



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

Daniel Rajkumar

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Important Facts & Stats

Case Study: South African Airlines

Click 4 Translation Module & API Integration

Global Web Strategy

Introducing Web-Translations



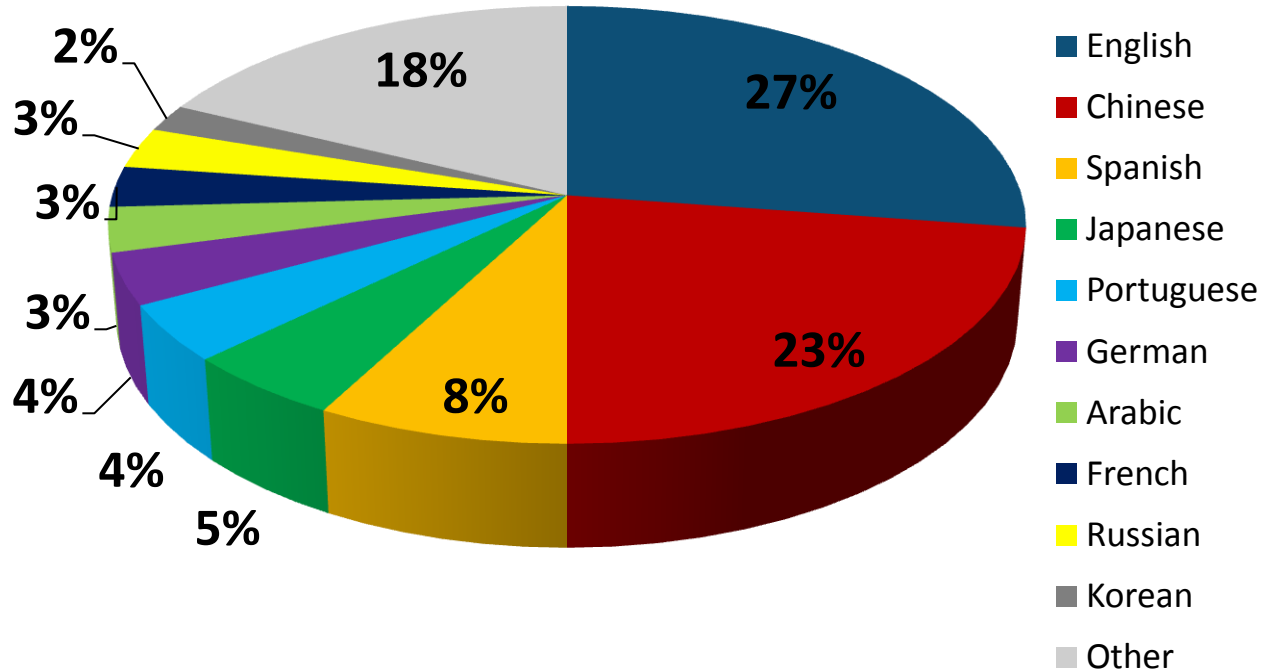
SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

# 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



## 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



## 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



## 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



## 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



Flüge **Mietwagen** Unterbringung

Hin-/ Rückflug  Nur Hinflug  
 Mehrere Strecken

Abflugort  09  May 11

Zielort  16  May 11

1 Erw.  Kinder  Säuglinge   
2-11 Jahre 0-23 Monate

Klasse **Economy**

Ich muss an den gewählten Tagen reisen

Mehr als 9 Personen?

Aktionscode

**BUCHEN**

DIE GÜNSTIGSTEN HEUTE GEBUCHTEN PREISE

Frankfurt nach Cape Town	ab EUR 713
im June 2011	
Frankfurt nach Durban	ab EUR 1,052
im July 2011	
Frankfurt nach Johannesburg	ab EUR 593
im June 2011	
Frankfurt nach Port Elizabeth	ab EUR 1,051
im August 2011	
Munich nach Cape Town	ab EUR 703
im May 2011	
Munich nach Johannesburg	ab EUR 583
im June 2011	

NEWSLETTER ABONNIEREN

ONLINE-CHECK-IN



Ein reibungsloser Check-In ohne Schlangestehen am Flughafen.

**CHECK-IN**

FLUGSTATUS ÜBERPRÜFEN

VERSICHERUNG

FLUGPLAN

Serving you **Specials**  
the world. ab  
**Frankfurt & München**  
Subscribe + Win  
Hier klicken für mehr Informationen

Serving you  
**Preisversprechen**  
für Infos klicken  
Subscribe + Win

**Rail&Fly buchen**  
Für Anleitung klicken

**Specials**  
ab  
**Rail&Fly buchen**  
Für Infos klicken  
Hier klicken für mehr Informationen

# Integration with Click4Translation



## Communication with the translation server is critical

OpenCms Workplace of Benjamin Schubert (bschubert) - Windows Internet Explorer  
https://www.flysaa.com/Journeys/cms/system/workplace/views/workplace.jsp  
South African Airways (Pty) Ltd [ZA]

Project Offline Publish Queue Site / View Administration Reload Preferences Help Exit OpenCms

### Administration View

**Administration**

- Workflow2
- BP Tools
- Project Overview
- Publish Queue
- Database Management
- Module Management
- File History
- Link Validation
- Gallery Overview
- Search Management
- Scheduled Jobs
- Cache Administration
- Content Tools
- Workplace Tools
- Reload Properties

**Localisation**

- Click4Translation

User Benjamin Schubert (bschubert) logged in at 5/9/11 1:22 AM from 82.109.204.219

# Integration with Click4Translation



## Content goes into the translation queue...

OpenCms Workplace of Benjamin Schubert (bschubert) - Windows Internet Explorer

https://www.flysaa.com/Journeys/cms/system/workplace/views/workplace.jsp

Project Offline Publish Queue Site / View Administration Reload Preferences Help

Administration View > Click4Translation

### Click4Translation

Translation Queue

Estimated upload size: 0.0000Mb.

D	Path	Translation	Publish Point
There are no items in the translation queue. Queue some items using the Translation Explorer below.			

Translation Explorer

Current Site (Offline Project) > sites > default

Item	Title	English	Q	German	Q	French	Q	Italian	Q	Portuguese
<input checked="" type="checkbox"/> tester.html	SAA Subscribe	Source language		Requires Translation	+	Requires Translation	+	Requires Translation	+	Requires Translation
<input checked="" type="checkbox"/> ~arun_temp.html		Source language		Requires Translation	+	Requires Translation	+	Requires Translation	+	Requires Translation
AE			+		+		+		+	
AO	AO		+		+		+		+	
AR	AO		+		+		+		+	
AT	AO		+		+		+		+	
AU	AO		+		+		+		+	
BE	AO		+		+		+		+	
BG	AO		+		+		+		+	
BH	AO		+		+		+		+	
BR	AO		+		+		+		+	
BW	AO		+		+		+		+	



# Integration with Click4Translation



## Which is then received into our translation server...

The screenshot shows the Click4Translation web application interface. The browser is Firefox, and the URL is <http://www.myc4t.com/ObjectPathHandler.aspx/TranslationProject?page=3&pageSize=5&sort=DateCreated&sortOrder=Descending&search>. The page title is "Click4Translation". The user is logged in as "Matt Dockerty".

The main content area displays a table of Translation Projects. The table has columns for Status, Description, Customer, and Company. The projects listed are:

Status	Description	Customer	Company
Status Unknown	<a href="#">bodyHtml(470)</a> , <a href="#">subject(470)</a> , Arabic into English (United Kingdom)	bstaging	Bamboo Cricket Inc
Status Unknown	<a href="#">bodyHtml(469)</a> , <a href="#">subject(469)</a> , Arabic into English (United Kingdom)	bstaging	Bamboo Cricket Inc
0% Complete	<a href="#">ManageReservation_AtMyDestination.html</a> , English (International) into German	bschubert	South African Airways
0% Complete	<a href="#">ManageReservation_AfterMyFlight.html</a> , English (International) into German	bschubert	South African Airways
Discontinued at Quote Screen	<a href="http://www.mysexercise.co.uk/sexercise-ball.html">http://www.mysexercise.co.uk/sexercise-ball.html</a> , English (International) into German	None	None

Navigation links include "Back Page 3 of 3" and "Add New". The left sidebar contains various menu items such as "Essentials", "Customer News", "Reports", "Translation Projects", "Web Monitor", "Translation Tools", "Alignment Projects", "Client Terminology", "Daily Admin", "Companies", "News", "Resellers", "Users", "System Maintenance", "Countries", "Languages", "PAYG pricing", "Pricing matrix", and "Pricing modifiers".





## Which is then received into our translation server...

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

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

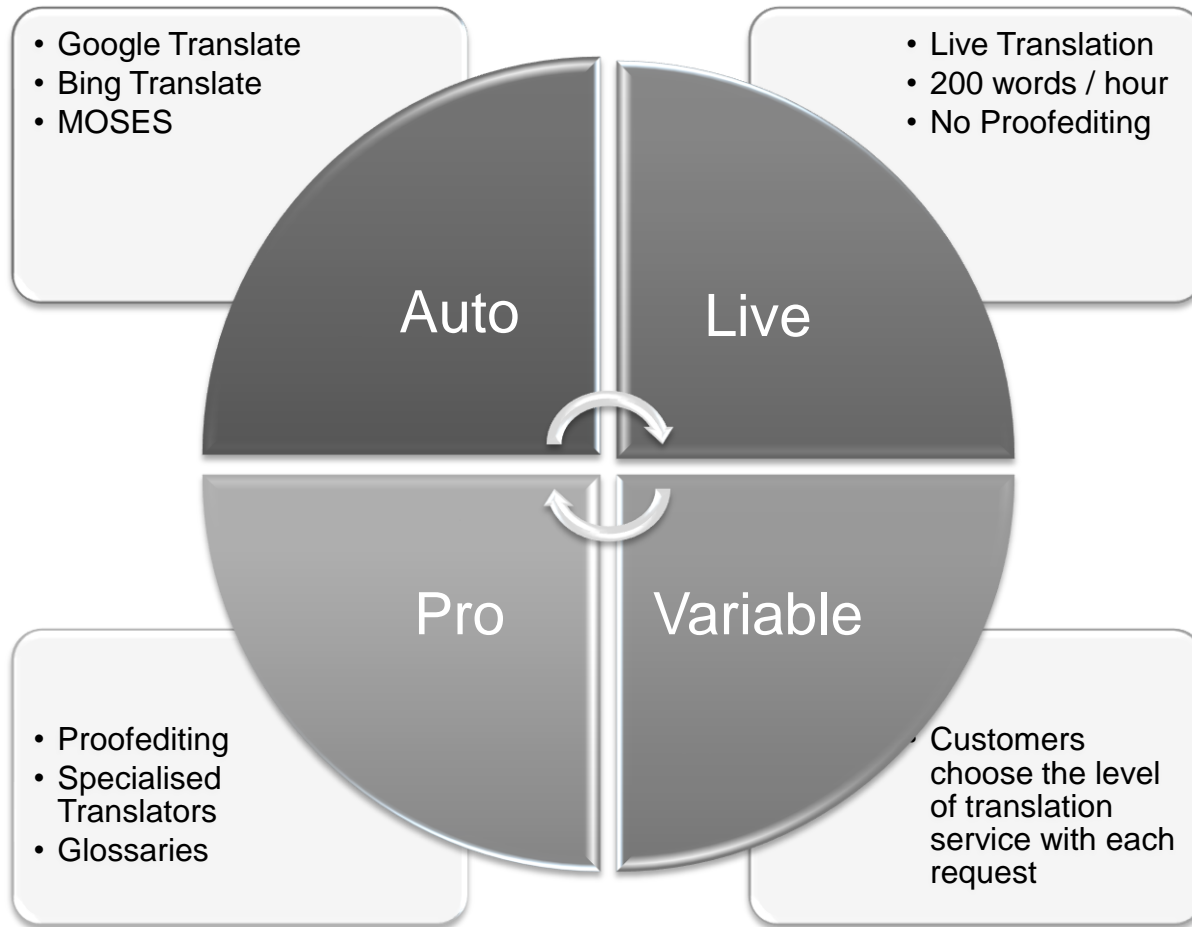
Proofeditors are notified, Login & work

Proofed translations are checked for HTML validity & QA Checked

Completed jobs are submitted back to Open CMS & Published

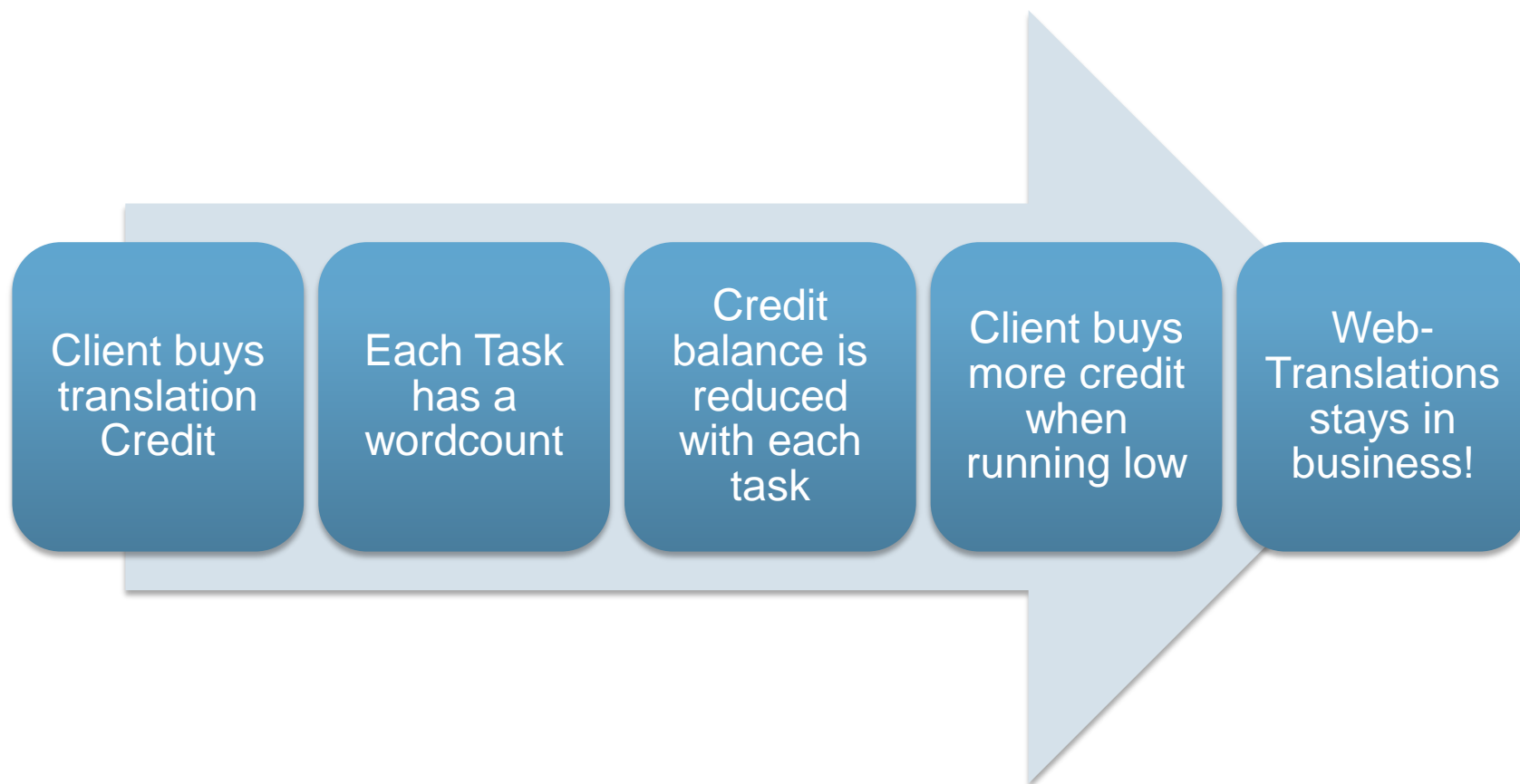


## Using the Module users have 4 integration options...





## Customers buy translation credit in advance





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

**Казнить, нельзя помиловать**  
**Казнить нельзя, помиловать**

**True!**



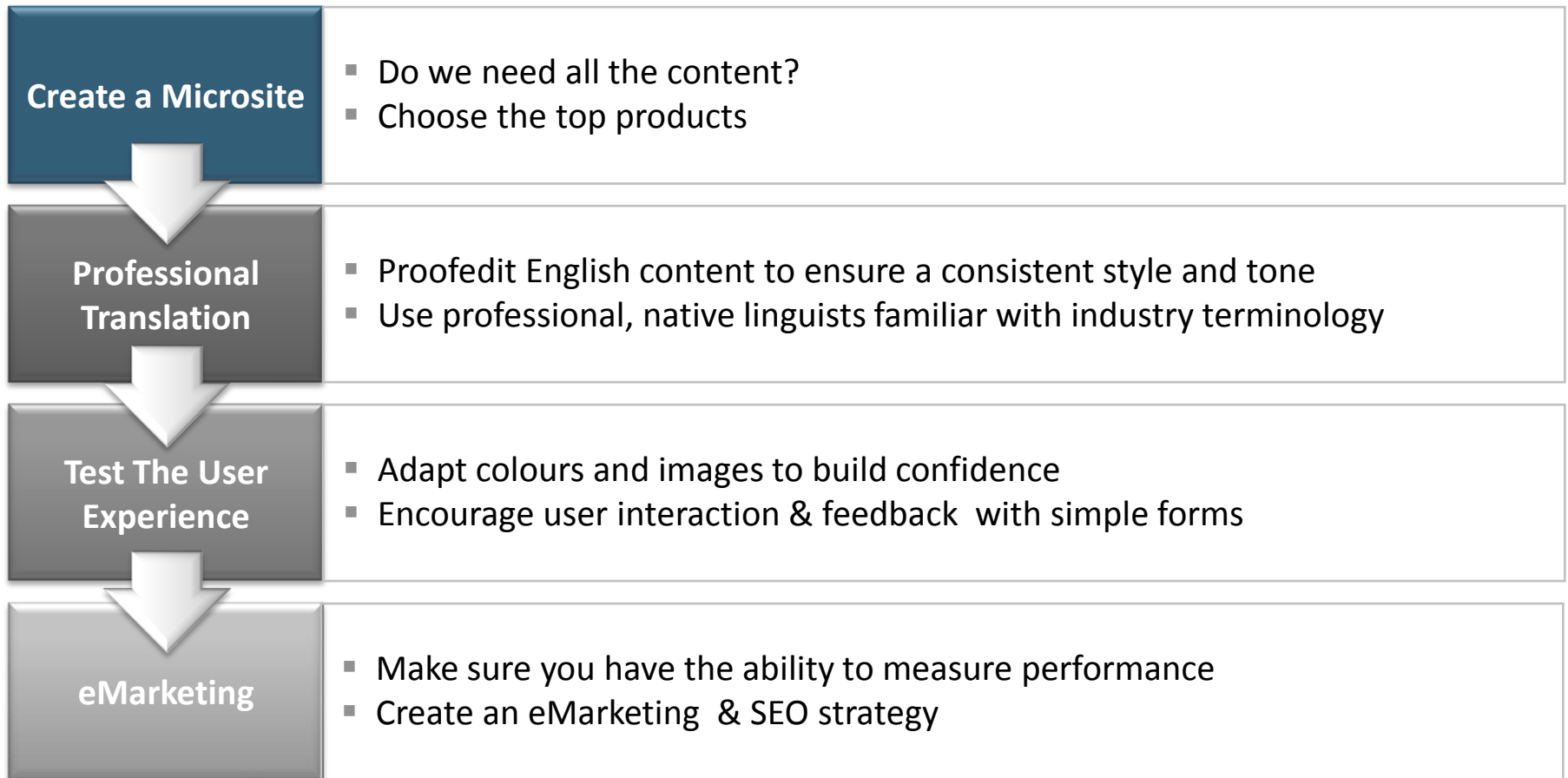


- **How to localise a website**
- **Creating a Global eMarketing Strategy**
- **Testing and measuring your web strategy**

# How to Localise a Website...

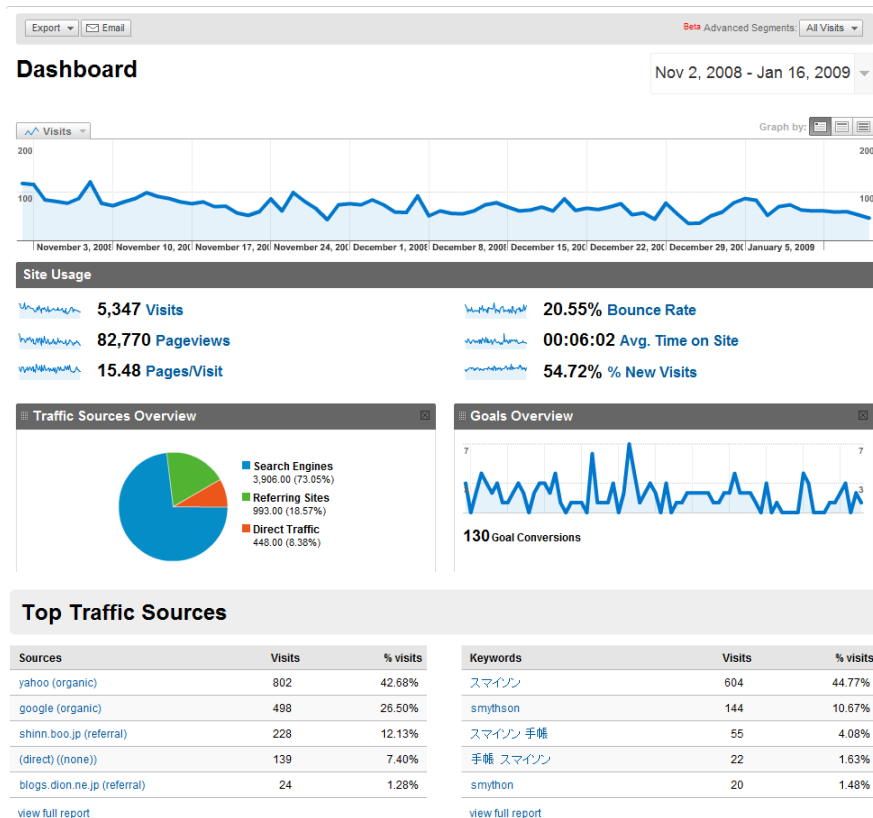


Break your project down to into simple stages





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



REPORTS INTELLIGENCE

- Visitors
  - Overview
  - Demographics
    - Location
    - Language**
    - Custom Variables
    - User-Defined
  - Behaviour
  - Technology
- Traffic Sources
- Content
- Conversions
  - Goals
  - E-commerce

[Help](#)  
[The Language Report](#)  
[Viewing Metrics](#)  
[Help Centre](#)

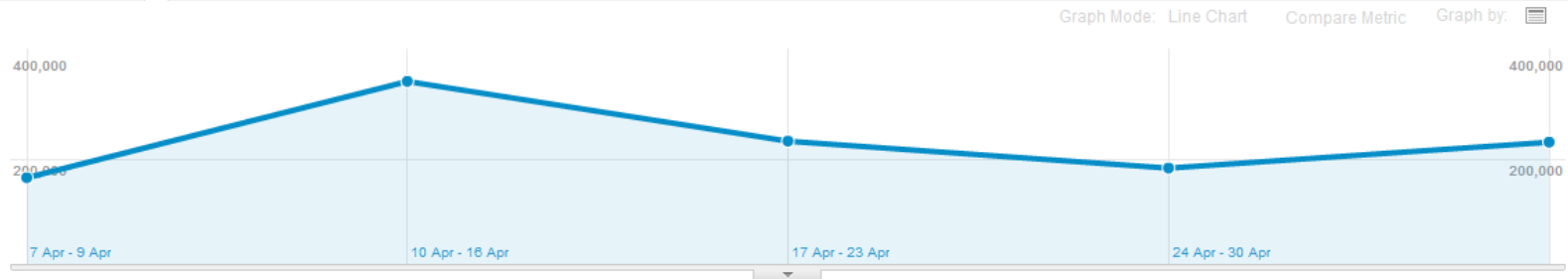
ADVANCED SEGMENTS EXPORT

## Language 7 Apr 2011 - 7 May 2011

100.00% of Total visits

### Explorer

Site Usage	Goal Set 1	E-commerce
<b>Visits</b> <b>1,160,890</b> % of Total: 100.00% (1,160,890)	<b>Pages/Visit</b> <b>4.11</b> Site Avg: 4.11 (0.00%)	<b>Avg. Time on Site</b> <b>00:05:40</b> Site Avg: 00:05:40 (0.00%)
		<b>% New Visits</b> <b>44.13%</b> Site Avg: 44.13% (0.00%)
		<b>Bounce Rate</b> <b>35.77%</b> Site Avg: 35.77% (0.00%)



Viewing: Language

Secondary dimension:  Search View: [Grid Icon] 1 - 25 of 117

Language	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. en-us	985,218	3.92	00:05:17	43.60%	37.44%
2. en-gb	53,779	4.83	00:06:31	42.82%	23.41%



# Which of these is not a language?



Telugu

Twi

Dari

Xhosa

Eskimo

Urdu

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

# Colour Symbolism



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

	<p><b>China:</b> Good luck, celebration, summoning <b>India:</b> Purity <b>South Africa:</b> Color of mourning <b>Russia:</b> Bolsheviks and Communism <b>Eastern:</b> Worn by brides <b>Western:</b> Excitement, danger, love, passion, stop, Christmas (with green)</p>
	<p><b>China:</b> Green hats indicate a man's wife is cheating on him, exorcism <b>India:</b> Islam <b>Ireland:</b> Symbol of the entire country <b>Western:</b> Spring, new birth, go, Saint Patrick's Day, Christmas (with red)</p>
	<p><b>China:</b> Nourishing <b>Egypt:</b> Color of mourning <b>Japan:</b> Courage <b>India:</b> Merchants <b>Western:</b> Hope, hazards, coward</p>
	<p><b>Iran:</b> Color of heaven and spirituality <b>Western:</b> Depression, sadness, conservative, corporate, "something blue"</p>

	<p><b>Thailand:</b> Color of mourning (widows) <b>Western:</b> Royalty <b>Eastern:</b> Wealth</p>
	<p><b>Japan:</b> White carnation symbolizes death <b>Eastern:</b> Funerals <b>Western:</b> Brides, angels, good guys, hospitals, doctors, peace</p>
	<p><b>China:</b> Color for young boys <b>Western:</b> Funerals, death, Halloween (with orange), bad guys, rebellion <b>Eastern:</b> Career, evil, knowledge, mourning, penance</p>
	<p><b>Korea:</b> Trust <b>Eastern:</b> Marriage <b>Western:</b> Love, babies, especially female babies, Valentine's Day</p>
	<p><b>Ireland:</b> Religious (Protestants) <b>Western:</b> Halloween (with black), creativity, autumn</p>



- **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...

- 1 Professional Translation
- 2 Web Localisation and Usability Testing
- 3 Email Translation & Live Translation
- 4 Foreign Online Market Testing
- 5 Global Brand Name Research
- 6 Language Asset Management
- 7 International eMarketing (Blogging, SEO, PPC, email)

# Portfolio



ASPINAL  
of  
LONDON

**DURACELL**



EUROPEAN  
LUNG FOUNDATION



European Respiratory  
Society



**WORLD HEART  
FEDERATION**



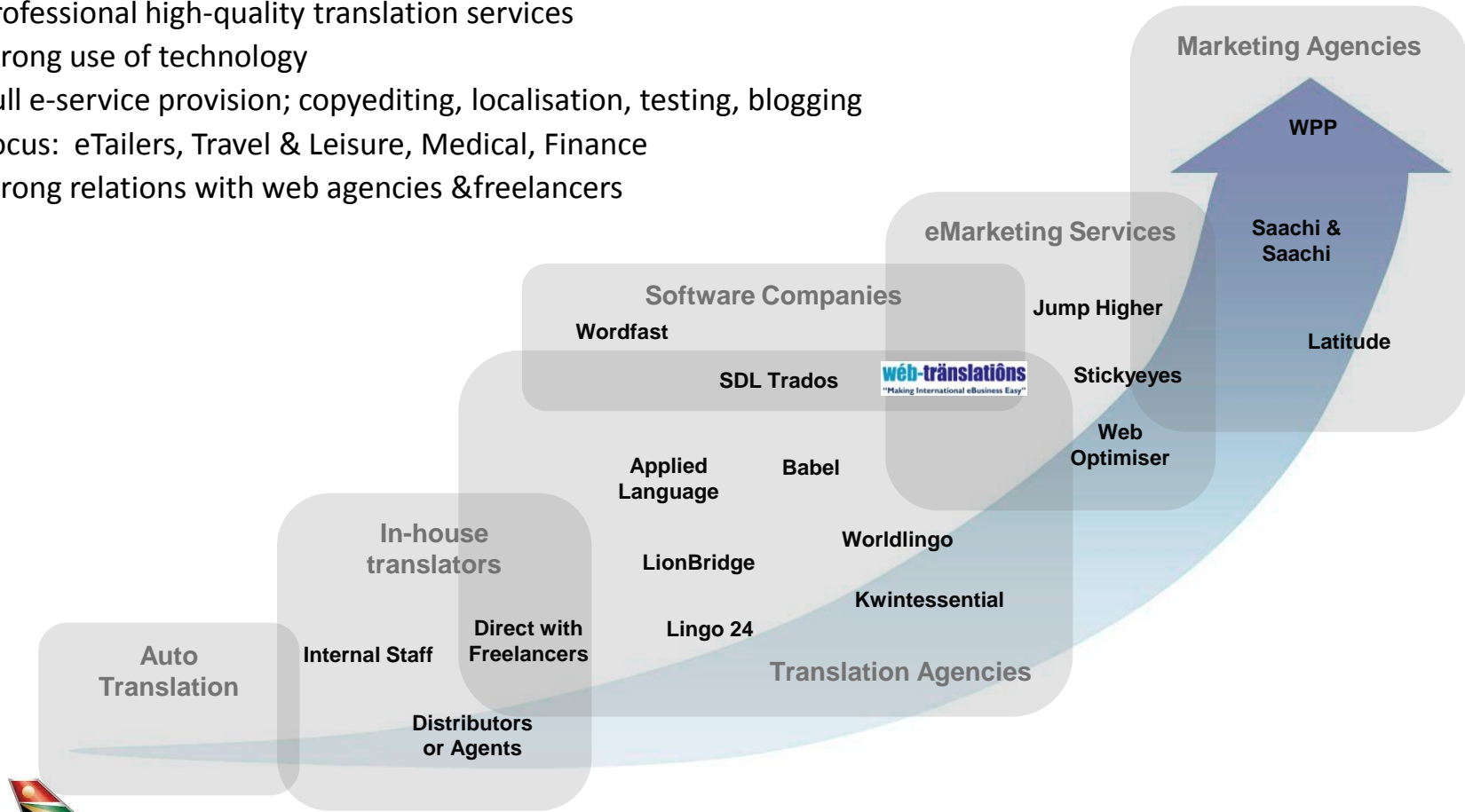
**ASHRIDGE**

# Market positioning on the value curve



## 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



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

**wéb-trànslatiôns**  
"Making International eBusiness Easy"

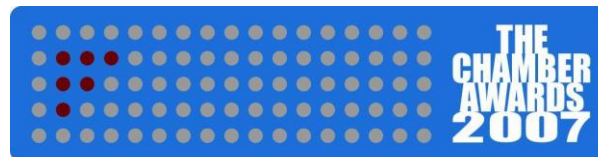
# Award Winning Team



NATIONAL LANGUAGES FOR EXPORT AWARDS 2003  
REGIONAL WINNER



Regional Finalist



# 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?

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<http://dan.ie/>

[www.web-translations.com](http://www.web-translations.com)







## ■ Technologies

- Language Asset Management
- Email Translation
- Live Translation



- **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



- **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





## ■ 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