Easy Management of Localized Content

Whether simple changes or more extensive variants, censhare's Localization and Translation module ensures easy control of customized content.

Content often needs to be changed to suit local demands, whether different contact details for representatives or translation into another language. Whatever the need, censhare's Localization and Translation module keeps marketing organizations on top of the changes.

Changing Content to Meet Local Needs

Most marketing organizations will find it necessary to localize and translate the content they produce. The process begins with the creation of a 'master document' for use in all regions and countries.

However, this master document cannot usually be used in its original form within the region or country. It will require localization. At its simplest, this can take the form of a different disclaimer or contact information, with the rest of the document remaining unchanged. Yet it can also involve different images, color schemes, copy, products, pricing or other content. Even metadata needs to be localized.

Some kind of translation will also usually be required, which can either be done by the local or regional staff or with the help of an external supplier.

Any Kind of Localization Made Easy

The Localization and Translation Module for censhare makes it easy to create regional and local variants for each digital asset in the Universal Content Management platform and to manage the translation process.

For each piece of collateral that needs to be translated, there will be a local variant that contains the localized/translated content. The module also supports completeness checks for translations, so marketing managers can see immediately whether all content for a local variant is ready for publishing or needs further processing.

Working with external suppliers such as translators is made easier when the supplier supports XLIFF (XML Localization Interchange File Format), the industry standard for passing data between tools. censhare supports data exchange using XLIFF, so requests for translations and localizations can be transferred to the translation service easily. Once the work is completed, the translations or localizations will be transferred back to the censhare solution and linked to the correct asset variant for immediate use in all processes, including final designs.

This module enables you to:

- Manage the creation and updating of localized and translated content
- Collaborate seamlessly with external suppliers such as translators
- Automated localization of content to target regions and customer groups

Features and functions

Translation Management

Supports all locales through one user interface for all content and metadata translation tasks

- Translation support for Adobe® InCopy®, XML and Microsoft Office documents
- Translates content and metadata
- Automatic segment translation for regional content localization
- Variations with regional and language specific characteristics
- Centralized workflow management
- Word and character count for documents directly from the search results

Interface for Translation Management

- Integration of external translation services via XLIFF interface
- Integrated interface using the Translation Memory eXchange (TMX) specification allows automated, hotfolder based, high performance import from Trados, Across and Transit

Please note that this module can only be used in conjunction with the Variants and Targeting Module.

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Success Story

Automated Localization Provides Comfortable Benefits for Furniture Specialist

A Swiss company specializing in interior concepts, furniture and accessories for homes, offices and public spaces is using censhare to dramatically improve the efficiency of its marketing communications. The company pursues a multichannel strategy with close integration of multichannel campaigning, the online shop and local dealers.

Using censhare for marketing campaigns allows the company to communicate consistently across all channels – from print publications, price lists and websites to social media in one orchestrated campaign. Automated processes facilitate localization for languages, sales regions and individual target groups, while an integrated Translation Memory System permits lean, secure and efficient translation processes.

Universal Content Management for Joined-up Marketing

censhare Universal Content Management is a single platform that simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle a vast volume and diversity of content. It responds instantly, and search results can be filtered intuitively to quickly find the desired asset or information.

All content is managed and processed by the platform's core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management.

Optional modules, such as Localization & Translation, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or several content marketing projects at the same time.