

## GlobalLink® Magento Adaptor

Magento Enterprise is an open-source e-commerce platform that offers users a high degree of flexibility and control over the catalog, content, functionality, and user experience of their online stores. Thousands of the world's leading merchants and brands currently use Magento to manage their online retail efforts.

Translations.com's GlobalLink Project Director integrates seamlessly with Magento. Through GlobalLink Project Director, users can initiate, automate, control, track, and complete all facets of the translation process via the Magento user interface (UI). The unique combination of Magento's functionality and the extended localization workflow capabilities of GlobalLink Project Director gives customers of Magento and GlobalLink a comprehensive solution for managing enterprise content for markets around the globe.

## GLOBLINK MAGENTO ADAPTOR

### Seamless Integration

Business users can initiate translation workflows directly from the Admin Catalog page on an as-needed or scheduled basis. Catalog content is delivered directly to GlobalLink via web services, eliminating the need for manual export and import of content.

### Content Control

In addition to giving Magento users the ability to easily identify and route content for translation, GlobalLink provides enhanced control over source-language content and submission scheduling. For example, users can indicate a preference that only updated or new catalog content be submitted for translation.

### Rapid Return on Investment

GlobalLink provides immediate relief to IT departments and business users who are overburdened by the complex demands of supporting manual initiation and control of multilingual content workflows. The integrated solution also provides better visibility into the localization process for budgetary analysis.

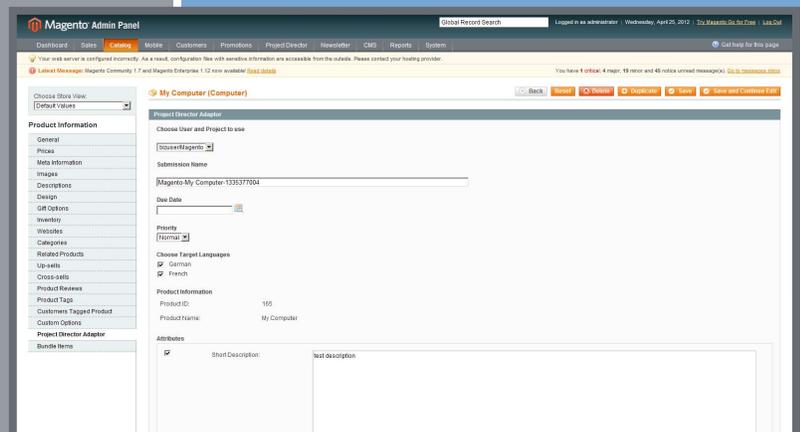
### Resource Flexibility

GlobalLink is a vendor-neutral solution that gives users the flexibility to work with Translations.com or with any combination of internal and external language service providers.

## WORKFLOW AUTOMATION

GlobalLink allows users to initiate translation requests directly from the Magento UI. Catalog content can be sent directly to GlobalLink for management of:

- **Translation Memory (TM)** – Stores previously translated content, enabling GlobalLink clients to reuse existing translations where appropriate.
- **Terminology Resources** – Together with TM, terminology and glossary assets help maintain brand consistency and reduce costs.
- **Content Validation** – End users can review the translated content and save any edits to the TM for use in future projects.



Key Features	Benefits
Deep Magento Integration	<ul style="list-style-type: none"> <li>■ Scheduled or on-demand translation initiation through the Magento Admin Catalog.</li> <li>■ One-click export and import of catalog content.</li> <li>■ Web services integration with localization workflow engine.</li> <li>■ Automatic handling of custom product attributes.</li> </ul>
Seamless UI Experience	<ul style="list-style-type: none"> <li>■ Leverage existing Magento user knowledge by controlling all translation functionality within a familiar environment.</li> <li>■ Rapid implementation.</li> </ul>
Workflow Integration	<ul style="list-style-type: none"> <li>■ Automatically import translations into Magento catalogs.</li> <li>■ Eliminate hand-off delays and reduce translation turnaround times.</li> </ul>
Event-Based Email Notifications	<ul style="list-style-type: none"> <li>■ Reduces communication overhead.</li> <li>■ Provides an auditable process framework.</li> </ul>
Enterprise-Class Security	<ul style="list-style-type: none"> <li>■ Meets strict enterprise network security requirements.</li> <li>■ Replaces traditionally unsecure email and ftp transfer of sensitive content.</li> </ul>
On-Demand Analytics	<ul style="list-style-type: none"> <li>■ Provides metrics to gauge the success of strategic global content initiatives.</li> <li>■ Increases accountability of diverse project teams and business units.</li> </ul>

## The GlobalLink Product Suite

### An Enterprise Platform for Managing Multilingual Content

GlobalLink is a modular suite of technology products that provides enterprise-wide solutions for organizations that must communicate globally.

For today's multinational organizations, providing in-language business information for stakeholders around the world is no longer optional; it is a prerequisite for success. With companies generating more content than ever before, it is apparent that the ability to relay information across languages in a cost- and time-efficient manner has evolved into an essential business function.

The GlobalLink Product Suite drastically reduces the time, effort, and money required not only in the translation process itself, but also in each area of workflow surrounding the management of multilingual content. Each product in the suite can function either independently or as part of an integrated system to drive maximum efficiency.

The GlobalLink Product Suite includes:

- GlobalLink Project Director
- GlobalLink TM Server
- GlobalLink Translation & Review Portal
- GlobalLink Content Director
- GlobalLink Term Manager
- GlobalLink TransStudio
- GlobalLink Portal
- GlobalLink OneLink