

Multilingual website?

Automate your translation process



Remove the barriers of multilingual web communication

Many organizations operating internationally are reluctant to localize their web site content because of cost and time constraints. However they are aware that, just as with print marketing, e-marketing also needs to use the business language of local markets in order to be successful.

The Automated Web Translation Workflow (AWTW) is an innovative professional solution that fills the gap between web content management systems (WCMS) and computer assisted translation (CAT) tools. This user-friendly technology allows you to manage the translation of part or all of your web content with a few mouse clicks, while allowing your human translators to continue working in their usual work environment.

A limited investment generating a huge return on investment (ROI)

- *Think global, act local:* you can now localize your web communication easily
- *Budget-friendly:* you no longer need IT specialists to publish translated web pages
- *Shorter time-to-publish:* important news is posted much faster in the languages of your markets
- *SEO-friendly:* localized content automatically gives you better Google, MSN and Yahoo rankings

- *Best practices:* to have translations approved, you just apply the same validation workflow as for new content and keep applying your best practices
- *Complete:* meta-data, page and window titles and menu buttons are included automatically in the translation process

5 mouse-clicks to manage the translation of your website

- *Click 1:* export part or all of your website into XML format
- *Click 2:* send the exported XML file to your translator who imports it into his preferred CAT tool to do the translation job
- *Click 3:* import the XML files received from your translator
- *Click 4:* validate the translated content in the web layout
- *Click 5:* post the language versions online where they are immediately fully operational

What you need to use AWTW

- Your web-site needs to be run by a WCMS (such as Hot Banana, Drupal, etc.)
- Your translators need to use XML-compatible CAT tools, such as Trados, DéjàVu, WordFast, SDLX, etc.



Your company can now easily become a multilingual web publisher

Updating your web communication in several languages is now within easy reach

Connexion offers you a full range of services, available together or 'à la carte':

- Design, re-design or migration of your website to a content management system
- Graphical and textual content creation in different languages
- Translation of web content by native speakers
- Management of web content localization using the AWTW technology

Connexion can also provide extra services, including

- Website optimization
- Web content structuring (taxonomy)
- Web analytics
- Search engine optimization
- Advertising
- Website marketing
- PDF generation of web content in seamless printable format
- Conversion of a dynamic WCMS-driven website to a flat html website on USB-driver, DVD or CD-ROM
- Picture acquisition and optimization
- Flash animations, digital video, etc.
- Web 2.0 feature activation (forum, blog, wiki, RSS feeds, e-surveys, etc.)
- eCommerce implementation

What you can expect from Connexion

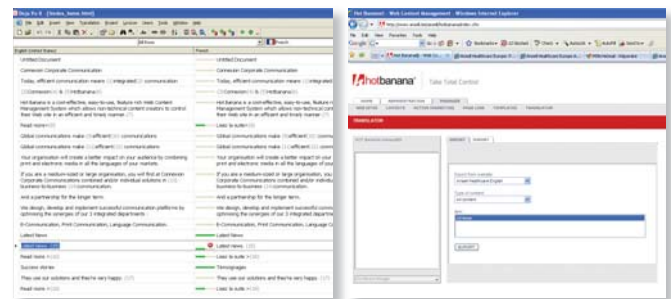
Connexion delivers highly skilled, experienced service and professional assistance to develop and produce your sales and marketing tools in all the languages of your business:

- Websites
- Web, e-business and e-commerce applications
- Magazines and newsletters (print, i-PDF, html)
- Mailings
- Brochures, leaflets and flyers
- Invitations
- PowerPoint presentations
- CD-ROMs
- Annual reports

Successful multilingual websites

Many B2B companies have entrusted the management of multilingual web content to Connexion, including:

- Ansell Healthcare Europe (protective gloves)
- Cognos (business intelligence solutions)
- Ingersoll Rand (industrial machinery)
- ISTC (travel)
- KnieCentrum (orthopedic surgery)
- Lifestyles (condoms)
- Mates (condoms)
- Novell (ICT)
- Tein Telecom (telecom and video solutions)
- Toyo Pumps Europe (pump and lubrication solutions)
- WMH (optical equipment)



You take total control of your website translation process

Ask for a presentation and see for yourself

Convince yourself of the efficiency of Connexion's B2B cost-cutting communication solutions. Visit www.connexion.eu and ask Stany van Gelder for a presentation (telephone +32 (0)2 421 71 40 or e-mail info@connexion.eu).

Our mission

At Connexion Corporate Communications we improve the power and quality of our customers' multilingual communication cost-efficiently, and contribute significantly to their success by:

- advising, designing, developing and implementing technologically advanced business-to-business communication solutions
- working with a content-driven focus in close partnership with our customers
- aiming for the most effective solution across electronic and printed media
- adding the multilingual dimension to all our services