South African Airways:
Using OpenCms to launch a new global website in 7 languages

Daniel Rajkumar
Contents

- Important Facts & Stats
- Case Study: South African Airlines
- Click 4 Translation Module & API Integration
- Global Web Strategy
- Introducing Web-Translations
Current Web Content by Language

Last updated: June 2010

- English + Chinese constitutes 50% of all web content
- English + 9 languages above cover 82% of the world’s online population
Did you know???

- 70% of Europeans find it difficult to read English on the web
- 87% of web users search the web primarily in their first language
- Visitors are 4x more likely to buy when you present information in their language

* Source: European Interactive Advertising Association 2008
SAA – Summary

Record traffic achieved thanks to multilingual website

- Met at an exhibition in Dusseldorf
- Knew they needed to update the website – Needed Help
- Have destinations throughout Europe, Asia, Americas & Australasia
- Integrate with Open CMS via a custom module
- Localise website into 6 languages
- Now assisting with German SEO & Social Media
- SAA will expand further into other European markets
SAA – The Challenge

Helping the customer

- SAA had used various translation providers
- Few companies were able to provide a good level of service
- SAA knew they needed a partner that understands the web
- Needed a partner they could trust to advise on the content
- Needed over 1.2 million words translated into 6 languages
- Wanted a partner that can integrate with Open CMS
SAA – The Solution

Capitalise on the exposure after the World Cup

- Advise on the relevant languages for key travel destinations
- Analyse & advise on the suitability of content
- Create a custom module to interface Open CMS with translation server
- Preparation of glossaries & translation memories
- Localise web content into 6 languages
- German SEO (in progress)
- Assist with Social Media in Germany
SAA – The Results

Record traffic achieved thanks to multilingual website

- Within weeks of publication SAA experienced record levels of traffic
- Customers being able to transact in their native language has resulted in an improved conversion of visitors to customers
- “Having our best ever increase in online sales is such a positive thing for the website, and really justifies the investment in time and resources.”
- SAA will expand further into other European markets
### DIE GÜNSTIGSTEN HEUTE GEBUCHTEN PREISE

<table>
<thead>
<tr>
<th>Flugziel</th>
<th>Preis</th>
<th>Datum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt nach Cape Town</td>
<td>ab EUR 713</td>
<td>im June 2011</td>
</tr>
<tr>
<td>Frankfurt nach Durban</td>
<td>ab EUR 1,052</td>
<td>im July 2011</td>
</tr>
<tr>
<td>Frankfurt nach Johannesburg</td>
<td>ab EUR 593</td>
<td>im June 2011</td>
</tr>
<tr>
<td>Frankfurt nach Port Elizabeth</td>
<td>ab EUR 1,051</td>
<td>im August 2011</td>
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<tr>
<td>Munich nach Cape Town</td>
<td>ab EUR 703</td>
<td>im May 2011</td>
</tr>
<tr>
<td>Munich nach Johannesburg</td>
<td>ab EUR 583</td>
<td>im June 2011</td>
</tr>
</tbody>
</table>

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**ONLINE-CHECK-IN**

Ein reibungsloser Check-In ohne Schlangestehen am Flughafen.

**FLUGSTATUS ÜBERPRÜFEN**

**VERSICHERUNG**

**FLUGPLAN**

---

**Serving you the world.**

**Specials ab Frankfurt & München**

**Serving you Preisversprechen für Infos klicken**

**Rail&Fly buchen**

**Für Anleitung klicken**

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**Newsletter abonnieren**

---

**Buchen**

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**Aktionscode**

---

**Mehr als 9 Personen?**

---

**Hin- Rückflug**

**Nur Hinflug**

**Mehrere Strecken**

---

**Abflugort**

**Zielort**

---

**Klasse**

**Economy**

---

**Ich muss an den gewählten Tagen reisen**

---

**Abflugort**

**Zielort**

---

**1 Erw.**

**Kinder**

**Sauglinge**

---

**2-11 Jahre**

**0-23 Monate**

---

**Aktionscode**

---

**Buchen**

---

**Startseite | Suche | Region | Germany | Language | Deutsch | Change**

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**LEISURE**

**ONBIZ**

**VOYAGER**

**CARGO**

**TECHNICAL**

---

**Subscribe + Win**

**Hier klicken für mehr Informationen**

---

**Subscribe + Win**

**Hier klicken für mehr Informationen**
Integration with Click4Translation

Communication with the translation server is critical
Integration with Click4Translation

Content goes into the translation queue...

<table>
<thead>
<tr>
<th>Item</th>
<th>Title</th>
<th>English</th>
<th>Q</th>
<th>German</th>
<th>Q</th>
<th>French</th>
<th>Q</th>
<th>Italian</th>
<th>Q</th>
<th>Portuguese</th>
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</thead>
<tbody>
<tr>
<td>tester.html</td>
<td>SAA Subscribe</td>
<td>Source language</td>
<td></td>
<td>Requires Translation</td>
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<td>Requires Translation</td>
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<td>Requires Translation</td>
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<td>Requires Translation</td>
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<tr>
<td>~run_tmp.html</td>
<td>Source language</td>
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<td>Requires Translation</td>
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<td>AO</td>
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</tbody>
</table>
Integration with Click4Translation

Which is then received into our translation server...
Integration with Click4Translation

Which is then received into our translation server...

1. User writes new content in Open CMS & adds content to the translation Queue

2. The translation tasks are received by the Click4Translation server. Translators are notified, Login & Work

3. Proofeditors are notified, Login & work

4. Proofed translations are checked for HTML validity & QA Checked

5. Completed jobs are submitted back to Open CMS & Published
Integration with Click4Transation

Using the Module users have 4 integration options...

- Auto
  - Google Translate
  - Bing Translate
  - MOSES

- Live
  - Live Translation
  - 200 words / hour
  - No Proofediting

- Pro
  - Proofediting
  - Specialised Translators
  - Glossaries

- Variable
  - Customers choose the level of translation service with each request
Customers buy translation credit in advance

1. Client buys translation Credit
2. Each Task has a wordcount
3. Credit balance is reduced with each task
4. Client buys more credit when running low
5. Web-Translations stays in business!
True or false?

Misplaced punctuation in Russian can reverse the meaning of a sentence:

Казнить, нельзя помиловать
Казнить нельзя, помиловать

True!
Services Details

- How to localise a website
- Creating a Global eMarketing Strategy
- Testing and measuring your web strategy
How to Localise a Website...

Break your project down to into simple stages

- **Create a Microsite**
  - Do we need all the content?
  - Choose the top products

- **Professional Translation**
  - Proofedit English content to ensure a consistent style and tone
  - Use professional, native linguists familiar with industry terminology

- **Test The User Experience**
  - Adapt colours and images to build confidence
  - Encourage user interaction & feedback with simple forms

- **eMarketing**
  - Make sure you have the ability to measure performance
  - Create an eMarketing & SEO strategy
Testing and Measuring

eMarketing is mathematical, everything can be measured

Identifying the Most Profitable Language:

- After 3 months clients have an idea of which markets will perform best
- After 6 months you will have market information to confirm
  - Web traffic
  - Enquiries
  - Form submission
  - Orders
- This information is key to help decide which markets to commit to
Results

Google Analytics

Language

100.00% of Total visits

Explorer

Site Usage

Visits: 1,160,890
% of Total: 100.00% (1,160,890)

Pages/Visit: 4.11
Site Avg: 4.11 (0.00%)  
Avg. Time on Site: 00:05:40
Site Avg: 00:05:40 (0.00%)

% New Visits: 44.13%
Site Avg: 44.13% (0.00%)  
Bounce Rate: 35.77%
Site Avg: 35.77% (0.00%)

7 Apr 2011 - 7 May 2011

Viewings: Language

Secondary dimension: Select:

<table>
<thead>
<tr>
<th>Language</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>en-us</td>
<td>985,218</td>
<td>3.92</td>
<td>00:05:17</td>
<td>43.30%</td>
<td>37.44%</td>
</tr>
<tr>
<td>en-qb</td>
<td>53,779</td>
<td>4.83</td>
<td>00:06:31</td>
<td>42.92%</td>
<td>23.41%</td>
</tr>
</tbody>
</table>
Which of these is not a language?

- Telugu
- Twi
- Xhosa
- Urdu
- Dari
- Eskimo
- Dervish
What is Web Localisation?

The process of adapting something to make it appropriate to a foreign culture

- Content
- Style & Tone

- Colours
- Imagery
- Photography

- Prices
- Policies
- Procedures
Use of colour is especially important when marketing to an audience of a different culture than your own (or a global audience).

<table>
<thead>
<tr>
<th>Location</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>China: Good luck, celebration, summoning</td>
<td></td>
</tr>
<tr>
<td>India: Purity</td>
<td></td>
</tr>
<tr>
<td>South Africa: Color of mourning</td>
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<tr>
<td>Russia: Bolsheviks and Communism</td>
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<tr>
<td>Eastern: Worn by brides</td>
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</tr>
<tr>
<td>Western: Excitement, danger, love, passion, stop, Christmas (with green)</td>
<td></td>
</tr>
<tr>
<td>China: Green hats indicate a man's wife is cheating on him, exorcism</td>
<td></td>
</tr>
<tr>
<td>India: Islam</td>
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</tr>
<tr>
<td>Ireland: Symbol of the entire country</td>
<td></td>
</tr>
<tr>
<td>Western: Spring, new birth, go, Saint Patrick's Day, Christmas (with green)</td>
<td></td>
</tr>
<tr>
<td>China: Color for young boys</td>
<td></td>
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<tr>
<td>Egypt: Color of mourning</td>
<td></td>
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<tr>
<td>Japan: Courage</td>
<td></td>
</tr>
<tr>
<td>India: Merchants</td>
<td></td>
</tr>
<tr>
<td>Western: Hope, hazards, coward</td>
<td></td>
</tr>
<tr>
<td>Iran: Color of heaven and spirituality</td>
<td></td>
</tr>
<tr>
<td>Western: Depression, sadness, conservative, corporate, &quot;something blue&quot;</td>
<td></td>
</tr>
<tr>
<td>Thailand: Color of mourning (widows)</td>
<td></td>
</tr>
<tr>
<td>Western: Royalty</td>
<td></td>
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<tr>
<td>Eastern: Wealth</td>
<td></td>
</tr>
<tr>
<td>Japan: White carnation symbolizes death</td>
<td></td>
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<tr>
<td>Eastern: Funerals</td>
<td></td>
</tr>
<tr>
<td>Western: Brides, angels, good guys, hospitals, doctors, peace</td>
<td></td>
</tr>
<tr>
<td>China: Color for young boys</td>
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</tr>
<tr>
<td>China: Color for young boys</td>
<td></td>
</tr>
<tr>
<td>Korea: Trust</td>
<td></td>
</tr>
<tr>
<td>Eastern: Marriage</td>
<td></td>
</tr>
<tr>
<td>Western: Love, babies, especially female babies, Valentine's Day</td>
<td></td>
</tr>
<tr>
<td>Ireland: Religious (Protestants)</td>
<td></td>
</tr>
<tr>
<td>Western: Halloween (with black), creativity, autumn</td>
<td></td>
</tr>
</tbody>
</table>
Introduction to WT

- Award Winning Translation and Web Services
- Based in Leeds, UK
- Work with:
  - 25,000 freelance linguists & developers
  - 140 languages
  - Proficient with various Open Source applications
We solve the problem of language management...

<table>
<thead>
<tr>
<th></th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Professional Translation</td>
</tr>
<tr>
<td>2</td>
<td>Web Localisation and Usability Testing</td>
</tr>
<tr>
<td>3</td>
<td>Email Translation &amp; Live Translation</td>
</tr>
<tr>
<td>4</td>
<td>Foreign Online Market Testing</td>
</tr>
<tr>
<td>5</td>
<td>Global Brand Name Research</td>
</tr>
<tr>
<td>6</td>
<td>Language Asset Management</td>
</tr>
<tr>
<td>7</td>
<td>International eMarketing (Blogging, SEO, PPC, email)</td>
</tr>
</tbody>
</table>
Multilingual eMarketing Services

- Professional high-quality translation services
- Strong use of technology
- Full e-service provision; copyediting, localisation, testing, blogging
- Focus: eTailers, Travel & Leisure, Medical, Finance
- Strong relations with web agencies & freelancers

Auto Translation

In-house translators

Internal Staff

Direct with Freelancers

Distributors or Agents

Software Companies

Wordfast

SDL Trados

Applied Language

Babel

LionBridge

Lingo 24

WPP

Saachi & Saachi

Latitude

Jump Higher

Stickyeyes

Web Optimiser

Marketing Agencies

Market positioning on the value curve
Award Winning Team
Unique Strengths

- Excellent project management
- Global eMarketing skills
- Experience and Internet knowledge
- Integration with web applications
- Good reputation
- Strong management
Summary

Make the most of your global potential

- Excited about new functionality in OpenCMS 8
- Web-Translations have a free to use module
- Excellent localisation experience
Any Questions?
@danrajkumar
linkedin.com/in/danielrajkumar
http://dan.ie/
www.web-translations.com
Technologies

- Language Asset Management
- Email Translation
- Live Translation
Language Asset Management

- **LAM provides the editor**
  - 24/7 portal to submit content for translation
  - Workflow automation

- **LAM provides you with**
  - E-procurement resource to see who buys what
  - Secure file transfer and SOAP integration

- **LAM reduces admin**
  - Billing is simplified
Your Language Asset

- **Maintaining a translation memory**
  - Will bring significant cost and time savings

- **Leverage previous translations**
  - Improve consistency

- **Terminology management**
  - Translators will use terminology tools to create bilingual glossaries
Demonstrate Language Asset Management System

- eProcurement
- API Documentation
- Translation Memory
- Translation Credit
- Grouping of users
- Reporting
Other Technologies

- **Live Translation**
  - Ideal for short text needing a quick turnaround

- **Email Translation**
  - Designed to create a global email support desk
  - Very useful for helping companies enter into new and emerging markets