



Lingotek + Magento

Finally. Networked translation inside Magento.

What is Magento?

Magento is the world’s number one commerce platform and handles over \$100 billion gross merchandise volume every year. The company has been recognized as the leading commerce platform to the 2015 Internet Retailer Top 1000, B2B 300, and Europe 500 lists.

How It Works

The Lingotek - Inside Magento extension makes it easy to automate translation of your eCommerce site, so your product information is **available to anyone, any time, in their own language**. Create your text, then choose a language--as many as you like! You can translate titles, product descriptions, SEO meta tags, and more. The extension can even **automatically** send new content for translation.

Use Cases



Content



Product Titles



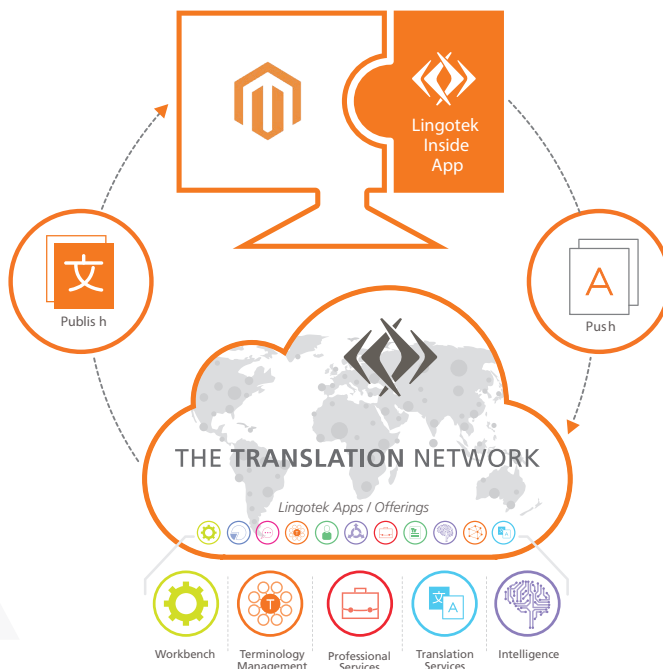
Descriptions



SEO Meta Tags

What can our extension do?

Studies show that shoppers are more willing to browse and purchase, if a site is in their own language. The Lingotek - Inside Magento extension lets you professionally translate your content into 32+ languages, at no additional cost. The extension easily automates and integrates translation inside Magento, improving your management, security, and control. The Lingotek - Inside Magento extension will help you broaden your marketing reach and improve customer experience with personalized content delivered in your customer’s native language.



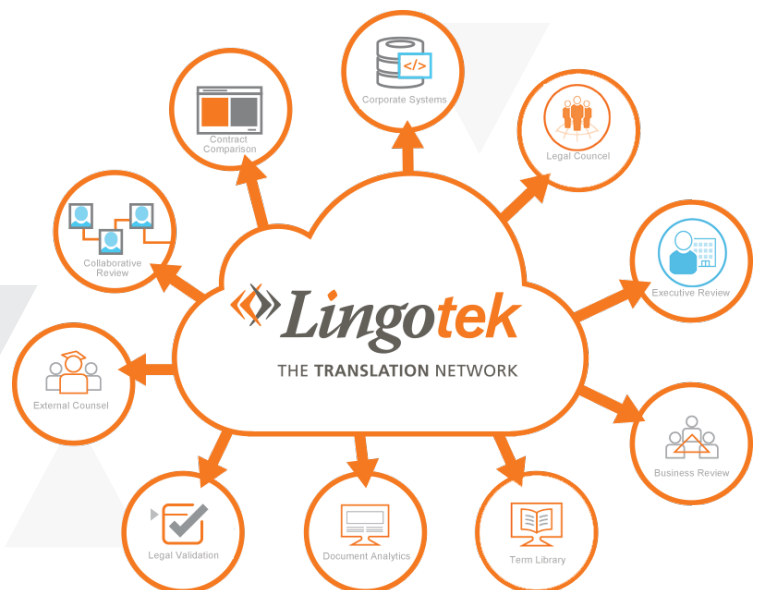
Features

- Upload and reuse existing TM.
- Manage translation from within Magento.
- Access to Lingotek's industry-leading translation management system (TMS).
- Translation options for every budget.
- Request translation from the product catalog with a single click.
- Make content multilingual in minutes.
- Real-time project status display.
- Bulk product translation management.
- Customizable, easy-to-use workflows.
- Reusable translation profiles automate translation management.
- Quick, convenient search feature.
- Protects and maintains your file formatting.



Benefits

- No need to learn a new system.
 - Request, preview, and publish translations with a Google Chrome extension.
- Access translation tools from any page.
- Easily request translations for:
 - Single words.
 - Every word on a page.
- Request translations for a single language or multiple languages.
- See translation status for every project at a glance:
 - Completed translations.
 - Translations in process.
 - Translations behind schedule.
 - Translations that have changed and need updating.
- Quickly locate the files you're looking for.
 - Search by title and eliminate endless scrolling.
- Choose the right workflow to match your budget, content type, and quality needs:
 - Professional translation.
 - Add one or several rounds of review.
 - Machine translation.
 - Machine translation with post-edit review.
- No need to reformat. Headings, images, tables, etc. all stay intact.
- Set up automatic notifications and review to put your translations on autopilot.





Frequently Asked Questions

Which components can I translate with the Lingotek connector?

The connector allows you to translate with default translation workflows, assignments, and publication settings.

Do I need to purchase a CAT tool?

No. The Lingotek plugin comes with a built-in CAT tool, the Lingotek Workbench.

Can my new or existing Language Service Providers utilize Lingotek's Translation Network?

Yes. Many of our clients elect to use our technology coupled with their preferred LSPs. We have extensive experience in implementing new and existing LSPs with our Translation Network.

I use the same five translators for all of my Korean 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 Korean translation project.

Can I leverage my existing linguistic assets within 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.

I need to translate into 34 languages. Can Lingotek handle that?

Lingotek supports translation into as many as 250 languages. Translate into as many (or as few) languages as you like.

Do I need to learn a new system to manage translations?

Lingotek integrates deeply into Magento, giving you a seamless and familiar experience.



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 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 to continuously push dynamic multilingual content to all of your global markets. **Finally. Networked translation.**

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your

content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

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

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