

Going global with TYPO3

Content

- Going global with TYPO3
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 - Actors and workflows
 - Demo

Going global...

... to sell products and services in new target markets requires...

- Globalization (G I I N)
- Internationalization (I I 8 N)
- Localization (L I 0 N)
- Translation

Global website

- Part of globalization strategies of a company
 - Global marketing, services, customer relationship...
- Development
 - I18N (Encoding, charsets, design, fonts, colors...)
 - L10N (Content, design,...)
 - Translation (Textual content)
 - Involves many different players and different systems

What's possible...

- Processing and display of all languages incl. right-to-left or bi-directional languages
- Backend in more than 30 languages
- Fully UTF-8 compatible
- Different localization paradigms
- Localization mechanisms
- Localization configuration options
- Conditional display of content
- Information about languages, dates, currencies...
- Localization overview
- Workflow support: Edit > Translate > Review > Publish

...and more

- Static Info Tables
- Localization Manager
- Language Visibility
- Language View
- LLXMLTranslate

LION Manager

- Support of online and offline localization management
- Interface to all XML-enabled professional translation tools like across, DéjàVu, MemoQ, SDL Trados (localization-friendly XML)
- Highly customisable and extensible
- Suitable for different workflows
- Developed by Localization Manager team:
 - Andreas Otto (www.dkd.de)
 - Daniel Pötzingner (www.aoemedia.de)
 - Kasper Skårhøj (www.cafe-retro.dk)
 - Daniel Zielinski (www.liontech.de)

Case study

- Cisco: webex.com
 - Founded 1995
 - Market leader for online meetings and collaboration software
 - Bought by Cisco 1997 for \$ 3.2 billions
 - 3.500 employees worldwide
 - US centered management
 - Localization into 27 languages (in progress)

Demonstration

Cisco

webex

Web Conferencing and Collaboration Solutions

USA (Change)

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Partners

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Actors and tasks

Organize the
localization process of the
website

XML export and import from
TYPO3

Global
company

XML based translation
in CAT Tools

LSP

Review and approval

Local review team

Workflow



Going global with
TYPO3!

|| Onmgr available on:
forge.typo3.org

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