Lingotek + Brightspot

Finally. Networked Translation Inside Brightspot

BRIGHTSPOT®

About Brightspot

The Lingotek - Inside Brightspot Connector offers out-of-the-box integration with Brightspot. Brightspot is an enterprise content management (CMS) and distribution engine built for high-volume media, brand, and portfolio publishers. Brightspot was developed by Perfect Sense, product innovation and digital consulting company created to deliver enterprise web publishing solutions and digital consulting services. Brightspot was created on a lightweight, data modeling framework to deliver the speed and agility modern content producers crave. Our low code foundation unlocks more digital power for users, getting technology out of the way of effective creative strategies.

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Use Cases

- Website Localization
- International Content Management
- Multimedia
- Print Publishing
- Localized Experience Design

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What Can Our Connector Do?

The Lingotek - Inside Brightspot Connector helps create personalized and localized experiences for customers across the globe. Connector users can continuously translate and publish dynamic, multilingual content to all of their global markets within a single, uninterrupted workflow. As a result, translations are accelerated and the localization of global content becomes faster and more streamlined.

How It Works

The connector gives enterprises the ability to translate content without ever leaving the Brightspot authoring instance/ Brightspot native environment. It allows access to Lingotek's industry-leading translation management system (TMS), so features like customizable workflows, centralized, cloud-based translation memory, and in-context review are all at your fingertips.

The connector is easy and intuitive to use. It supports three translation options: machine, community, or professional translation in 100+ languages. Users can request a translation from any page, and when the translation is complete, it is automatically merged back into Brightspot. The connector will even automatically detect changes and send any new content for translation, so your information is always accurate and up to date.

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Features & Benefits

Lingotek Translation Management System (TMS)

- Access to the powerful translation tools in our industry-leading TMS from any page.
- No copy and pasting required, saving time and minimizing human error.
- Easy access to the Lingotek TMS workbench with features like translation Workflows, centralized, cloud-based Translation Memory (TM), and Machine Translation (MT) are all at your fingertips.
- Request translation from any page with a convenient bulk select option.
- Real-time translation status of every project, at a glance, with color-coded status icons.
- Convenient search function, so there's no need to scroll to find information.
- Because translation is done inside your application, users can work in a familiar setting, no additional training is required.

Content Value Index

- Translation options: Machine, Professional, or Community.
- Customize your translation workflow to suit your content, budget, and quality needs.
- Add professional translation with several rounds of review for important content, or MT with a single professional review when translation quality is not as important.

Default Translation Settings

- Save time and overhead by creating and reusing translation profile settings.
- Fine-tune default translation settings on the directory or page level.

Easy-to-Use, Customizable Workflows

- Automate project creation and assignment with Lingotek workflows.

- Set up automatic assignments, notifications, hand-offs and more
- Set trigger emails to automatically notify reviewers when a translation is complete.
- Automate the publishing process.

Translation Memory (TM) Vaults and Glossaries

- Import your linguistic assets, including glossaries, terminologies, and TM.
- Use different TM databases for each web directory for different content types and parts of your website.
- When you create assets with Lingotek, you maintain full control of those assets.

In-Context Workbench

- Translations are automatically merged back into your application, so you can review your translated content in context.
- View translation and formatting together in real time, and in one place.

Format Retention

- All formatting is retained! No need to spend time reformatting translated items. No need to copy and paste content manually.
- Translate every element on every page: Personalization tokens, headings, images, tables, all stay intact.

Automatic Publishing

- Two publishing options: Choose to automatically publish translated content or choose to upload translations manually.
- Save time by requesting automatic publishing as soon as a translation is complete.

Lingotek | THE **TRANSLATION** NETWORK | www.lingotek.com

Frequently Asked Questions

Do I need to purchase a CAT tool?
No. The Lingotek connector comes with a built-in CAT tool, the Lingotek Workbench.

What type of content can Lingotek translate?
Lingotek can translate almost every type of file or content your business generates, such as documents, email campaigns, landing pages, websites, video, audio, social media, software, desktop publishing, PPTs, and more.

How can I track the progress of my translation projects?
With customizable workflows, convenient task assignment, and real-time monitoring, project managers using Lingotek's TMS can see the status of every translation project. This helps them stay on top of their deadlines and pace their work. Our powerful rules engine allows product managers to trigger actions throughout the project lifecycle to put translation phases on autopilot.

How many languages can Lingotek translate? Is translating content into several languages slower?
Lingotek can create on-demand translation into 250+ languages. Translation can take place in all languages at the same time, so it doesn't take any longer to request a translation into multiple languages. The number of languages may impact the project timeline, however, because there will be initial setup work to accomplish, more people to coordinate with, and more queries to respond to.

How does Lingotek choose its translators?
At Lingotek, we understand that linguistic quality and accuracy is at the core of your global content and branding. Lingotek-approved professional linguists and editors must meet specific criteria for native language ability, subject specialization, and experience. They must also conform to European quality standard, EN-15038:2006. Lingotek only uses professional linguists who meet a specific set of testing criteria.

I use the same translators for all of my translations. Is there an easy way to automate the assignments? Yes. You can create control default settings, like automatic assignments, by creating a Lingotek workflow. Simply apply the workflow whenever you have a translation project.

Can I still use my TM and leverage my existing linguistic assets with Lingotek?
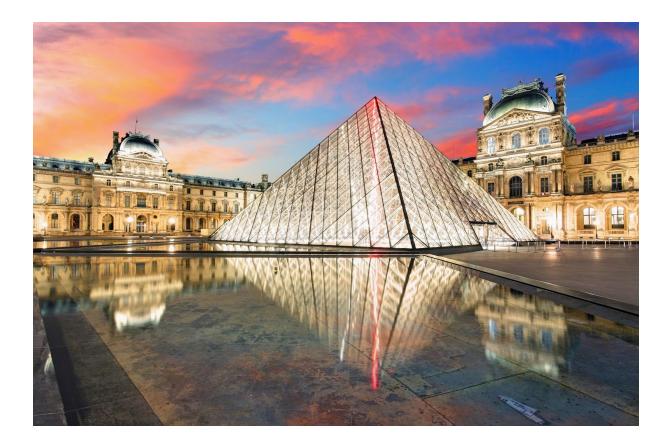Yes. You can import all of your linguistic assets, including glossaries, terminologies, and translation memory. Additionally, when you create assets with Lingotek, you maintain full control of those assets.

Can my Language Service Providers (LSPs) use Lingotek's Translation Network?
Yes. Many of our clients elect to use our technology along with their preferred LSPs. We have extensive experience with implementation and training of new or existing LSPs on our Translation Network.

Company
Lingotek | The Translation Network

Finally. Networked Translation.
Connect your company to the world.

Lingotek's Translation Network is the only cloud-based solution to connect all of your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and tech-enabled language services to continuously push dynamic multilingual content to all of your global markets.

Lingotek was founded in 2006 and was the first U.S. company to launch a fully online, cloud-based, computer-assisted translation (CAT) system and pioneered the integration of translation memories (TM) with a main-frame powered machine translation (MT).

Lingotek is privately held and backed by Signal Peak Ventures and In-Q-Tel. Signal Peak Ventures is a Salt Lake-based venture capital firm that focuses on early-stage technology investments in the Intermountain region. In-Q-Tel is a strategic, not-for-profit investment firm that works to identify, adapt, and deliver innovative technology solutions to support the mission of the U.S. Intelligence Community.

Lingotek works with some of the largest, most innovative companies in the world, in a wide variety of industries including government, technology, finance, telecom, travel, and education. Our clients include startups, small to mid-size businesses, and several Fortune 500 and Global 1000 companies.

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