



On-Demand Automated Website Translation

Benefits of on-demand translation:

FLEXIBLE

Supports myriad CMS including WordPress, Joomla, Drupal, Sitefinity, Kentico & EpiServer

SIMPLE

Straightforward implementation supported by the PUSH development team

STREAMLINED

Keeps multilingual websites up to date with minimal management

MANAGE UPDATES

Only new content identified and translated

QUICK

Newly-added product descriptions benefit from fast translation

COST-EFFECTIVE

Benefit from cost leveraging through repurposed translated content

HIGH QUALITY

Translation quality and management to BS EN 15038 standard levels

AUTOMATED

Send new blogs for immediate translation as soon as they are uploaded

ENGAGED CUSTOMERS

Provide enhanced levels of customer service with instant translation of inbound queries and outbound responses.

Website translation technology

As part of our forward-looking approach to client services, PUSH International continually seeks to improve to both customer experience and the efficiencies of the client/vendor relationship. We believe technology is the key to reducing time-intensive and repetitive tasks and frees up our team to really work on understanding what our customers are looking to achieve.

To further simplify client/agency interaction, PUSH first implemented its bespoke automated translation workflow system back in 2008. This system connected a client's website CMS directly to a professional Translation Management System creating a seamless translation workflow.

Today, PUSH work with leading specialist developers delivering SaaS and server-based solutions to specifically allow clients to easily integrate our translation service into their website CMS, enabling complex websites; whether small or large, to benefit from workflow automation.

How does an API work?

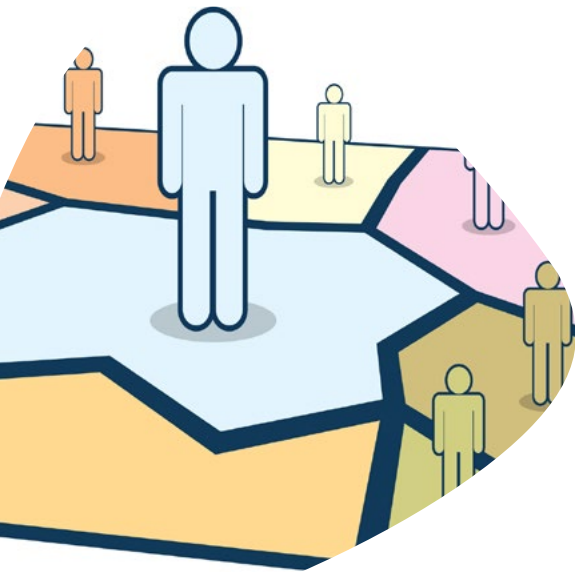
An API (Application Programming Interface) creates a direct link from your CMS to our Translation Management System (TMS). It creates an easy, efficient way of managing and translating your website content.

The process significantly reduces management workload so our clients can focus on content creation knowing that the translation process is automatically taking place in the background; and that what is being translated is exactly what needs to be translated, and no more or less.



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Getting started is easy

The first step is to install a plugin (API) into the target CMS. This enables the content manager to select all, or define extracts of, the content that requires translation into one or more target languages and to set rules for ongoing extracts. Our developers can assist with implementation, guiding you through the set-up to get you started quickly.

The plugin connects with the PUSH TMS (Translation Management System) which receives the new content and alerts our project managers that a new translation task has been activated. Once the translation has been completed it is returned automatically via our TMS to the client API ensuring translated content is re-inserted into the right place for each language version.

The PUSH team will work with you to decide on the best translation process for your business, explain the concept of Machine Translation (MT) and integrate it if needed. We will create rules for budgeting and agree service levels. Your workflow can be set to deliver translations flagged for approval, or the content can be published automatically.

You always remain in control and any aspect of the service can be reviewed at any time as part of an ongoing quality improvement programme.

Find out more

A detailed graphic outlining a typical process can be found on the following page. The graphic illustrates the simplicity of the process and the some of the types of CMS the PUSH API can support. The plugin will work with the majority of commercially-available and bespoke CMS.

For more information, speak to our team by calling us on +44.(0)118.984.1931 or email any questions you have to sales@push-international.com.

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The translation process using automated API



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Say hello to the world

PUSH International masterfully recreates the content of your single-language material and delivers meaningful international communications tools, whilst protecting the integrity of your brand.

Our services support business looking to expand global visibility through traditional or new media routes to market; translation, transcreation, original copywriting, online marketing, technical illustration, artwork, video production, interpreting or event management. Contact us for more information.

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