

Idiom WorldServer in 20 Questions

WorldServer, a globalization management system developed by Idiom Technologies, explored in 20 key questions from Language International.

This fourth tools feature focuses on WorldServer, a globalization management system developed by Idiom Technologies.

I - Product Information

1. Please provide a short description of your product and/or service.

Idiom WorldServer, integrated Web infrastructure software for e-business globalization, automates the creation, management and synchronization of multilingual, multicultural Web sites. WorldServer provides the infrastructure for globalizing content across multiple locales, enabling site contributors to work collaboratively regardless of location. WorldServer leverages established Web architectures, Web content, and other enterprise systems and streamlines translation, internationalization, and localization processes, thereby eliminating inefficiencies and delivering updated content online to multilingual markets.

2. What are the most appropriate applications for your product? Who are the targeted users?

WorldServer enables companies to globalize e-business content targeting global or

domestic multicultural markets and keep global Web presences synchronized. Targeted users within companies with current or planned global Web presences include everyone involved in the globalization process, from project managers to translators to in-country managers to reviewers.

II - Product Components

3. Please check which components are part of your technology:

Component	Y/N
Translation Memory?	Yes
Software UI Localization?	Yes
Translation Workflow Management?	Yes
Terminology Management?	Yes
Machine Translation (compatibility)?	Yes
Web Content Change Detection?	Yes
Multilingual Content Management?	Yes
Others, please specify...	Yes

- i. Business Rule Linkage™ (patent-pending technology that establishes links supporting the set of

rules governing how content gets re-used or adapted).

- ii. Preview in Context (allows translators to preview dynamic content in context).

- iii. Document Structure Decomposition Engine (parses Web content and separates content from non-textual components such as HTML or XML code. The translator sees only the text that needs to be translated.)

- iv. Export and import (enables translators to work offline on content using their preferred content editing translation applications and then import the content back into the system for future reuse).

- v. APIs for integration into third-party applications and connectors to content management systems, databases, and other data repositories.

4. Does your product include a translation memory engine. If yes, please describe the engine. Does it support fuzzy matching, any benchmarks available, etc.

WorldServer includes a Translation Memory system that remembers previous translations and offers flexible content seg-

mentation. WorldServer Translation Memory includes:

- Guaranteed matching—the same translated block is found in the same position in the same document, (same source text, same metadata).
- Exact matching—the same translated block is found in a different document, or in a different place in the same document (same source text, different metadata).
- Fuzzy matching—some source text may be different, yielding similar translations. All possible translations are presented (different source text, different metadata).
- Multiple matching—multiple translations are accepted for the same source text. All possible translations are presented, and translators can select the most appropriate translation.

5. Does your product have collaboration features for translator teams and/or publishers and localization service providers?

WorldServer provides a common interface for translators, project managers, editors, reviewers, and administrators to collaborate on globalization projects. WorldServer's home page with message board, useful links, and contact list allows users to work in a more collaborative environment and to interact easily with other users. The WorldServer Workflow user interface allows end users and project managers to immediately see required action steps in the context of the overall globalization process. WorldServer's Moni-

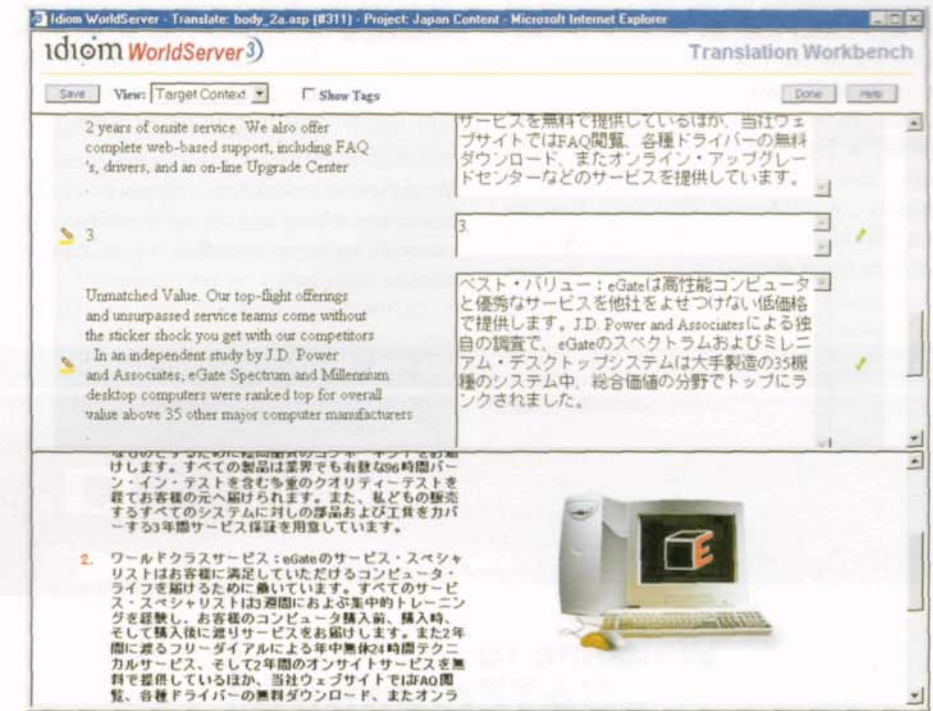


Figure 1 Dynamic Preview in Context

toring feature empowers any manager anywhere to monitor changes to any part of the site. WorldServer's built-in issue tracking can be used by anyone, anytime, anywhere in the world, in any language, both during workflow and review, as well as when arbitrary mistakes and errors are found on a site.

6. Does your product have a terminology management component?

WorldServer includes a Linguistic Tool Setup feature to establish a terminology database. WorldServer includes a Web-user interface-based tool for administrators, allowing full control (adding and editing

entries, conducting searches) over terminology databases. Users may also easily access terminology searches from the workbench.

III - Translation Process

7. How do translators receive translatable content through your system?

The project manager defines, modifies, and manages the Business Rule Linkage for one or more sites, defining the relationships between content items, and establishing the workflow. Once content is ready to be translated, translators are automatically notified by WorldServer or

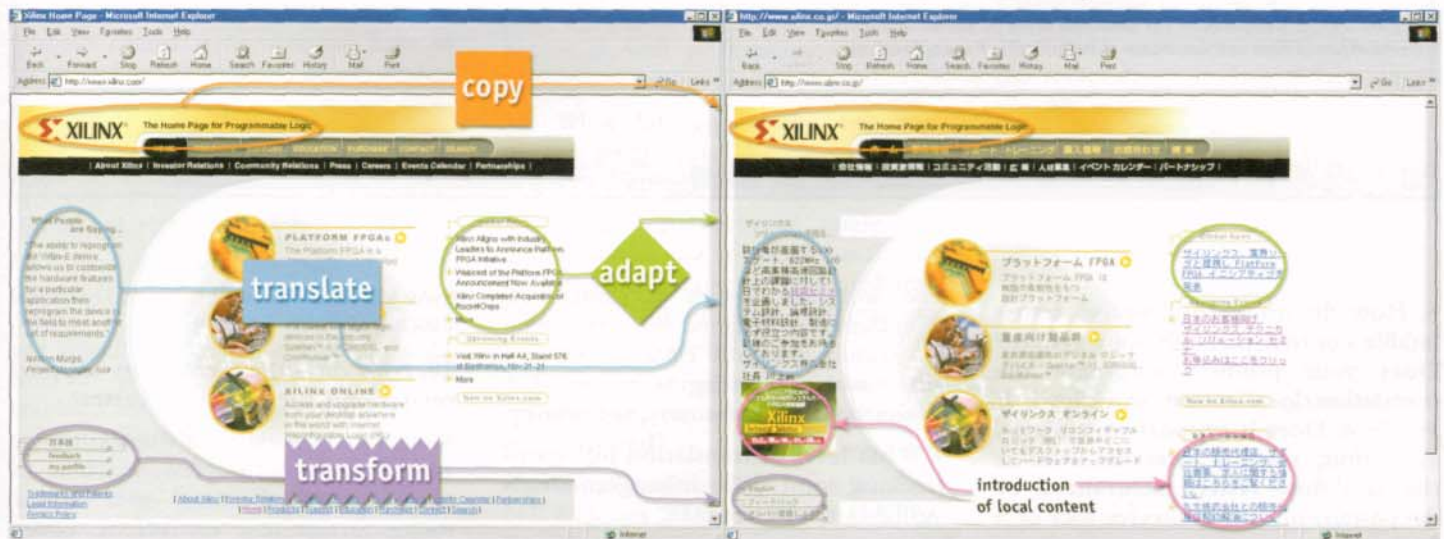


Figure 2 Business Rule Linkage in Action

manually notified by the project manager through email that the content is ready to be translated. The translator either logs on to WorldServer via the Web-based interface to view and translate content online, or logs onto WorldServer and exports the content into a variety of formats (WorldServer Windows Translation Workbench or third party tools) to perform translations offline.

Rule Linkage engine that recognizes new or changed content and initiates workflow tasks to translate, edit, and proofread Web content as appropriate. WorldServer handles the automatic routing of steps from one user to another.

WorldServer workflow supports conditional branching and allows users to easily override existing workflow to escalate or reroute tasks based on permission.

management includes defining business rules and core workflow and workflow templates, managing user roles and permissions, and reporting on status of ongoing projects. The WorldServer Reports functionality provides the ability to track the progress of a project through a series of predefined reports, and the ability to easily create new custom reports. WorldServer allows project managers to

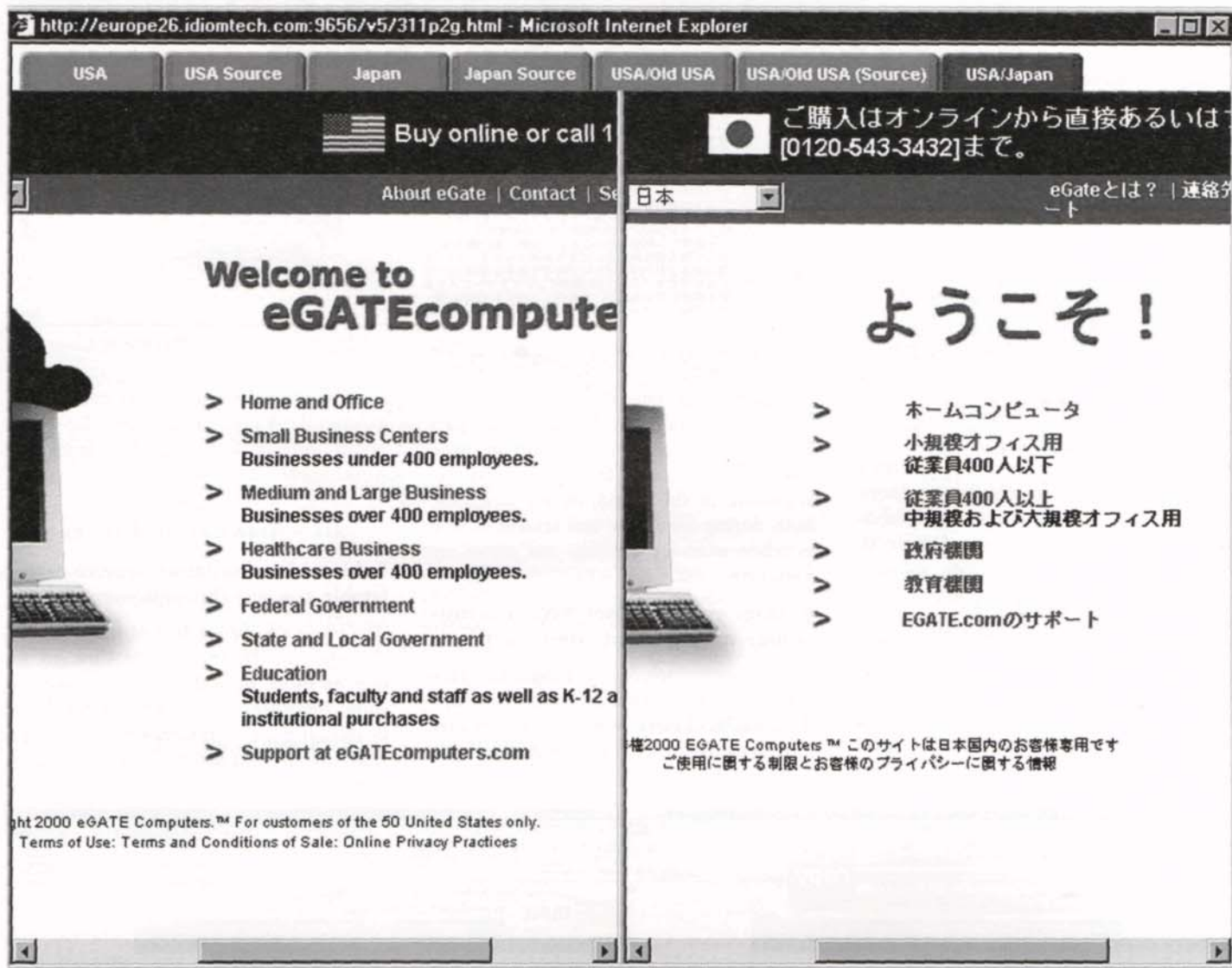


Figure 3 Dynamic Preview in Context

8. How do translators receive translatable content through your system? Does your product automate the translation/localization workflow? If yes, how. Does it support exceptions, escalation, manual override, etc. Is the workflow system centralized or decentralized, can it survive loss of a server, etc.

WorldServer automates the translation/localization process through its Business

The workflow system is centralized. WorldServer is designed to work within the existing enterprise environment, providing tools for leveraging existing Web servers, backup and recovery, and failover.

9. What level of translation job status tracking and job management is available to the client?

WorldServer's Project Management tools allow project managers to manage all aspects of the globalization process. Project

view job status and scope out and cost new jobs.

10. How does the technology support review and validation processes?

WorldServer's Preview in Context feature allows translators to preview source or target content in context or as original source format (e.g. see HTML code). Translators may highlight and see text they are translating on the original site. Translators and editors may view the original and

translated Web content in the context of a full Web page, greatly minimizing errors during translation and validation. WorldServer leverages the content management system or application server for previewing content, thus displaying the full Web page, including linked graphics, frame sets, and scripts. Translators may highlight and see text they are translating on the original site. The Preview in Context feature is invaluable for dynamic content, such as content from a database or content management system.

WorldServer's Resource Viewer presents both source and target content and previous and current versions of source content (difference viewer). WorldServer presents users with a simple representation of the differences between two pieces of content, one of which is from an original source site. When adapting text, this tool helps authors understand changes made in the source site so they can make appropriate updates. See figure 1 and 3 Dynamic Preview in Context.

11. How does the technology support translation of frequently updated (Web) content?

At the heart of WorldServer's Web globalization architecture is Business Rule Linkage (BRL), the unique technology to define rules to manage content and the relationships between content located on multiple Web sites around the world. WorldServer's patent-pending BRL enables individual country and language sites to share related Web content. BRL defines how resources, including text, graphics, and database entries, are to be related across Web sites. BRL manages those relationships and ensures that appropriate actions are automatically triggered when the resources are updated. The ability to establish content properties and links, to create and use workflows, and to update linked content all together comprise Business Rule Linkage.

Business Rule Linkage is a rules engine that utilizes the Web Content Interface that provides an open API that enables the BRL module to integrate with any architecture. Through this layer, any stored content can be accessed by WorldServer and linked to any other content. In addition to performing updates via the graphical interface, updates to any set of content for any language or location can be controlled and driven via third party systems. See figure 2 Business Rule Linkage in Action.

12. Can "translation jobs" be created? If yes, how? How are these jobs submitted to translators?

WorldServer automatically creates translation jobs when content has changed by applying previously established business rules and notifying translators by email. Translation jobs may also be manually created, and translators are directly notified by the project manager. Once translators are notified of translation jobs, translators may then access and work directly with content wherever it is stored. WorldServer eliminates the need for copying or downloading files, thus eliminating timely, costly, and error-prone file processing steps.

IV - Technical Specifications

13. Which file types and content types are supported, for example FrameMaker, HTML, RTE, RC, etc?

WorldServer works with a variety of file formats including plain text, HTML, XML, JSP, JavaScript, ASP, TCL, SGML, XHTML, RTE, Java Resource Bundle, Java Resource List, Macromedia Flash Generator, Scalable Vector Graphics, and dynamic Web pages. WorldServer also works with databases and all data in content management systems.

14. Is your product directly or indirectly compatible with any third-party systems such as content management applications? Which ones?

WorldServer integrates with content management systems such as Vignette Content Management Server, Interwoven TeamSite, BroadVision One-to-One Enterprise, Eprise Participant Server, and OpenMarket Content Server, as well as Rational ClearCase, Oracle, and Microsoft SQL Server.

15. What language types are supported: single-byte, double-byte, bidi? Is the technology Unicode compliant?

WorldServer supports all single-byte, double-byte, and bi-directional languages. WorldServer was designed from the ground up with full Unicode support in all components.

16. On what platforms does the system run; on what platform is it administered?

The WorldServer server runs on Windows NT, Windows 2000, and Sun Solaris. The WorldServer browser interface supports Windows-based Netscape and Microsoft browsers. WorldServer also includes a

stand-alone translation workbench that runs on Windows clients.

V - Implementation

17. How long are average implementation times?

During WorldServer implementation, Idiom provides the appropriate level of upfront design to ensure WorldServer integrates fully into the company's organization, processes and technology infrastructure; determines the best way to adapt all aspects of a Web site to a specific market; and prepares back-end technology to support market-dependent global e-business features. Idiom provides training and testing before transferring clients to customer support. Implementation times depend on the size of deployment and can range from 2 to 8 weeks.

18. What is the pricing model for the technology? What is the average cost?

WorldServer is sold as an enterprise license based on the number of servers and number of languages. The typical cost is \$125,000 to \$250,000.

19. What other products/services are offered in conjunction to the technology?

Idiom offers full implementation services, including training and customer support, through Idiom Professional Services; strategic planning through Idiom World-Wise™ (www.idiominc.com/worldwise), the premier online globalization resource; technical readiness assessment through the Idiom Global Readiness Assessment™; and a range of globalization services—translation, localization, and internationalization—through the Idiom Global Partner Network™.

20. Where can more information on the technology be found? Is a demo version available?

For more information, please visit www.idiominc.com, or call Idiom at +1-781-464-6000 to schedule a product demonstration.