

# Localization and Translation Module

## Stay on top of all localized content changes

Translate and localize publications for different markets, from disclaimers and contact details to images, colors and more.

Content often needs to be changed to suit local demands. Do it quickly and accurately with the Localization and Translation module.

## Control made easy

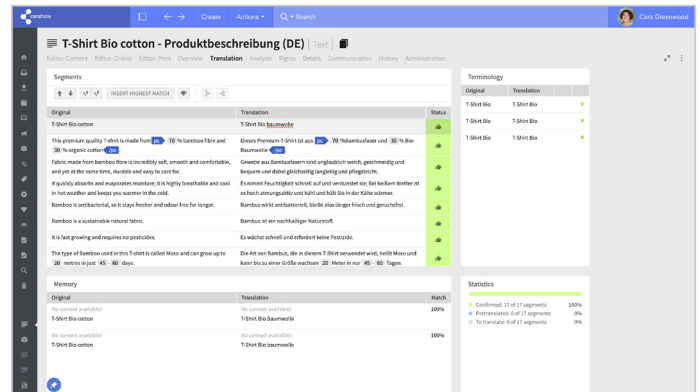
At its simplest, local adaptation of content can take the form of a different disclaimer or contact information, with the rest of your content remaining unchanged. Yet it can also involve an almost infinite number of variables including translation.

The Localization and Translation Module for censhare makes it easy to create regional and local variants for each digital asset. With automated localization of content to target regions and customer groups you can publish faster and more frequently.

## Industry standard interfaces

The module supports XLIFF (XML Localization Interchange File Format) for passing data between tools, so requests for translations and localizations can be transferred to the translation service seamlessly.

Once the work is completed, the translations or localizations will be transferred back to censhare and automatically linked to the correct asset variant for immediate use in all processes and designs.



Translations will be automatically related to the original text and can be compared side by side with the exact status visible right away for each translated copy snippet.

## Joined up marketing

The censhare Omnichannel Content Platform simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels.

Semantic database technology handles 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: Product Information Management (PIM), Digital Asset Management (DAM) and Content Management. Optional modules, such as Marketing Project Planning, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

## Create, translate and use

This module enables you to:

- Create and update localized and translated content
- Publish faster with automated localization of content to target regions and customer groups
- Use standard translation interfaces including XLIFF for easier collaboration with external suppliers
- See immediately if all content is ready for publishing with completeness checks

## Features and functions

The Localization and Translation Module 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
- 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
- Automated translations by DeepL, the leading AI service for translations (provided by censhare partner Savotex at additional cost)

### Success Story

## Automated localization for furniture specialist

A Swiss company specializing in interior concepts, furniture and accessories uses censhare to improve the efficiency of their multichannel strategy which includes multichannel campaigning, online shop and local dealers.

censhare enables them to communicate consistently across all channels – from print publications 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, consistent and efficient translation processes.

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