# Translation management

**Tridion®**

## We are the established leader in translation and localization

Tridion Sites brings the richness of our translation heritage directly into the web content management authoring environment by letting you directly submit, track and store all of your translated content centrally from one platform.

With Tridion Sites, once content is approved, it's automatically sent to the right place in the content management system – no copy/paste actions are required.

### Tridion Sites translation and localization features

### Translations at the click of a button

Direct integration with our translation management solutions means that translation support is built-in. Translation jobs can include one or more items so you can bundle content into projects and allocate them to the right cost center.

### Translation workflows

Tridion Sites lets you configure translation workflows – including editing and reviewing processes before translated content is approved and published. This level of automation reduces the time and effort typically spent sending translations back and forth via email, pasting from one system into another, and managing through spreadsheets.

### Componentized translations

Because Tridion Sites uses componentized content, there is no need to submit entire pages into the translation process. Just send the item that needs to be translated.

Are there updates to source content? You can send the item through translation and only the changed text will be translated – saving time and money.

### Translations for a global audience

For any global organization, translations are a given. But the process of translating content usually takes place on a different platform than the one you create and manage content on.

Spreadsheet management, copy/paste and email inefficiency make this process expensive and error-prone – slowing down your time to market for global content.
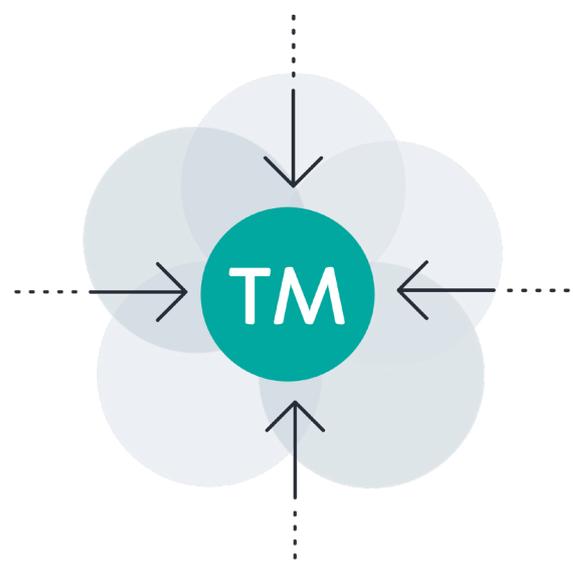
## Translation management

### Translation memory

RWS's language technology uses translation memory. This means that you don't have to retranslate text that you have already translated. This feature significantly reduces translation costs and speeds up the translation process.

### Automated translation reuse

Content in Tridion Sites is stored in a content hierarchy. This means that you can translate content at parent level (a content item higher in the hierarchy) and the translated content will automatically be available to its dependent (child) items.

As a result, any translations can be reused across multiple channels, such as websites and mobile apps, but also for different sites and channels that share languages. For example, a French translation may be reused in Canada, Belgium, Luxembourg, etc.

### Localization

In some cases, there are language dialect variations, even where the same language is spoken. In this case, Tridion Sites users still benefit from translation memory – while some languages may have adaptations to suit the dialect, any shared translations are only translated once.

In addition, you might want to create content for a specific market. In this case, you can create local content and use and combine it with translated content to give your customers an even more relevant local experience.

### More than just text

In addition to translating website and digital channel content, Tridion Sites lets you translate text associated with multimedia content, metadata, taxonomies, categories and keywords, pages, and even structural items in the content management system.

This means that any items used online are updated to reflect local search patterns and terms. It also means that local marketers will be able to navigate the content management system and easily identify items in their own language.

**Benefits**

- Cheaper translations with RWS's industry-leading translation solutions

- Optimized SEO with localized search strategies

- Faster processes through translation workflow and review

- Translation reuse and cost reduction through translation memory

- Machine translation options for dynamic content

- Local expertise with access to RWS's experienced in-house, in-country translators
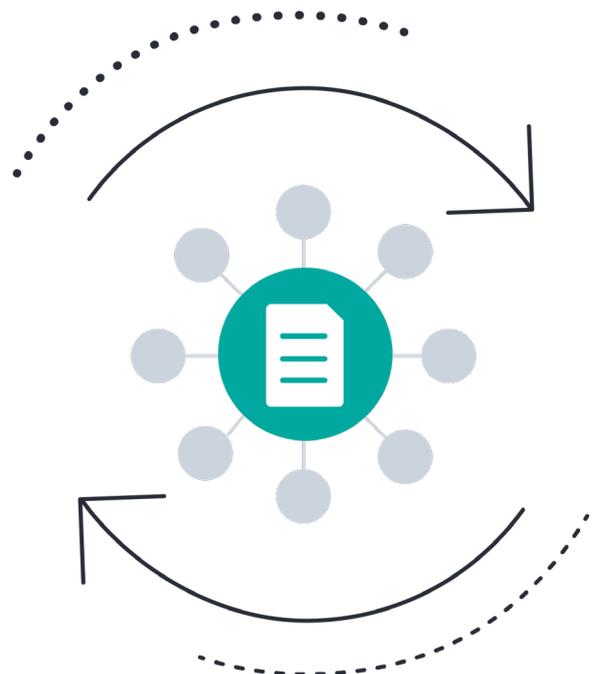
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