



# Managing Content Globally: What Works, What Doesn't

April 10, 2007

Lisa Forum USA

# Discussion Topics

- **Introductions**
- General Concepts
- Struggles with Legacy Challenges
- Building a Global Content Platform
- In Depth Look
- Success Stories
- A Look Back (and forward)

# Participants



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Globalization Program Manager

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Engineering Lead



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Senior Analyst

# Sun Microsystems Background

- Sun Microsystems
  - > Everyone and everything participating on the network
  - > Provider of products and services for network computing
  - > Sun has an expansive Web presence with 100+ external Web sites and gigs of content
    - Consumer sites
    - Developer sites
    - Country Web sites
    - Vertical Portals
    - Product catalogs



## Sun on the Web

- sun.com
- fi.sun.com
- java.com
- developers.sun.com
- java.sun.com
- network.com
- sunconnection.sun.com
- fr.sun.com
- id.sun.com
- blogs.sun.com
- sunsolve.sun.com
- forums.sun.com
- storagetek.com
- sdic.sun.com

# Discussion Topics

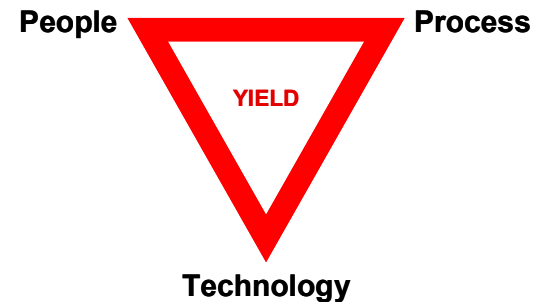
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# Globalization Business Drivers

- Global and product brand management; competitive positioning
- Decrease time-to-market for simultaneous global product shipments
- Increase revenues
  - > Established geographical markets
  - > Emerging geographical markets
- Reduce costs

# Universal Challenge: Deliver a Global Customer Experience

- **Eliminate!**
  - > Brand inconsistency
  - > Content mismanagement
  - > Disparate business processes
- **Increase!**
  - > Alignment of authoring, translation, and delivery
  - > Volume of targeted, contextual content
  - > Process-owner decision-making
- **Enable!**
  - > Content consistency and quality
  - > Corporate ownership of brand resources
  - > Simultaneous global product shipments



# To Succeed Globally

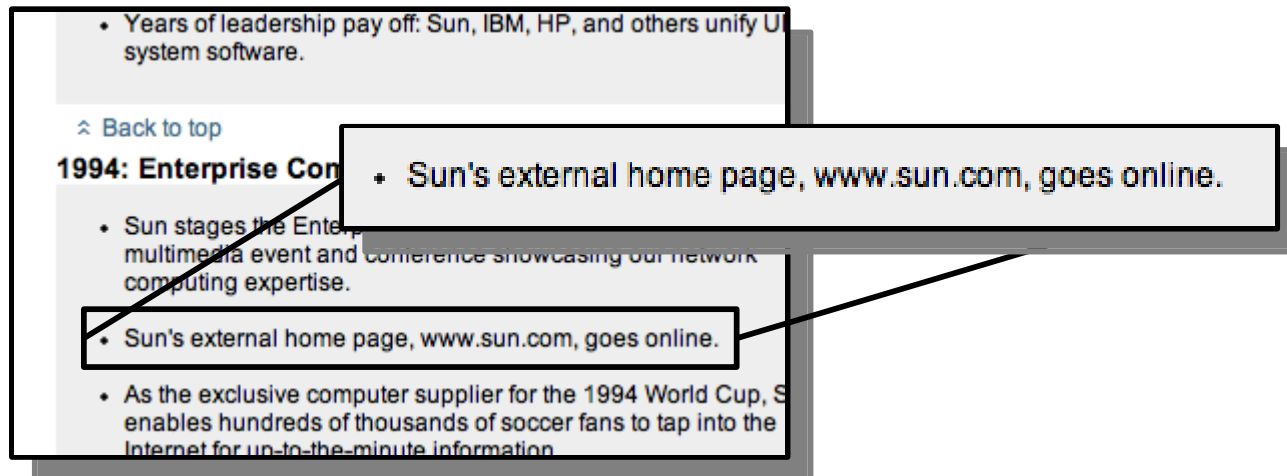
- A “Global Content Platform” is needed to succeed in the marketplace
- Key components of a “Global Content Platform” include:
  - > Content Management
  - > Content Translation
  - > Content Delivery

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# Struggles With Legacy Challenges

- Sun's web presence dates back to the mid-90's
- “Web Years” are worse than “dog years” when it comes to aging
- Sun's web properties needed a nip/tuck to catch the eye of customers



• Years of leadership pay off: Sun, IBM, HP, and others unify U system software.

⤴ Back to top

**1994: Enterprise Con**

- Sun's external home page, [www.sun.com](http://www.sun.com), goes online.
- Sun stages the Enter multimedia event and conference showcasing our network computing expertise.
- Sun's external home page, [www.sun.com](http://www.sun.com), goes online.
- As the exclusive computer supplier for the 1994 World Cup, S enables hundreds of thousands of soccer fans to tap into the Internet for up-to-the-minute information.

# Challenge: Content [mis]Management

- Legacy content management
  - > Multiple content management systems
  - > Unstructured content
  - > Metadata?
  - > Hardcoded...
    - Branding
    - Navigation
  - > Disparate process between various web venues
  - > Lack of workflow and automation
  - > Siloed mindset

# Side Effects: Content [mis]Management

**Content mismanagement gives the impression of a website always under construction**

- Slow time to market with a bonus of cost overruns
- Content quickly lost value
- Messaging not consistent across various venues



# Challenge: Translation [mis]Management

- Legacy translation management
  - > Actual process depended upon the specific group and project manager
  - > Office productivity tools were used for translation management
    - Email
    - Spreadsheets
    - Project collaboration sites
  - > Content hand-offs were via FTP, email, and/or other undesirable mediums
  - > Risky reliance on manual processes and translation
  - > ~~Limited~~ Zero integration with the CMS system

# Side Effects: Translation [mis]Management

- Lack of automation and integration between tool sets led to undesired repetition and unpredictable outcomes
- Few project controls
  - > Cost control was difficult
  - > Project delays were common
  - > Status updates were limited
- Disparate processes between different groups
- Translation memory was not effectively shared

# Challenge: Content Delivery

- Legacy content delivery
  - > Most content delivered using static web servers
  - > Limited “dynamic” abilities using 3<sup>rd</sup> party engines
  - > Different groups owned the various bits of infrastructure



# Side Effects: Content Delivery

- Limited user interaction with the website
- No ability to target or tailor content to specific segments
- Cannot distribute to multiple channels
- Cannot reuse or repurpose content
- Cannot intelligently target localized content

# Exterminate Legacy Constraints



Slow  
time to  
market

Disparate  
processes

Manual  
processes

Siloed  
mindsets

Process  
complexity

# Discussion Topics

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# Requirements: Alignment and Consistency

Intensify the global experience for customers, partners, developers and content authors

- > Maintain key product content across multiple Web sites
- > Represent content in multiple local languages
- > Retain accurate information
- > Deliver local versions rapidly
- > Centralized control, but not authoritarian

한국어 (korean)



français



# Solution: Introducing Starlight

- Global Content Platform to eradicate common Web problems
  - > Web content management (TeamSite)
  - > Translation management (SDL)
  - > Catalog management (Amphire Symphony)
  - > Content delivery (Custom Web application)

## Starlight Statistics

- 300,000+ Web assets
- 100,000+ catalog assets
- 54+ venues
- 15+ locales (en, ja, es, etc)
- growing every day

## Key Translation Users

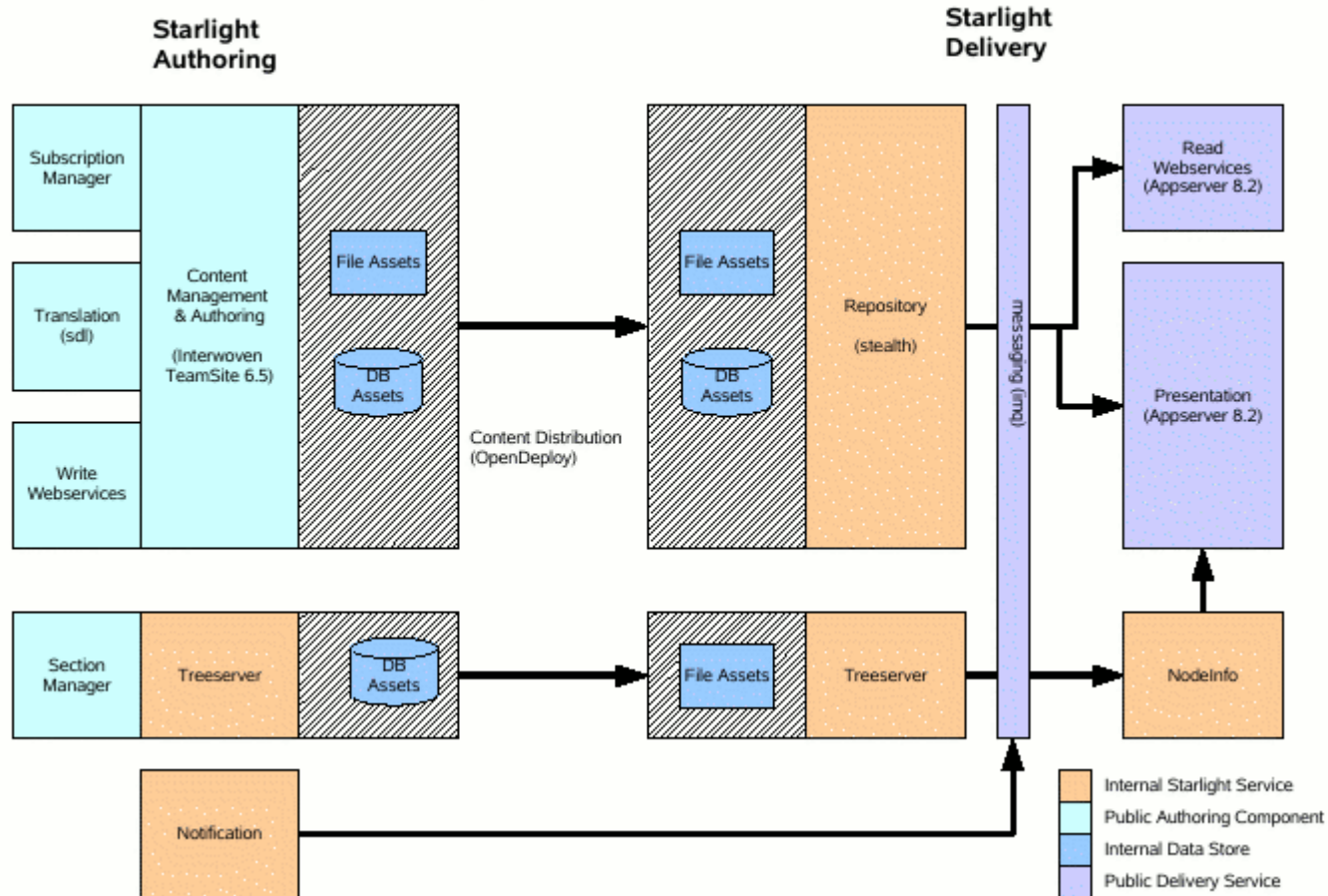
- java.com
- catalogue.sun.com
- sun.com/training

# Core Starlight Mandates

- Starlight Features
  - > Hybrid migration paths for legacy content
  - > Separation of content from presentation
  - > Highly structured content strongly encouraged (XML)
  - > Metadata required for content intelligence
  - > “Global Awareness” at all levels of the content platform
  - > Open architecture via webservices
  - > Workflow for standard repeatable process

# Starlight Architecture

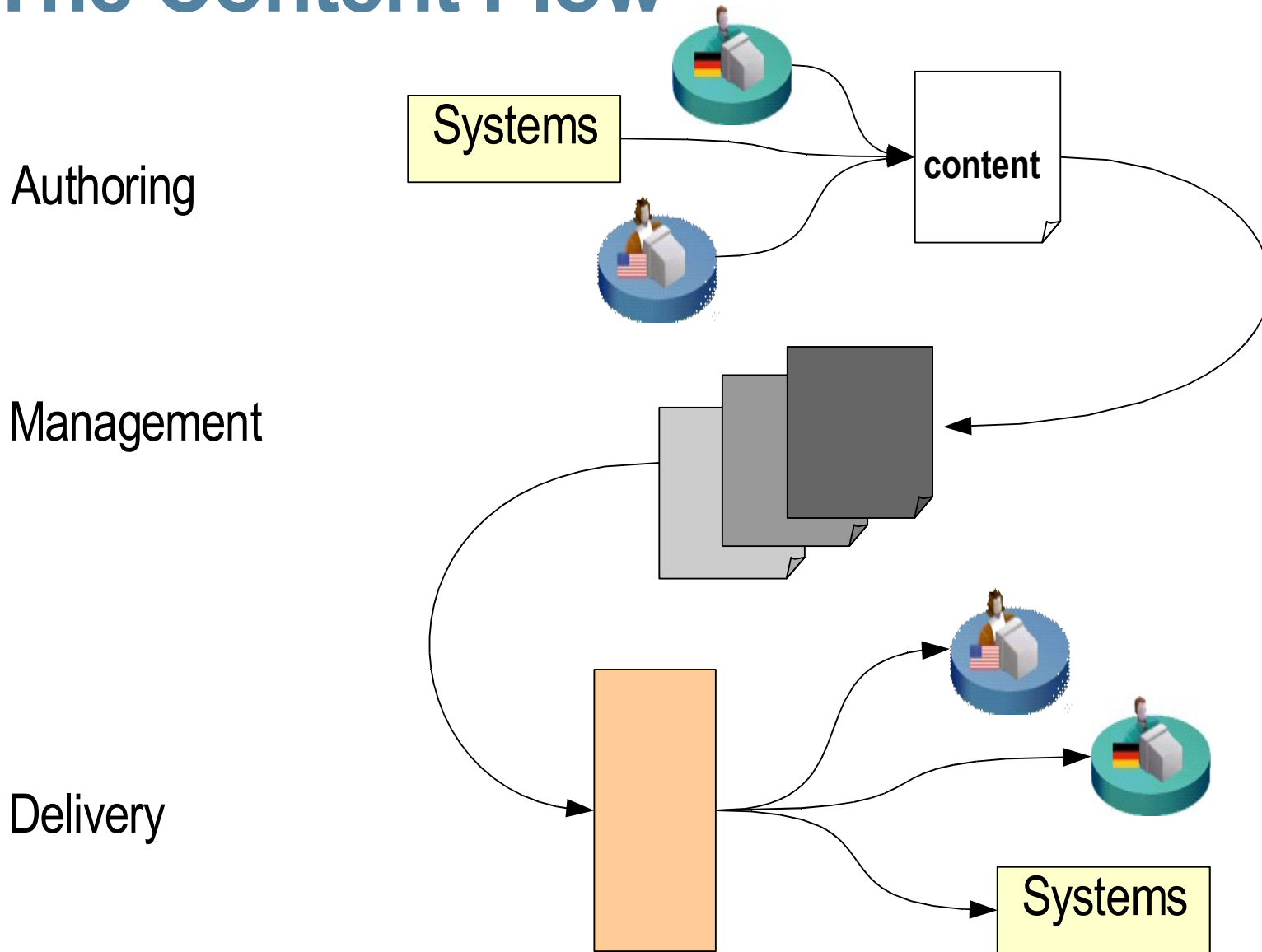
## Starlight Overview



# Discussion Topics

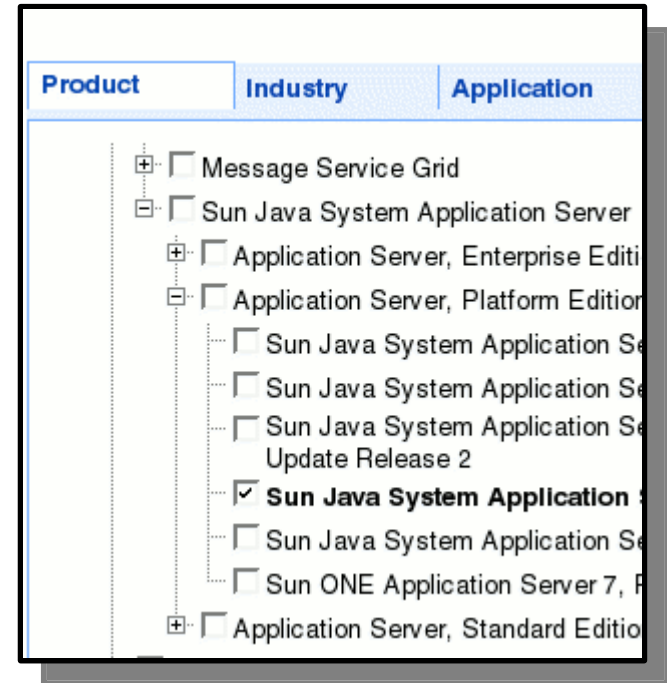
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# The Content Flow



# Core Content Authoring Features

- Authors do not create html—they create intelligent content
  - > Templating to separate content from presentation
  - > Separation of content from navigation
  - > XML for easy reuse and repurposing
  - > Metadata for content intelligence
  - > Usage of a company wide taxonomy to identify products

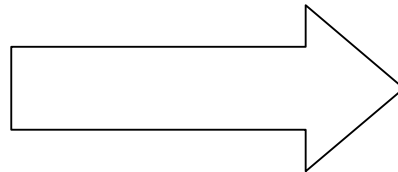


Universal Product Taxonomy

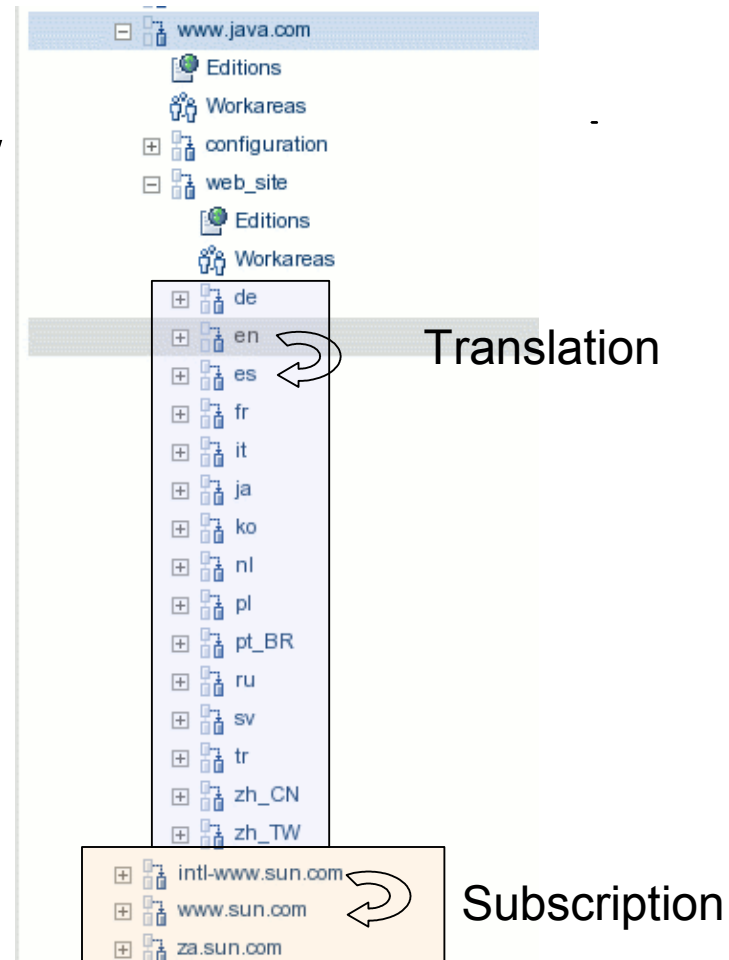
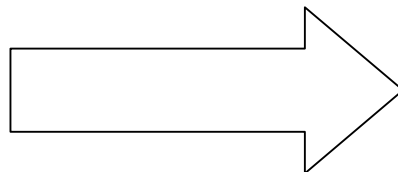
# Core Content Management Features

- Single Unified repository
- Translation for localized delivery
- Subscription for multiple targets

Multi-locale  
management

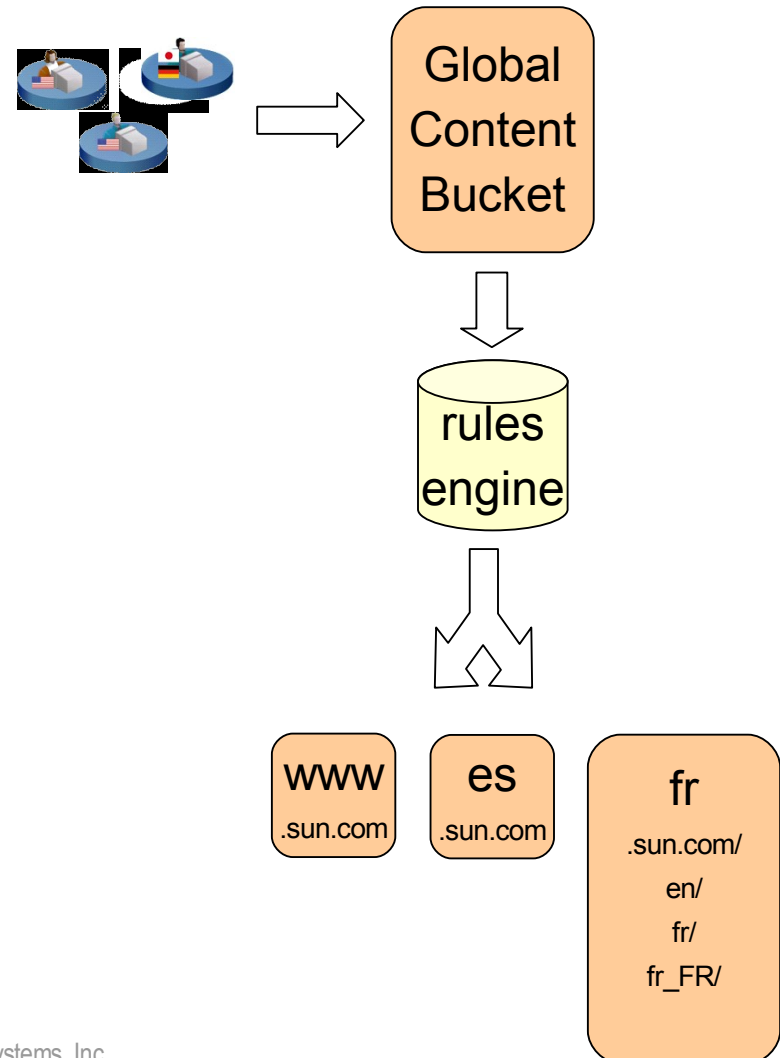


Multi-venue  
management



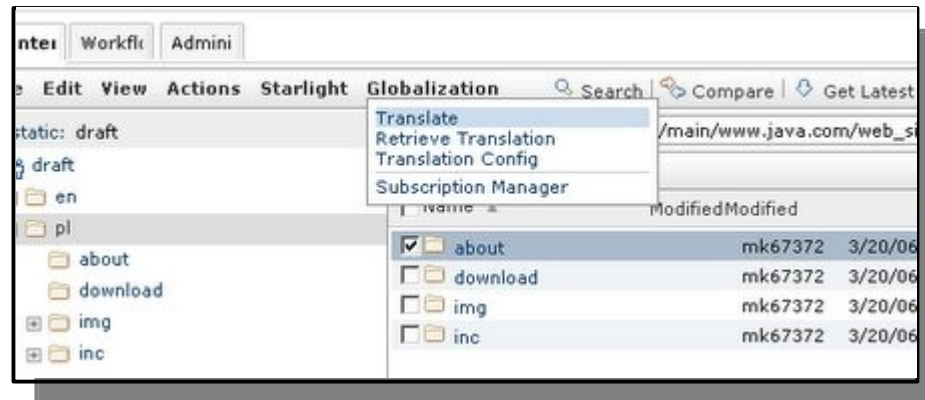
# Starlight Subscription at a Glance

- Starlight subscription enables reuse
  - > One version authored
  - > Automatic distribution to multiple venues based upon user-defined rules
  - > Ability to maintain country context
  - > User defined notification mechanisms



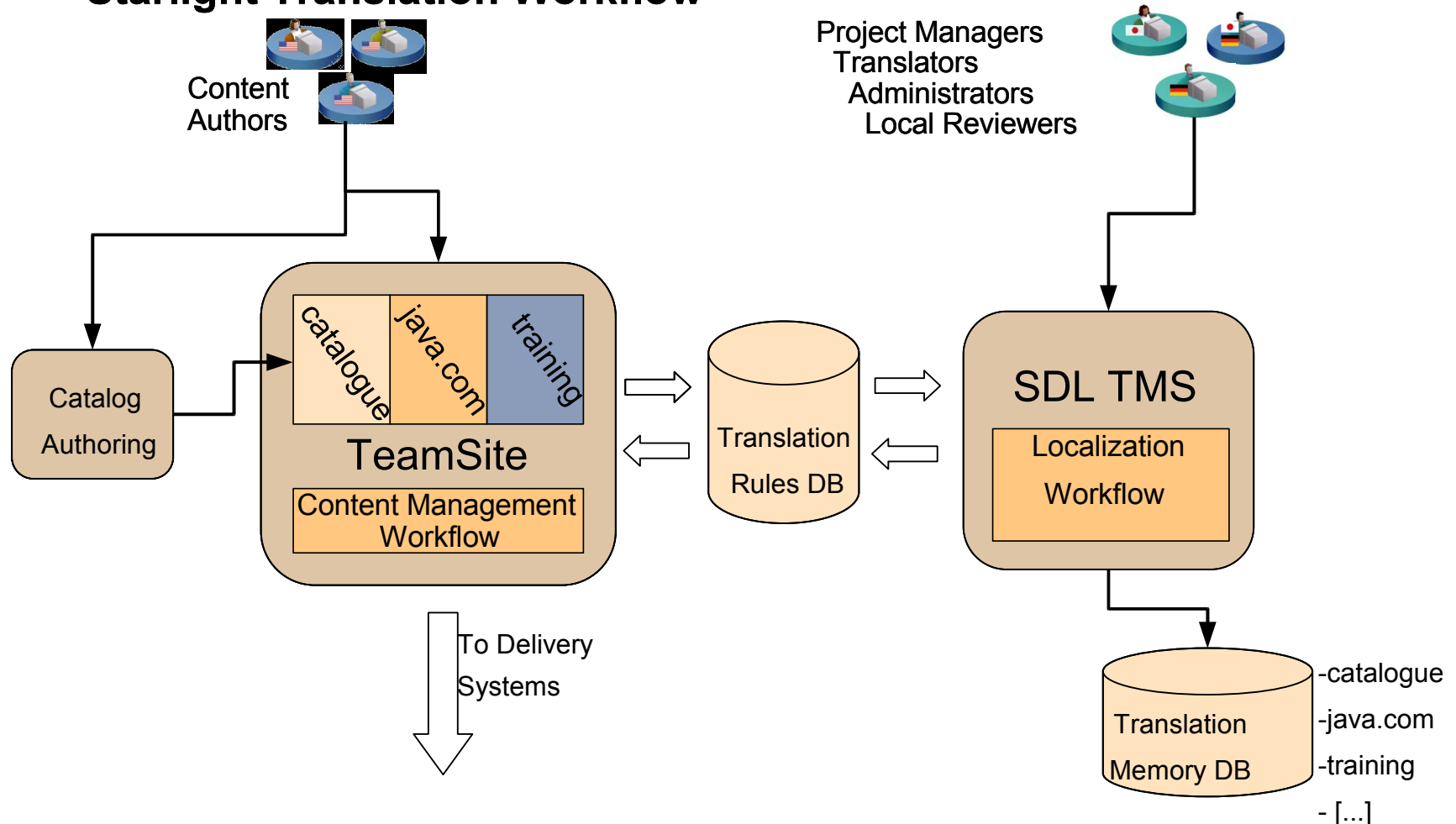
# Starlight Translation at a Glance

- Tightly integrated with Interwoven TeamSite
  - Automated Translation: A “submit” invokes a workflow to translate content based upon business rules
  - Manual Translation: A user selects a file to invoke a translation workflow
- > TeamSite workflow triggers the update to SDL
- > Translation administrators interact with the SDL GUI
- > Content is returned to TeamSite ready for Web/catalog delivery



# Starlight Translation: A Closer Look

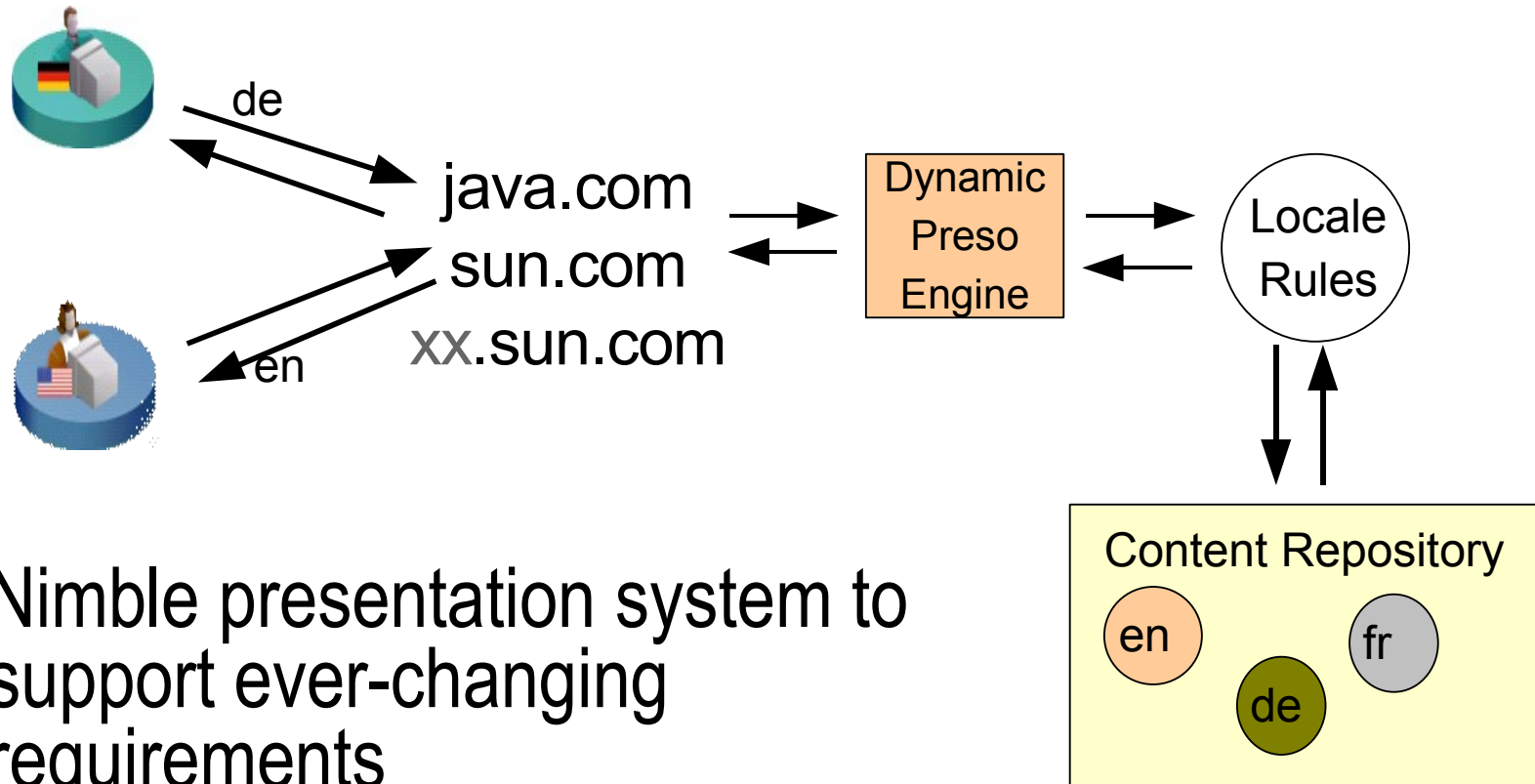
## Starlight Translation Workflow



# Starlight Translation: Key Components

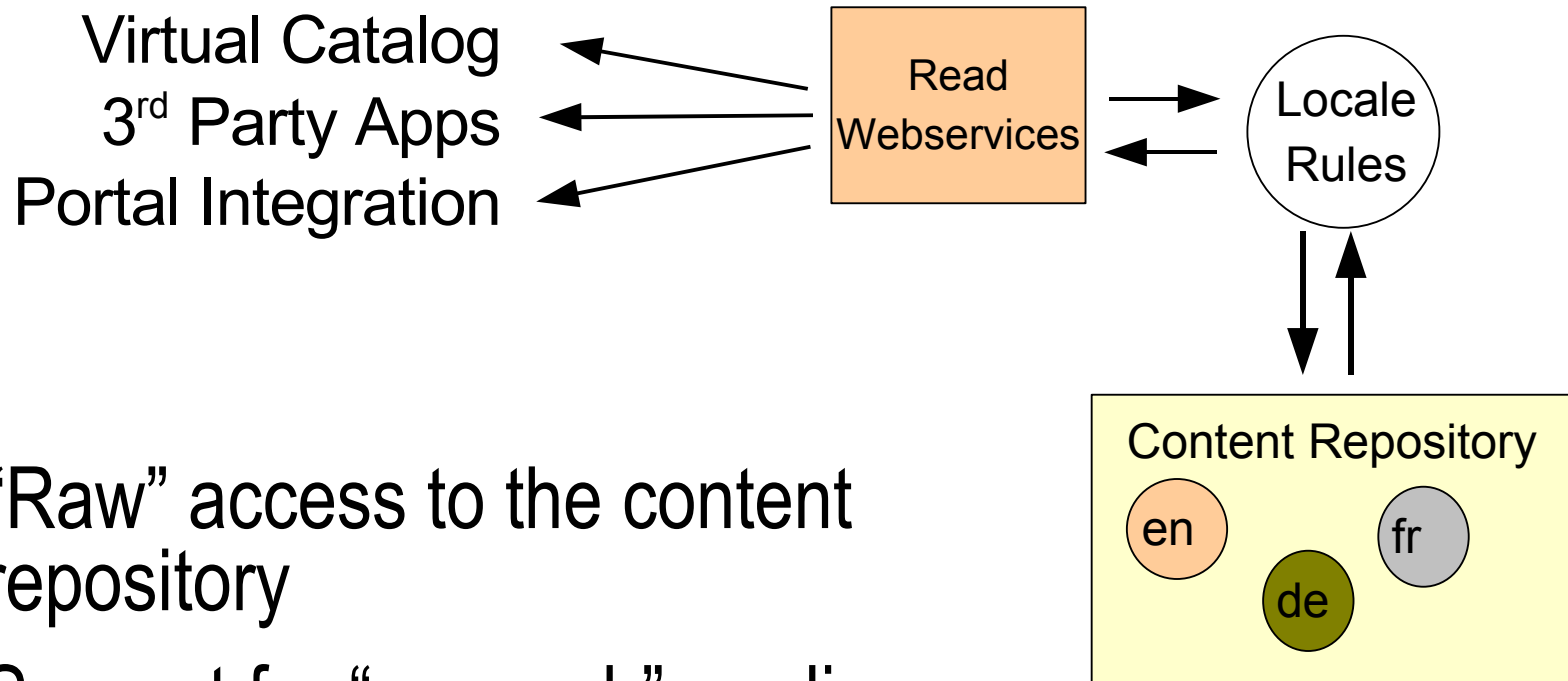
- **Automated Workflow:**
  - streamline localization workflow, and speed content delivery across translation supply chain
- **SDL/Interwoven Integration:**
  - single business process to manage localization and control projects
- **Translation Memory:**
  - ensure reuse of approved translations across multiple Web sites
- **Version Control & Audit Trails:**
  - track versions of translated content, terminology, and relationships

# Starlight Delivery at a Glance



- Nimble presentation system to support ever-changing requirements
- Configurable globalization rules allow per-site flexibility

# Starlight Webservices at a Glance



- “Raw” access to the content repository
- Support for “non-web” mediums

# Technology Selection

- Purchase or outsource when not core to our business
  - > Interwoven selected for content management
    - Strict separation between “Management” and “Delivery”
    - Easy integration with various delivery engines
    - “Open” content repository (easy in—easy out)
  - > SDL selected for translation management
    - Low implementation cost provided an affordable solution
    - Complete solution for implementation and support
    - Built-in workflow engine
    - Support for custom business rules, multiple translation
    - Translation memory is highly configuration

# Technology Selection (cont.)

- Build if critical to business success
  - > Delivery engine
    - custom web application built on Java J2EE Standards
    - No reliance on a vendor to deliver functionality or patches
  - > CMS (Interwoven) customizations
    - Interwoven Professional Services helped “jump start” the implementation
    - Rapid deployment of new features to support initiatives
  - > One-off applications
    - Product taxonomy management
    - Breadcrumb management
    - And others...

# Discussion Topics

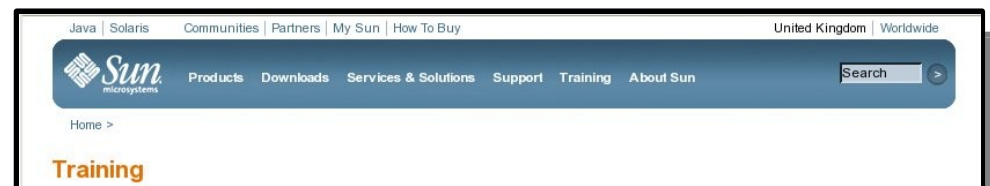
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# The Sun Perspective: Tangible Results, Measurable ROI

- Improved customer experience:
  - Aligned product launches with predictable localization turnaround time
  - Reduction of support requests for java.com
- Decreased time-to-market:
  - 50,000+ new content assets containing 1.8 million words localized in a single request over one week
  - Starlight Subscription Service enables process owners to quickly address local market requirements
- Cost savings:
  - Saved more than \$1.9 million over a three-year period for catalogue.sun.com due to translation efficiencies
  - Instant, accurate project controls

# Difficult to Easy: Global Rebranding

- Global rebrand for all web properties in April 2005
- Instant, easy and cheap rebrand for all Starlight sites because:
  - > Subscription manager for change propagation
  - > Separation of content from presentation
  - > Separation of navigation from content



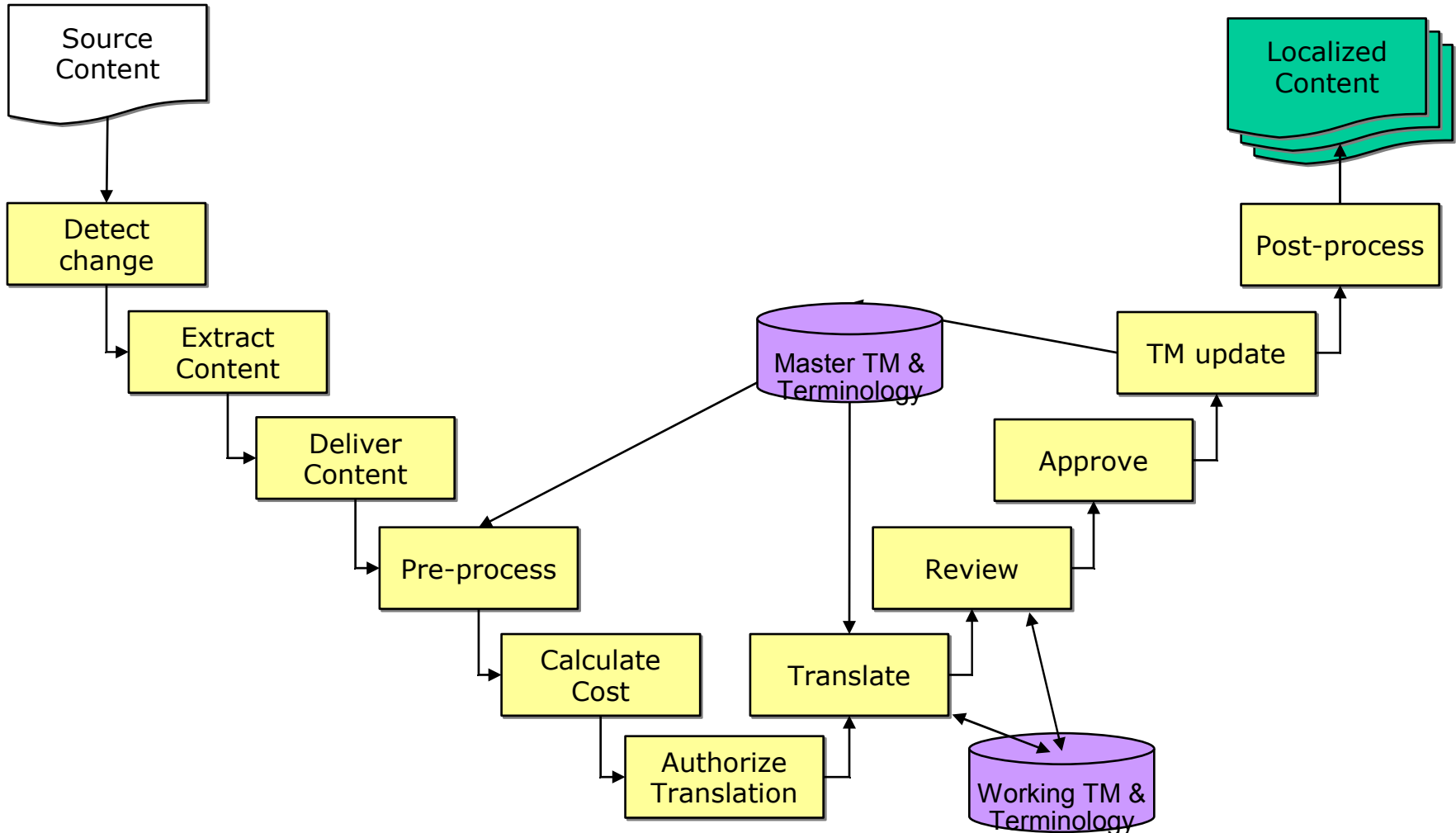
# Difficult to Easy: Multi-channel Publishing

- Sun's training catalog is a model for multi-channel publishing
  - > Authored in starlight as XML
  - > Translated to ~12 locales
  - > Content delivered to print, web and specialized training stores
  - > Key components enabling globalization:
    - Subscription manager for content propagation to ~40 web venues
    - XML content to facilitate reuse and repurposing
    - Translation for local targets
    - Webservices for delivery to non-web channels

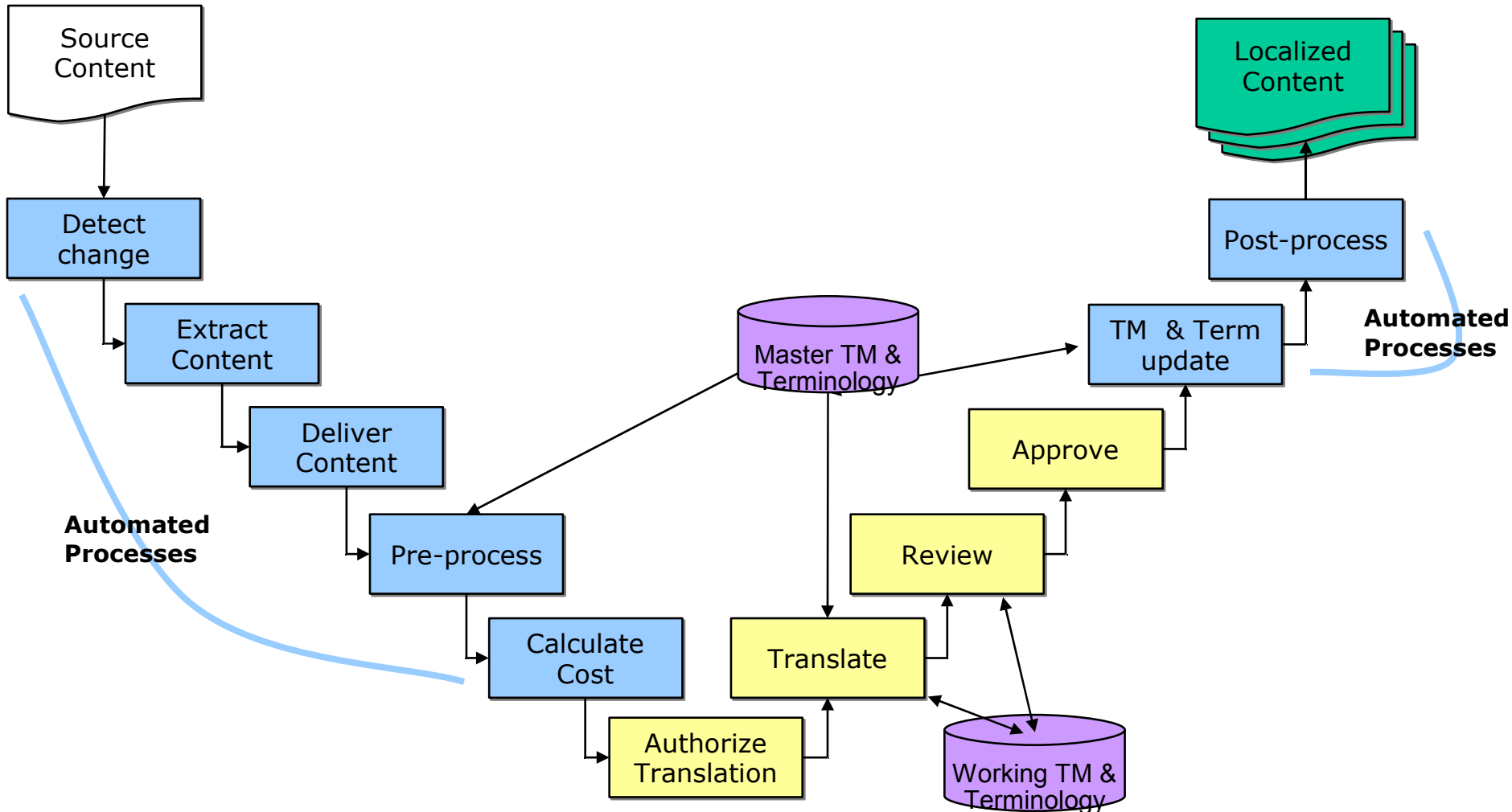
# Ease of Translation

- Rule based (Automation)
- Event driven
- Flexible/configurable translation rules
- Configurable workflow
- Centralized yet project focused Translation Memory
- Translation Memory sharing
- Automatic notifications/reminder
- Realtime project status update (Online)

# Translation Before Starlight

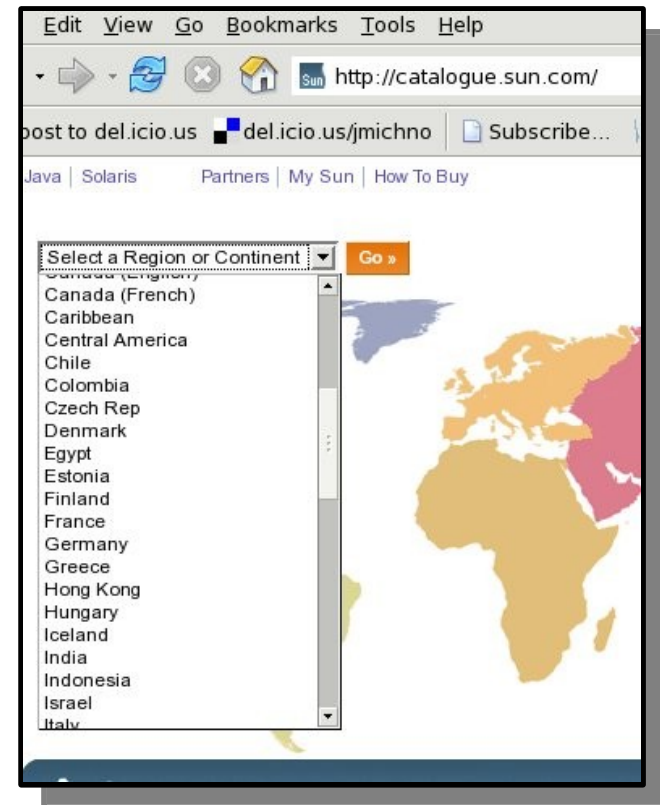


# Translation After Starlight



# Difficult to Easy: Mass Translation

- catalogue.sun.com
  - > 50,000+ new content assets containing 1.8 million words localized in a single request over one week
  - > Automatic rules driven workflow through event triggers
  - > Unified launch for all locales
  - > Minimal project management required:
    - Online status
    - Realtime updates
    - Automatic notifications



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# Lessons Learned

- People
  - Involve process owners in initial requirements
  - Run a pilot program with a feedback loop
  - Leverage the learning experience for long-term planning
  - Organization changes may have to take place
- Process
  - Implement hybrid process management capabilities; combine automation with human intervention
  - Provide cohesive, accessible project controls
- Technology
  - Have a strong relationship with your technology providers
  - Insist on scalability; plan for the future

# Still Learning

- What takes precedence when solving for people, process and technology?
- What is the proper globalization strategy and who defines it?
- Can a single solution work for everyone?
- Perception!

# Final Thoughts...

## Mistakes--are costly

**<your-company> Sucks at the Internet**

Posted in [General](#) by [twothirds](#) on the March 29th, 2007 [Edit This](#)

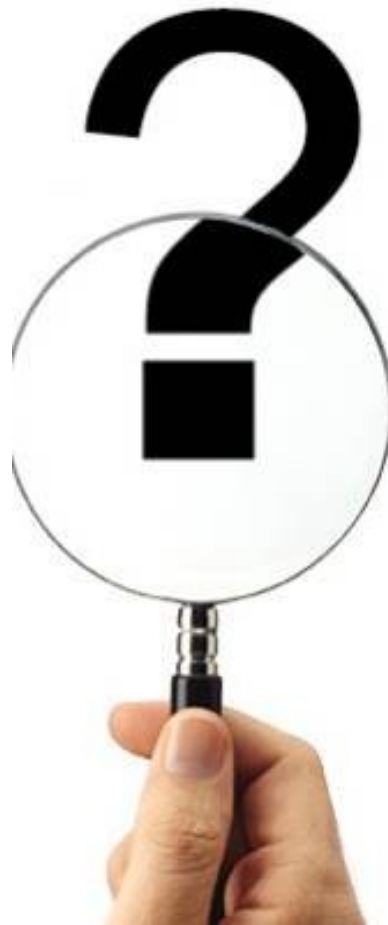
I was trying to find some product information at [www.your-company.com](#) and everything was 6 months out of date. They had no information about the latest release of Widget 6.1. The link from the marketing material shows a 404 error. I am never going to buy from <your-company> again!



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# Questions and Answers





# Thanks!

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