Connectors empower translation efficiencies

RWS

Trados

Contents

Introduction

Many companies use a variety of technologies to create and deliver their content. When it comes to translating this content for global customers, more efficient, cost-effective and automated solutions are always in demand.

When using disconnected systems, handing content off to translation can be manual and time-consuming, affecting time to market and customer satisfaction. Linking content management and translation management systems with a connector can jump-start the content translation process so it is more agile, streamlined and efficient.

Today's companies are likely to have many tools and platforms for all of the content that is created, managed and published across the business. Historical drivers, departmental buying decisions and legacy systems all contribute to the large number of systems in use, with each company having its own unique combination of technical architectures.

For this reason, RWS invests in a broad set of more than 50 connectors to meet our clients' requirements. RWS links systems across the entire business, so content from ecommerce and product information management systems, websites, user documentation, support tickets and live chats all connect to our translation services and technology. This helps our clients automate their translation management across the business.
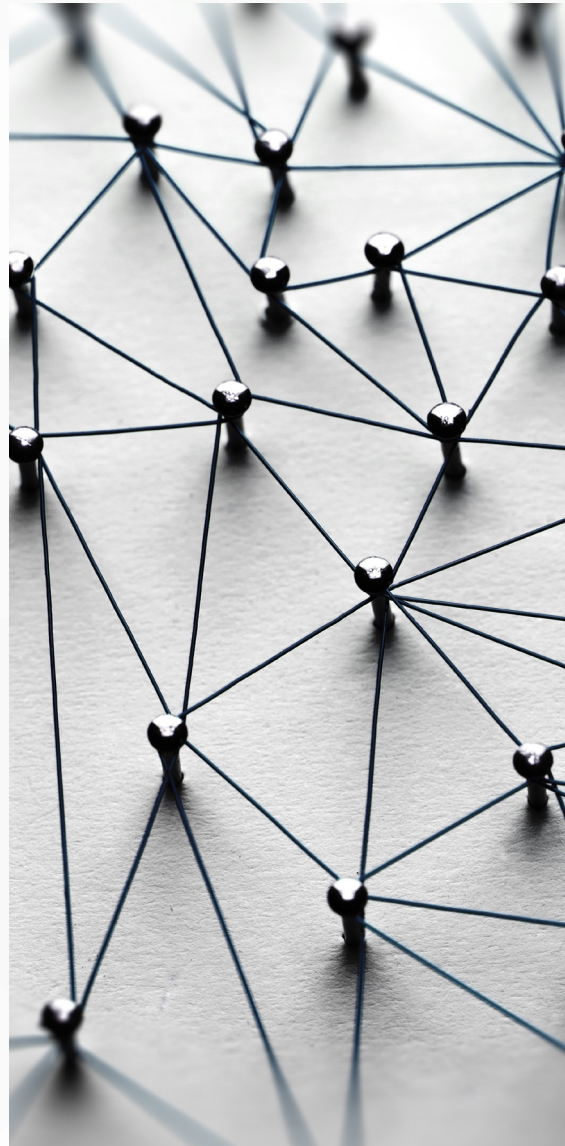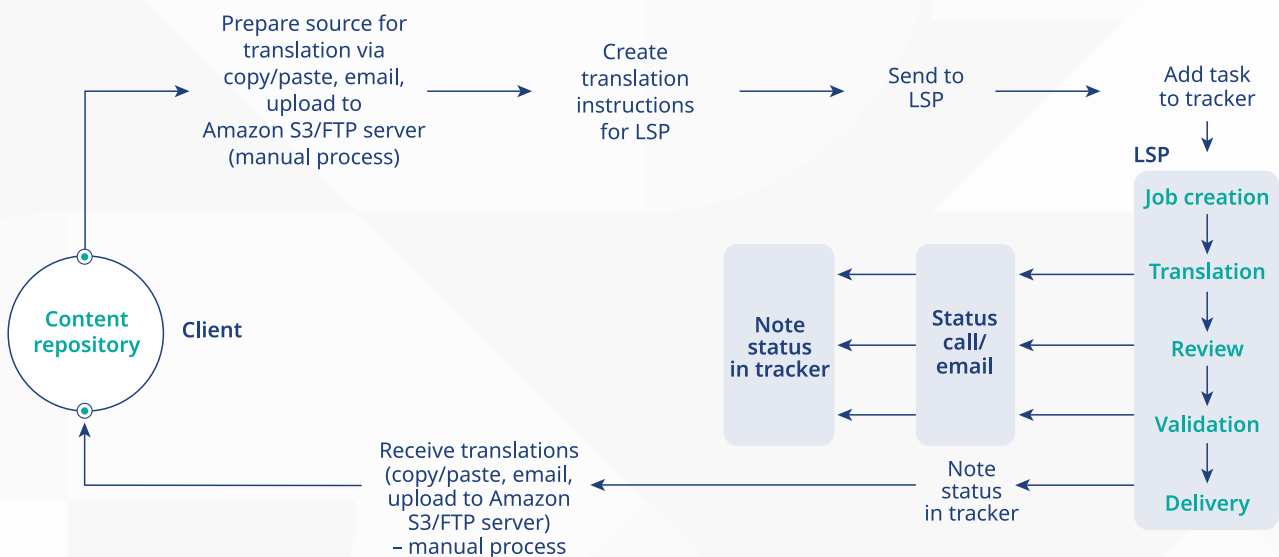
The case for connectors

Connectors are designed to reduce manual tasks and improve efficiency. Without connectors, a huge amount of time and effort is spent each work day manually selecting and moving content from where it is authored and managed – typically a content management system (CMS), product information management (PIM) system or a content repository – to the internal team or language service provider (LSP) responsible for translating the content.

How this is done depends on the source, but could include exporting files; manually copying and pasting content into translatable documents; sending emails; or uploading files to an FTP server, cloud storage such as Amazon S3, or another repository. Once the content is sent, instructions are created and handed off to the LSP, and the task managed in a spreadsheet – with the whole process reversed to bring the translated content back into the original system.

No connector workflow – manual process

Prepare source for translation via copy/paste, email, upload to Amazon S3/FTP server (manual process)

Create translation instructions for LSP

Send to LSP

Add task to tracker

LSP

Job creation

Translation

Review

Validation

Delivery

Note status in tracker

Status call/ email

Note status in tracker

Content repository

Client

Receive translations (copy/paste, email, upload to Amazon S3/FTP server) – manual process

These manual steps introduce unnecessary friction into the process, require users to use many different tools and UIs, and take valuable time from employees who are frustrated by repeated manual tasks. And whenever a process relies on such a heavily manual routine, there is a high risk of errors being introduced and delays created.

For example:

- A file is missed in the handoff to the LSP.

- There's an error in a file that now needs to be fixed across all languages.

- One of the reviewers hasn't properly completed their review.

- Late or missing translations delay a product rollout or affect internet search results in overseas markets.
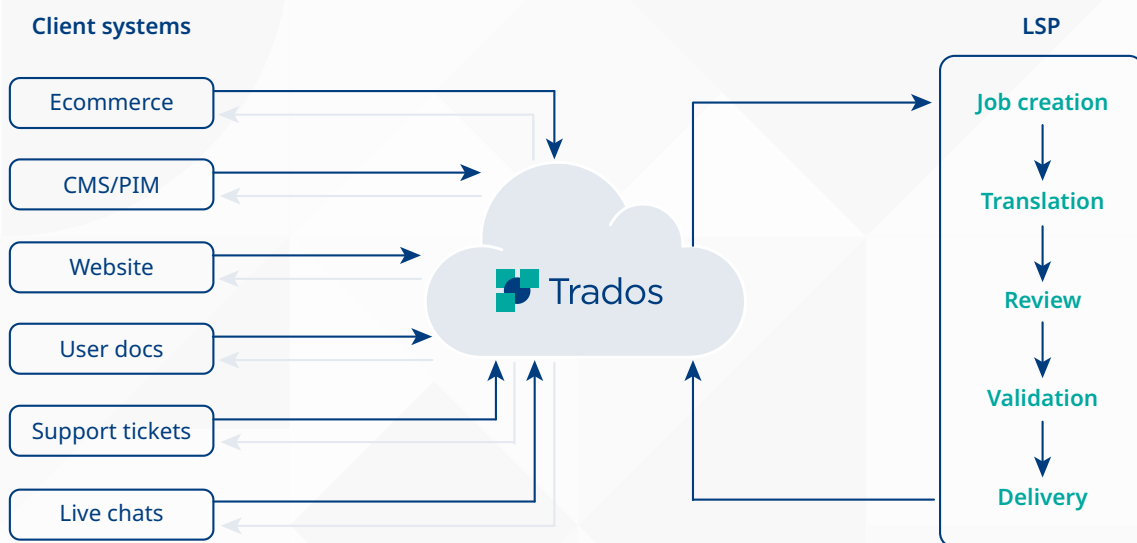
To eliminate this friction and allow users to focus on more valuable tasks, RWS is continually developing connectors for our intelligent translation platform: RWS Language Cloud. This platform supports the advanced translation management capabilities of all of our next-generation Trados products. The connectors we develop are embedded in third-party products or integrated out of the box with your translation solution.

Through these connectors, users are able to select content from wherever it is managed, easily create translation jobs, and automatically pass the content to Trados for translation and management. When the translation process is complete, the translations are automatically passed back to the source content repository.

## Different systems all benefit from connectors for translation

Client systems

Ecommerce

CMS/PIM

Website

User docs

Support tickets

Live chats

Trados

LSP

Job creation

Translation

Review

Validation

Delivery

What types of connectors are there?

RWS offers five types of connectors.

1 Embedded connectors

Embedded connectors are feature-rich solutions, installed in the client's content system. The user benefits from a light translation project management capability so they never have to leave the comfort of their content environment. Embedded in the client's existing technology, they 'push' files and data from the content system to Trados. This integration gives users greater control over translation directly from their content system, helping them to create and manage multilingual content much more easily.
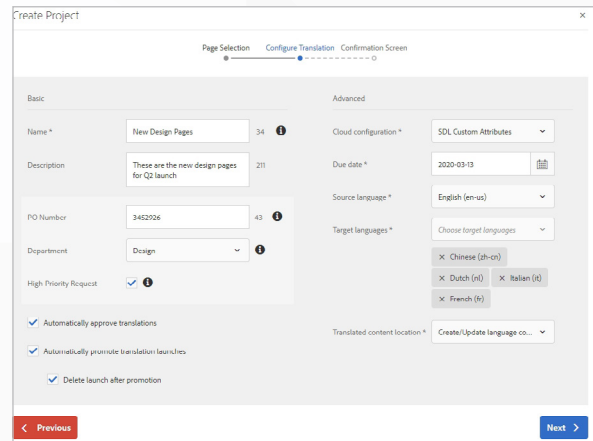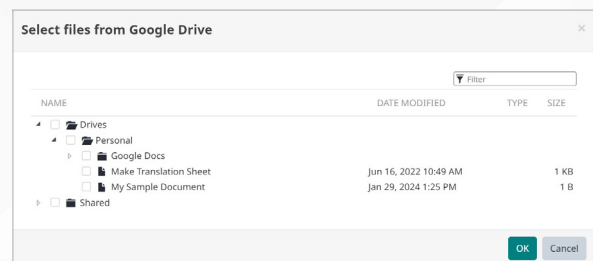

Users can easily create translation projects by completing a few simple fields within Adobe Experience Manager and automatically submitting them to one of our translation management systems.

2 Built-in connectors

Built-in connectors are pre-installed and delivered as part of the connector framework in Trados. Users can create translation projects in their Trados solution and select their content repository as the source for the content to be translated. The content and data is then 'pulled' from the content repository into Trados, and once translation is complete, it's available for upload directly back to the content repository.
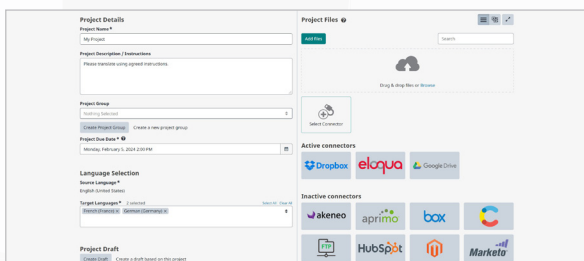
When creating projects, built-in connectors such as Google Drive are already available out of the box. Additional connectors can be created and configured as needed.

Once the relevant connector is configured, users can see (for example) their Google Drive files and easily select them for their translation projects.
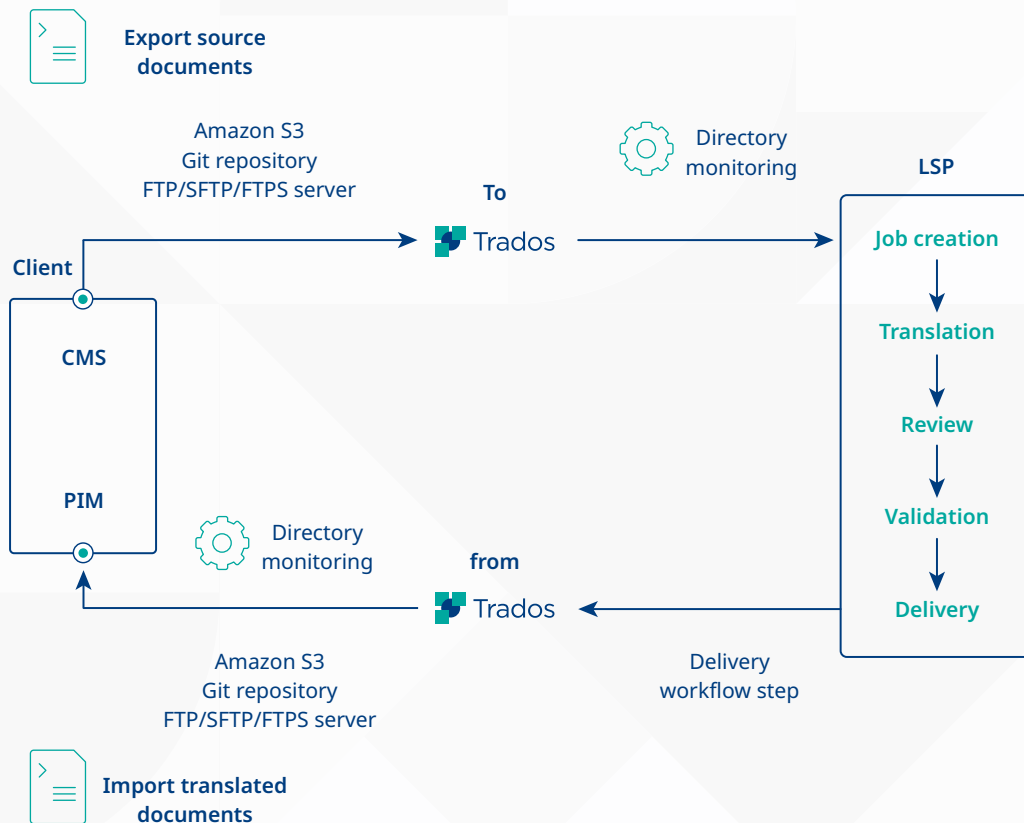
3 Standard connectors

Standard connectors are easy to deploy and installed as part of the connector framework in Trados. Once they are installed, they work in the same way as built-in connectors.

4 **Smart folders**

Smart folders provide the option of a loose integration, often referred to as a 'hot folder'. This solution requires the client content repository to deliver a set of source files to a hosted solution, such as Amazon S3, a Git repository, or an FTP/SFTP/FTPS server. This can be done manually or via automated scripts.

Trados monitors this 'in' folder, automatically copies content and creates a translation project. When translation is complete, the multilingual content is then automatically returned to an 'out' folder. The client repository monitors and imports the final content, also manually or with automated scripts.

Typical content flow for an automated connector solution

Export source documents

Amazon S3
Git repository
FTP/SFTP/FTPS server

To

Directory monitoring

LSP

Trados

Job creation

Translation

Review

Validation

Client

CMS

PIM

Directory monitoring

from

Trados

Delivery

Amazon S3
Git repository
FTP/SFTP/FTPS server

Delivery workflow step

Import translated documents

5 **Smart connectors**

Smart connectors allow users to integrate their content system and Trados, with minimal development work (codeless connection), as long as their content system is present in the integration platform. Once a smart connector is activated in the integration platform, they can connect their Trados system to any of the hundreds of content systems in the integration platform, by creating the workflow scenario, enabling them to automate the process of sending content from their content system to Trados for translation. RWS provides this scenario creation service as part of the solution.

Development approach for connectors

RWS takes an API-first approach to technology. This means any feature in the user interface or internal platform is available to our API (application programming interface), allowing developers to create translation jobs, interrogate their status and return translations.

We also support clients and third-party tool providers who want to create their own connectors. A customized connector may be needed to support:

· Specific client requirements

· Proprietary content repositories

· Legacy content management systems

In these cases, whether the development team resides with the client, their system integrator (SI) or tool provider, they maintain their own integrations with our technology. We can assist with the development effort by providing relevant documentation and subject-matter expert (SME) support.

RWS also offers a mixed development approach that consists of the client, their SI or tool provider, and an RWS engineer. This works especially well since the client or tool provider typically has a strong understanding of the data, UI and development environment of the tool, and we understand our API and best practices for developing connectors for translation.

For the most complex environments and requirements, RWS can provide senior SME support to work with the client and their providers to architect integration solutions for a specific content ecosystem. This includes identifying content in disparate systems, recommending best practices and creating designs for data flows and processes.

The RWS Language Cloud API

RWS Language Cloud provides an open REST API. This feature-rich API allows many extensions, such as dashboarding, translation project detail and task status. When creating a translation project, specific options, files and target languages must be chosen.

The API is used in three different ways:

· By our own internal development teams and partners, to develop products built on RWS Language Cloud, such as Trados Enterprise

· By external content platform owners who want built-in localization functions and direct links to RWS as part of their own platform

· By our clients and their partners for custom solutions or to solve specific challenges

As well as using the API documentation, developers can work in platform sandboxes that have all of the features and functionality enabled. RWS supports developers with best practices, sample apps and guidance on meeting various use case requirements.

Getting started with the RWS Language Cloud API

Follow a project throughout its entire lifecycle, from creation to completion,
to better understand our API:

Step 1: Authentication

An access token is necessary for all of the requests to the API.
The most common way to obtain a token is through the login endpoint.

Step 2: Create a project

Before creating a project, find out what project templates are available
to you. Then create the project, upload files and start the project.
Project templates are especially useful for selecting language pairs,
file types and custom fields.

Step 3: Track your project and tasks

After your project is created, you can track it and its sub-tasks by making
requests to the endpoints. Information about other projects and tasks,
such as previously completed projects or projects/tasks with a certain
status, can be obtained by using different endpoint options.

You can also use the extensive webhooks available in the API
to get notified when projects and tasks have reached a certain status.

Step 4: Download the files

When a tracking request shows the task has completed its workflow,
then download each file individually or all files in the project at once.

Step 5: Mark the files as completed

After downloading all of your files, a complete endpoint
will mark the project as completed.

The future of connectors

Increasingly, companies need a greater number of connectors to create streamlined end-to-end processes, though some find it more efficient and less costly overall to migrate from a multitude of connected systems onto one platform.

Consolidation in the market is also changing the landscape for connectors. Companies such as Adobe that possess a suite of historically distinct products (in this case including Adobe Experience Manager, Marketo, Magento and Workfront), now require a suite of connectors to support them.

Connectors need to support many use cases, so RWS continuously reviews and enhances each solution against client requirements. Many companies want to create and manage translation projects in a traditional way, but from within their existing content systems. For others, we provide zero-touch automated project creation through a combination of content triggers and AI.

As one of the largest language service and translation technology providers in the industry, our continued investment in connectors and integrations gives our clients both business agility and peace of mind.

For a list of our connectors visit
trados.com/connectors

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**