OpenText Web's Translation Automation

Ensure readers view content in their preferred language and keep digital experiences compliant with language laws

Benefits

- Translate content in realtime with Google Translate
- Localize for any geography
- Ensure accuracy with approval workflow
- Stay compliant with language laws

Customers expect content in their language of choice, but limitations among talented copy writers means public content must be sent to translation services, which can be costly. In lieu of having every word translated for every operating region, organizations are faced with two options: Provide limited information to audiences outside of the master language or direct all customers to a default language.

The OpenText™ Web Automatic Translation feature helps alleviate language limitations. By directly integrating with Google Translate, users can provide copy in their master language and receive the translated text instantly. Although the translation can be used immediately, it can also be reviewed in a workflow with in-house or third-party translators to ensure accuracy before going live. This allows organizations to launch content globally on-demand and enhances personalization capabilities, resulting in better customer experiences.

Translate content in realtime with Google Translate

For years, OpenText Web has allowed users to review translated content side-by-side to ensure layouts align. This also allowed content reviewers to approve translated content before it went live. Now, a trial license for Google Translate is included with OpenText Web which allows master content to be translated instantly. On the localization screen in Experience Studio, users will see the master copy on the left and the translated content on the right.

Localize for any geography

As local language usage varies, such as the differences between French Canadian and Parisian French, it is important to ensure translation accuracy, including different spellings of the same word, proper sentence order structure and correct synonyms. In OpenText Web, users can select the correct geographical area to ensure the content is translated for the right region.

Ensure accuracy with approval workflow

Most organizations prefer to have human eyes review translated content before it is published. In OpenText Web, translations can go through a workflow automatically, or through bulk content selection, for review and approval by in-house staff or external third-party translators.

Stay compliant with language laws

Some countries have strict language laws requiring all public content to be available in official languages within a certain timeframe. With realtime translation capabilities, OpenText Web helps organizations publish content quickly to stay compliant. Other countries have language needs that, while not law, make the content easier for readers to digest in their native language.

OpenText Web has industry-leading personalization and workflow capabilities that help organizations delight their customers, stay compliant and drive revenue. By accelerating the translation process, more content will be available in the right languages at the right time.
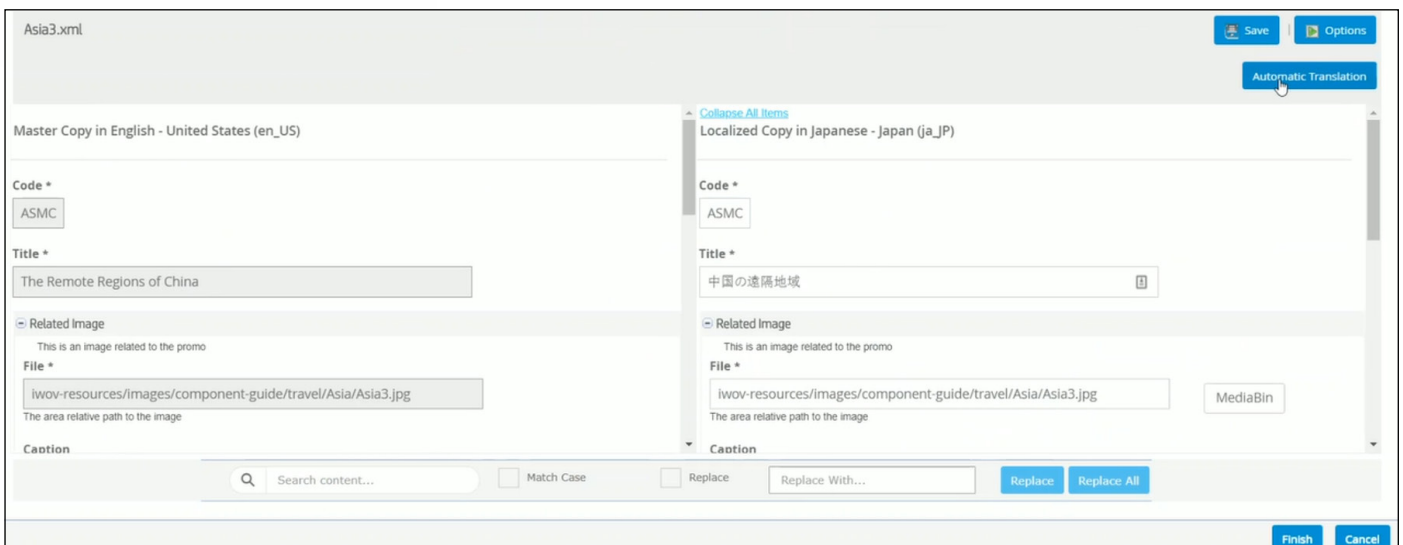
Side-by-side View: The localized content appears side-by-side for easy comparison.

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