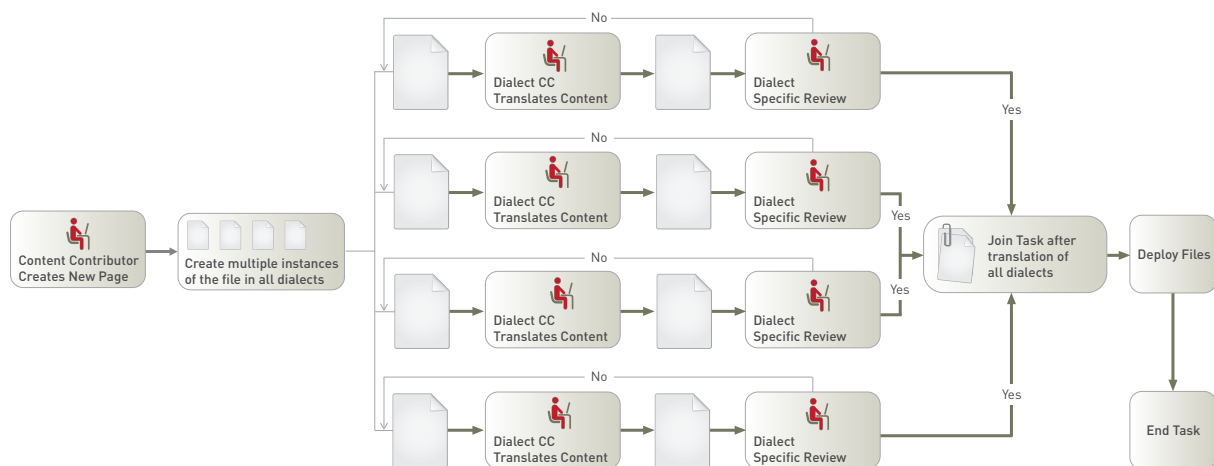
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Introduction

A Fortune 500 Services Industry has their presence in 18 different countries. Service managers needed a framework in which to develop a global service strategy such that any new offer is presented uniformly across all their sites at the same time. The bottleneck in the process was all different dialects had to be translated and coordinated between content contributors sitting in different parts of the world. This was causing a delay in the offers and services to become public and was aiding in the loss of potential revenue as they were being outpaced by similar offers from competitors.

Existing Scenario

In the current process (utilizing Interwoven's out of the box workflow functionality) the default dialect content contributor (CC) would create a new page with the offer in TeamSite and start a new workflow job, this would initiate a cgi task and create multiple DCR files (in English) in all dialect folders and then span multiple tasks assigned to each dialects' own content contributor for translation of the content, once completed it would go to review phase, and once all these multiple tasks are completed, the workflow job would proceed for deployment.



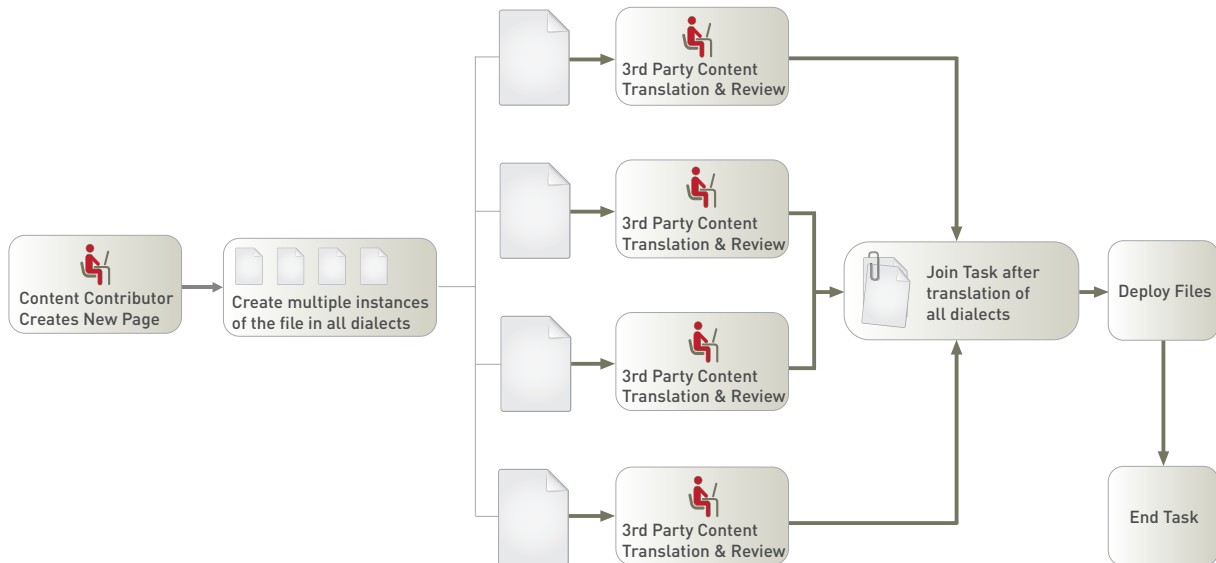
Problem

The bottleneck here was that even if one dialect was delayed in completing, the entire workflow job would sit and delay the release of the page to production. And since there are two e-mail notifications and two user tasks involved for each dialect, while coordinating with people in different countries/time zones, it was almost always causing a delay for the page/offer to be released to production.

Proposed Solution

In order to overcome this, it was proposed to automate the language translation process. This was achieved by integrating a 3rd party language translator within our workflow process, and thus eliminated content contributor's role and latency time. In the new process, the default dialect content contributor would create a new page with the offer in TeamSite and invoke a new workflow job which would initiate a cgi task and create multiple DCR files in all dialect folders ([templatedata/<->/data/deDE/], [templatedata/<->/data/frFR] etc) and span multiple tasks, but instead of assigning it to

content contributors it would now assign it directly to the reviewers, they would get e-mail notification with the file name, and log into the translation company's website and approve translation, once that is done, the workflow would fetch the file back to TeamSite system and regenerate and proceed to deploy.



Technical Details of Implemented Solution

In order to achieve this solution, we integrated a 3rd party's translation API within TeamSite with the help of Perl modules. The API provides a list of methods that we can call from our scripts. We had to modify the firewall to allow our system to communicate with the translation company. The workflow was modified as per the new process.

Conclusion

The complete Content Contributor Translation task was removed and there was no latency between tasks because as soon as the reviewers approved the content in the site, the workflow would fetch it by the reference number and continue with the process. These considerably reduced the transition time for the workflow to complete and deploy the file.



About TechAspect

TechAspect is a leading IT company with main focus on implementing and integrating enterprise content management systems, websites and web applications. We build client-facing websites that are fast, easy and compelling. Our content management solutions enable business users to have full control on development, publishing and management of web assets. Some of the world's renowned organizations have chosen TechAspect, including: Anritsu, Affymetrix, Avon, BCBSMA, Genentech, Hertz, Oracle, Intermec and Phillips-Van Heusen.

To learn more about TechAspect, please visit www.techaspect.com or send us an email at sales@techaspect.com

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