

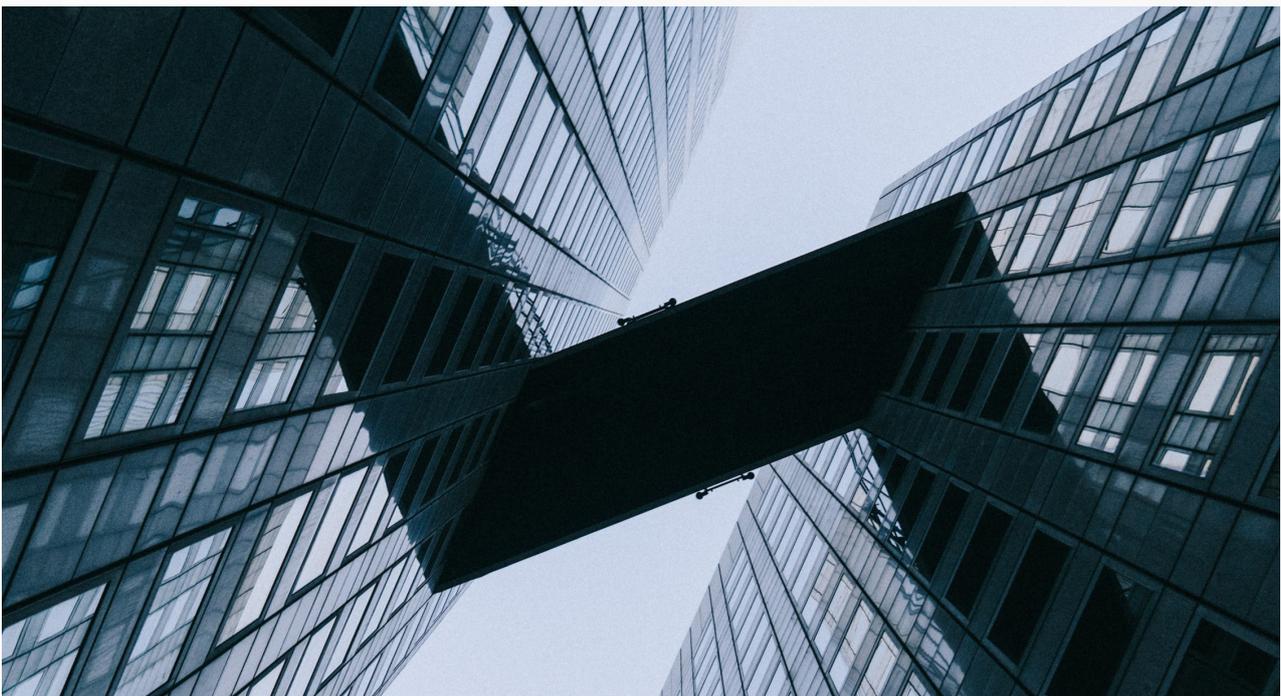


Connectors empower translation efficiencies

RWS® Language Cloud

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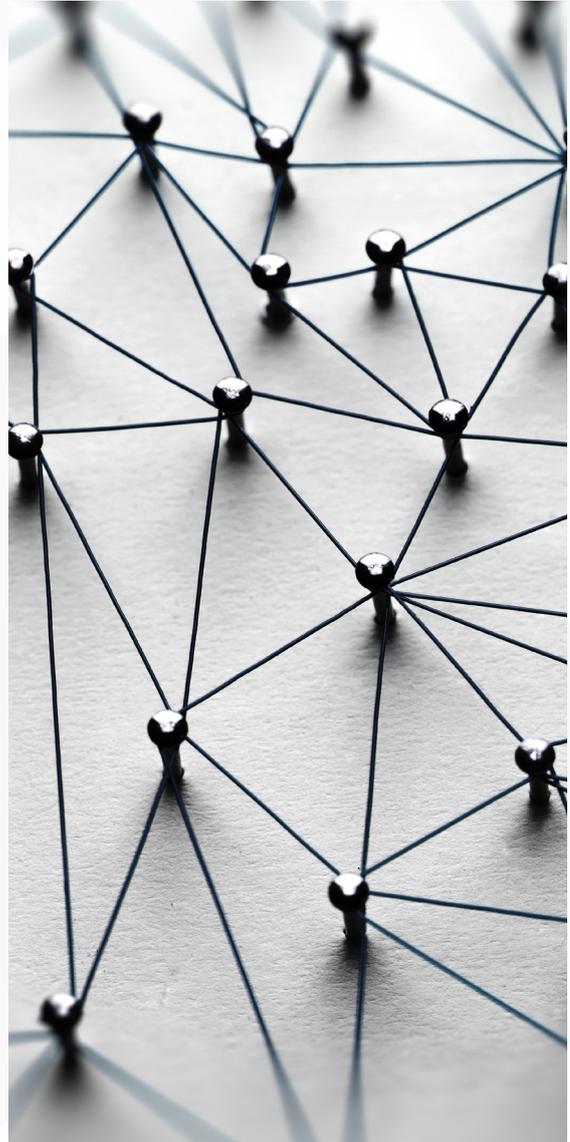
Introduction

Many companies use a variety of technologies to create and deliver their content. When it comes to translating this content for global customers, more efficient, cost-effective and automated solutions are always in demand.

When using disconnected systems, handing content off to translation can be manual and time consuming, impacting time to market and customer satisfaction. Linking content management and translation management systems with a connector can jump-start the content translation process so it is more agile, streamlined and efficient.

Today's companies are likely to have many tools and platforms for all of the content that is created, managed and published across the business. Historical drivers, departmental buying decisions and legacy systems all contribute to the large number of systems in use, and also means limitless variations of technical architectures exist in different companies.

For this reason, RWS invests in a broad set of over 50 connectors to meet our customer's requirements. RWS links systems across the entire business, so content from eCommerce and PIM, websites, user documentation, support tickets and live chats all connect to our translation services and technology. This helps our customers automate their content management across the business.

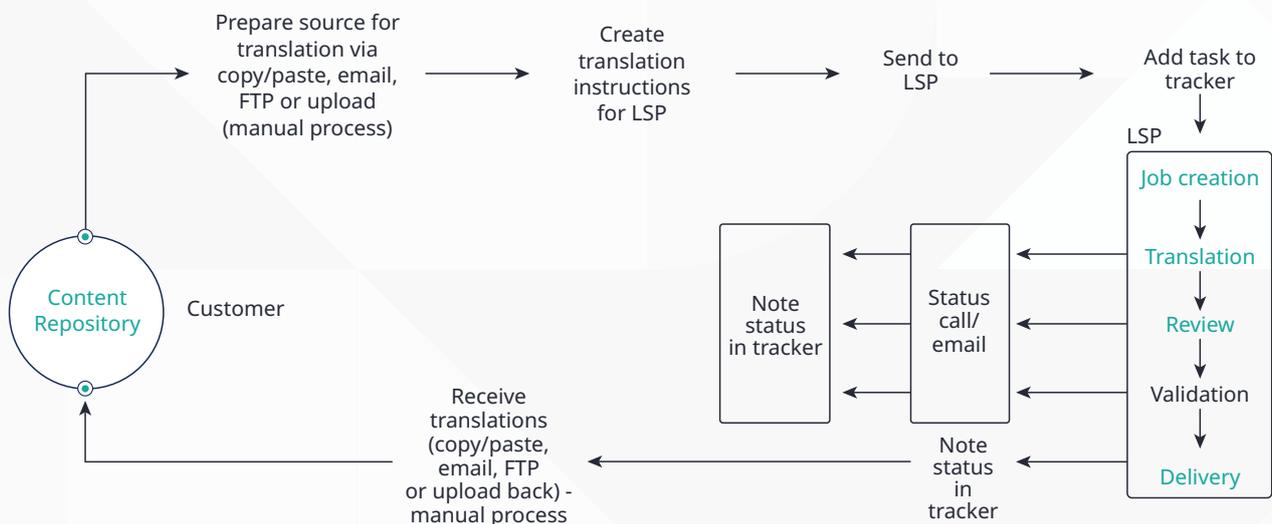


What are connectors?

Connectors are designed to reduce manual tasks and improve efficiency. Without connectors, a huge amount of time and effort is spent each work day manually selecting and moving content from where it is authored and managed, typically a Content Management System (CMS), Product Information Management (PIM) system or a content repository, to the Language Service Provider (LSP).

How this is done varies depending on where the source is located, but could include exporting files, manually copying and pasting content into translatable documents, emailing, uploading to FTP or vendor-specific tools. Once the content is sent, instructions need to be created and handed off to the LSP and the task managed in a tracking spreadsheet - and the whole process is reversed to bring the translated content back into the original system.

No connector workflow - manual process



These manual steps introduce unnecessary friction into the process, require users to use many different tools and UIs, and take valuable time from employees who are frustrated by repeated manual tasks. Whenever a process relies on a heavy manual routine, there's a high risk of errors being introduced.

For example:

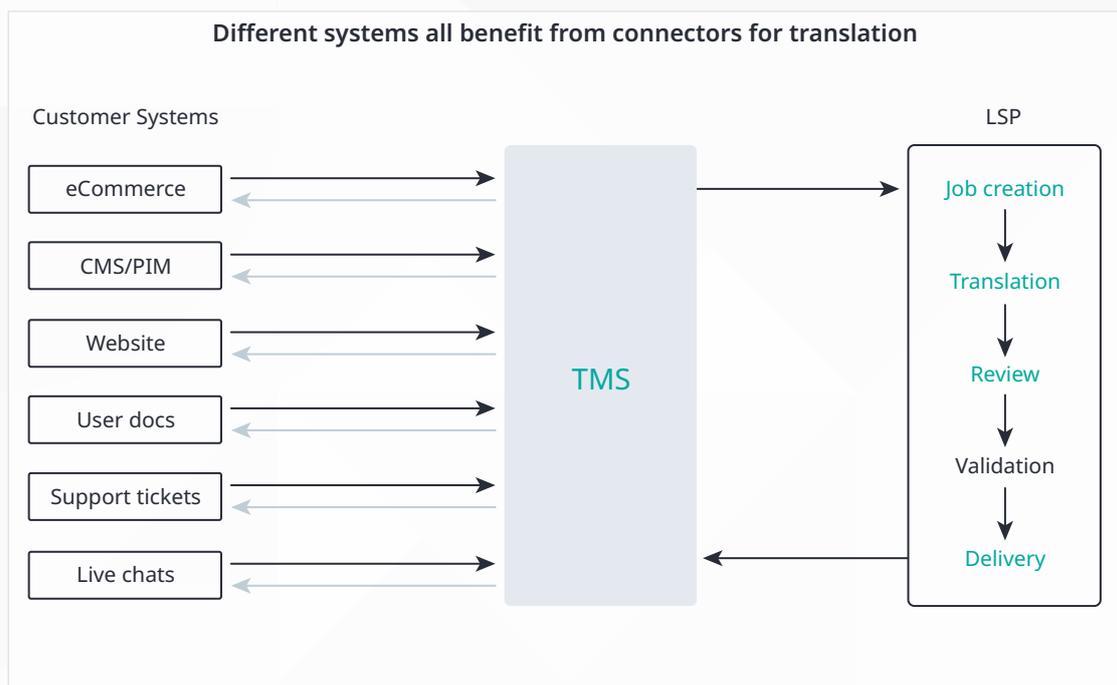
- Late or missing translations could impact product rollouts or internet search results in overseas markets.
- A file has been missed in the handoff or the delivery.
- There was an error in the file and now it needs to be fixed across all languages.
- During review, one of the reviewers didn't complete their task.

Connectors empower translation efficiencies



Our connectors remove that friction by allowing users to focus on more valuable tasks while controlling the process to eliminate risks. These connectors are embedded in third-party tools or integrated out-of-the-box with the customer portal in [RWS Language Cloud Translation Management](#).

Users are able to select content from wherever it is managed and easily create translation jobs. Once a job is passed to RWS Language Cloud, content is translated and managed within the system. When the translation process is complete, the translations are automatically passed back to the source content repository.

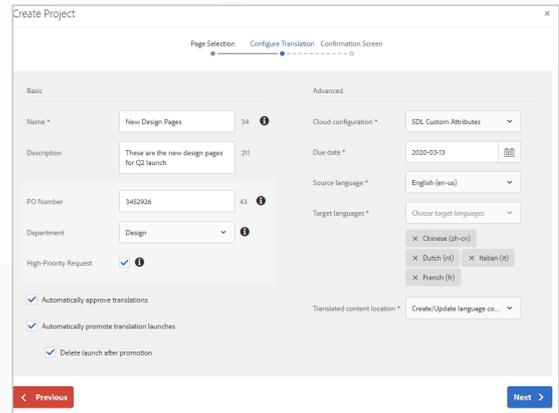


What types of connectors are there? Which is right for my business?

RWS offers three types of connectors:

1 Push connectors

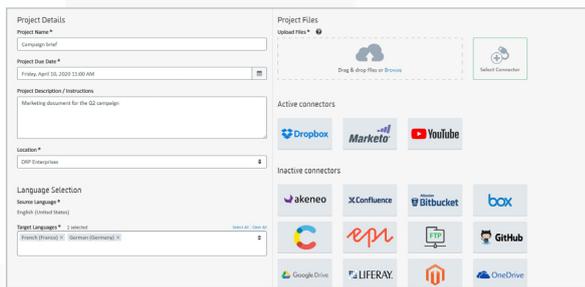
RWS integrations are feature-rich solutions, installed in the customer's content ecosystem. The user benefits from a light translation project management capability so they never have to leave the comfort of their content environment. Embedded in the customer's existing technology, these are often called "push connectors" as they push files and data from the content system to RWS Language Cloud.



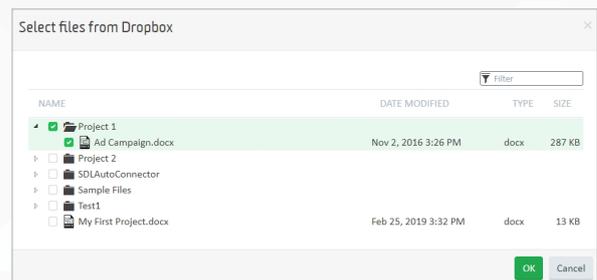
Users can easily create translation projects by completing a few simple fields within Adobe Experience Manager (AEM) and automatically submitting them to RWS Language Cloud Translation Management.

2 Pull connectors

RWS connectors are easy to use, quick to deploy and installed as part of the connector framework in RWS Language Cloud. Users can create translation projects and select the content for translation from their content repository. The content and data is then "pulled" from the content system into RWS Language Cloud using a "pull connector".



When creating projects in RWS Language Cloud Translation Management, many pull connectors are already available out of the box. Additional connectors can be created and configured as needed.

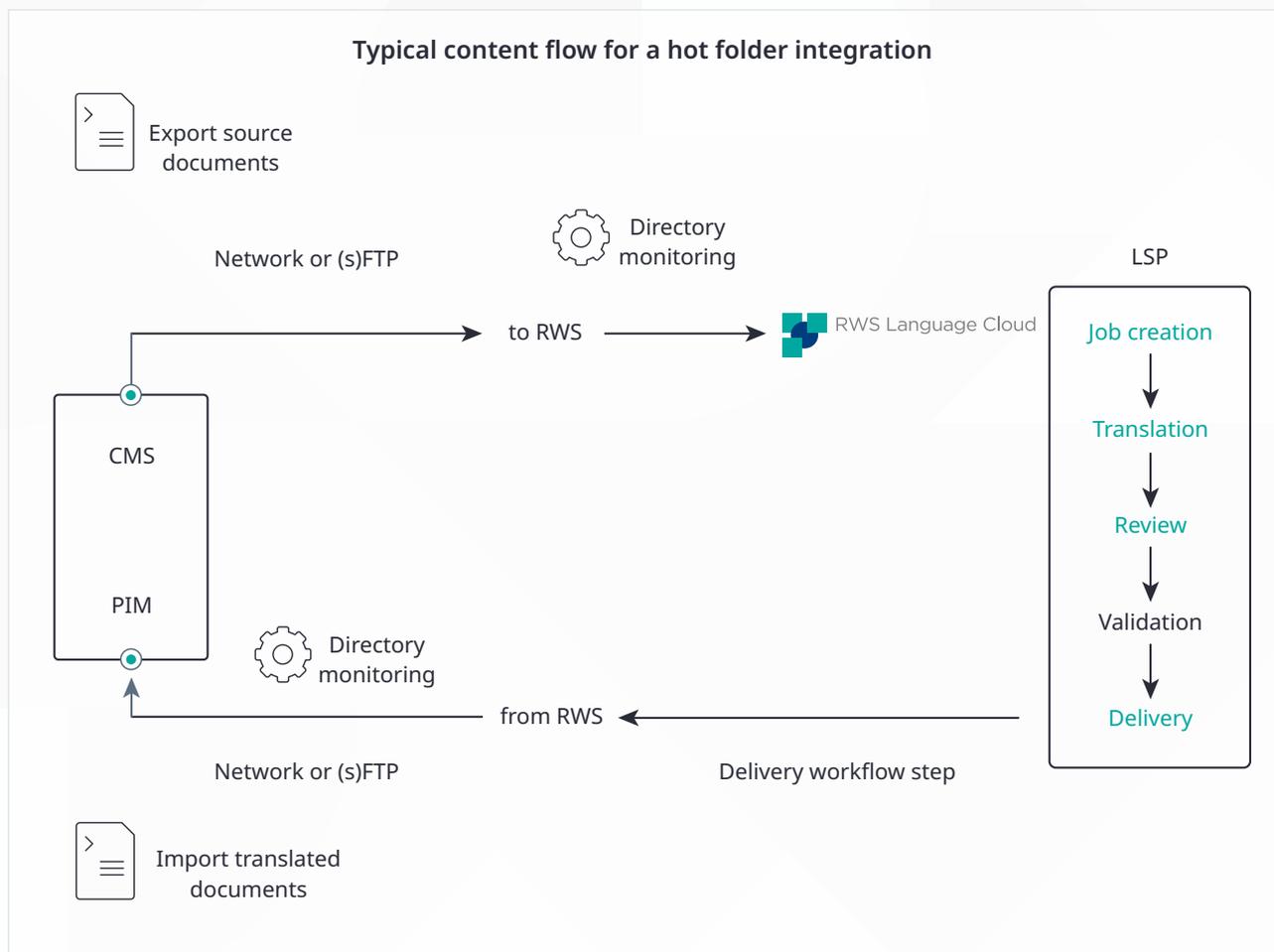


Once configured, users can see their Dropbox files and easily select them for their RWS Language Cloud Translation Management projects.

3 Hot folder

When connectors aren't feasible, RWS provides the option of a loose integration, often referred to as a "hot folder". This solution requires the customer content repository to deliver a set of source files to a hosted solution, such as sFTP or AWS S3. This can be done manually or via automated scripts.

RWS Language Cloud monitors the "in" folder, automatically copies content and creates a translation project. When translation is complete, the multilingual content is then automatically returned to an "out" folder. The customer repository monitors and imports the final content, also manually or with automated scripts.



Development approach for connectors

RWS takes an API-first approach to technology. This means any feature in the user interface or internal platform is available to our API (Application Programming Interface), allowing developers to create translation jobs, interrogate for status and return translations.

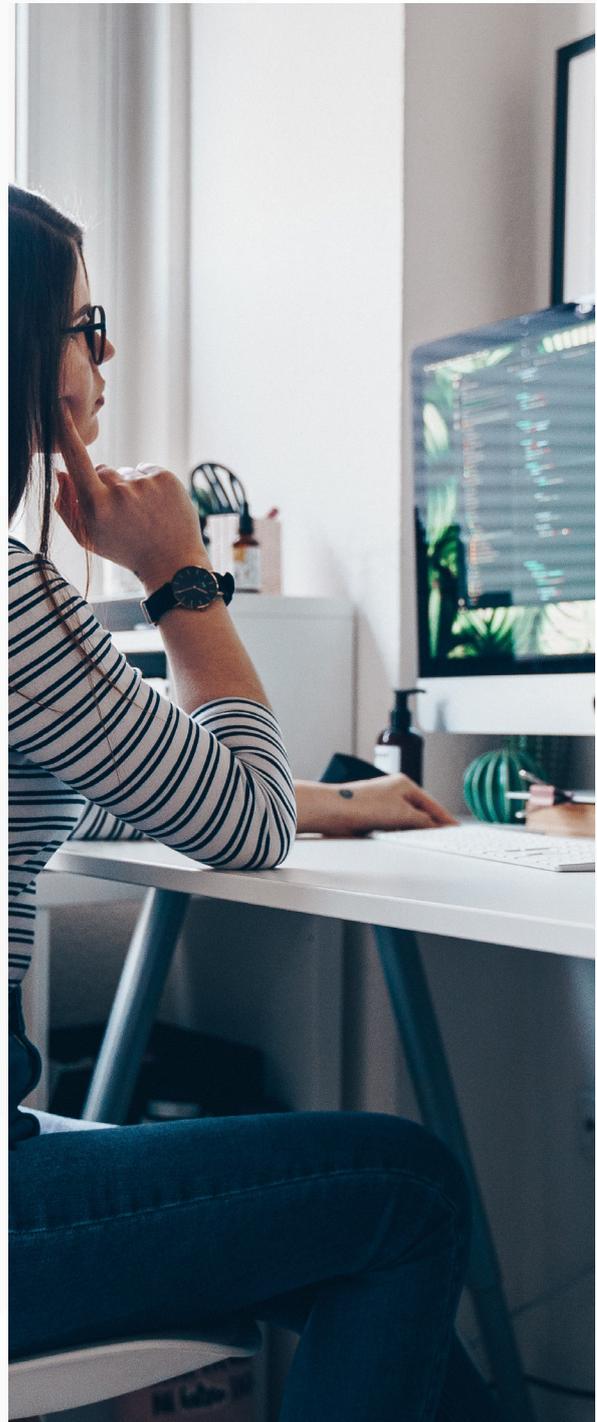
We also support customers and third-party tool providers who want to create their own connectors. A customized connector may be needed to support:

- Specific customer requirements
- Proprietary content repositories
- Legacy content management systems

In these cases, whether the development team resides with the customer, the system integrator (SI) or tool provider, they maintain their own integrations with our technology. We can assist the development effort by providing relevant documentation and Subject Matter Expert (SME) support.

RWS also offers a mixed development approach that consists of the customer, their SI or tool provider, and an RWS engineer. This works especially well since the customer or tool provider typically have a strong understanding of the data, UI and development environment of the tool, and we understand our API and best practices for developing connectors for translation.

For the most complex environments and requirements, RWS can provide senior SME support to work with the customer and their providers to architect integration solutions for a specific content ecosystem. This includes identifying content in disparate systems, recommending best practices and creating designs for data flows and processes.



RWS Language Cloud

RWS Language Cloud provides an open RestAPI when creating a translation project: providing selected options, choosing files and target languages is required. This feature-rich API allows many extensions such as dashboarding, translation project detail and task status.

The RWS APIs are used in three different ways:

- By our own internal development teams and partners to develop products, such as RWS Language Cloud Translation Management.
- By external content platform owners who want built-in localization functions and direct links to RWS as part of their own platform.
- By our customers and their partners for custom solutions to content platforms or to solve specific challenges. In addition to the API documentation, developers can work in platform sandboxes that have all of the features and functionality enabled. RWS supports developers with best practices, sample apps and guidance on meeting various customer use case requirements.



Getting started with RWS Language Cloud APIs

Follow a project throughout its entire life cycle, from creation to completion, to better understand our API:



Step 1: Authentication

An access token is necessary for all of the requests to the API. The most common way to obtain a token is through the Login endpoint.



Step 2: Create a project

Before creating a project, you need to find out what options are available to you and upload the files for translation. Project creation options are especially useful for selecting language pairs and file types.



Step 3: Track your project

After your project is created, you can track it by making requests to the endpoints. Information about other projects, such as previously completed projects or projects with a certain status, can be obtained by using different endpoint options.



Step 4: Approve the project and download the translated files

When a tracking request shows the "ForApproval" status, the project can be approved using an endpoint. Keep tracking your project until one or all of its files have the "ForDownload" status, then download each file individually or all files at once as a .zip archive.



Step 5: Mark the files as completed

After downloading all of your files, a "Delete" endpoint request will cancel and complete the files.

For complete API content see [here](#). Below are the API calls that might be used from project creation through completion (steps 1-5 above):

The future of connectors

Increasingly, companies need more connectors. Due to historical purchasing decisions, some companies have many systems that require multiple connectors. Other companies find it's more efficient and less costly in maintenance and subscription fees to consolidate onto one platform.

Consolidation in the market is also changing the landscape for connectors. Companies like Adobe who possess a suite of products like Adobe Experience Manager (AEM), Marketo and Magenta now require a suite of connectors to support these systems.

Connectors need to support many use cases, so RWS continuously reviews and enhances each solution against customer requirements. Many companies want to create and manage translation projects in a traditional way, but from within their existing content systems. For other companies, we provide zero-touch automated project creation through a combination of content triggers and AI.

As one of the largest language services and translation technology providers in the industry, our holistic approach supports our investment in these connectors and integrations, giving our customers both business agility and peace of mind.



Supported connectors

Over the years, RWS has developed and acquired several different Translation Management System technologies and now we're consolidating the best functionality and features onto a single platform, RWS Language Cloud.

We have several connectors and integrations that support all of our TMS solutions as detailed in the following table:

Content repository connector	Supported translation management products
Adobe Experience Manager	RWS Language Cloud Translation Management WorldServer
Akeneo	RWS Language Cloud Translation Management
Amazon S3	RWS Language Cloud Translation Management
Aprimo	RWS Language Cloud Translation Management
Box	RWS Language Cloud Translation Management
ContentFul	RWS Language Cloud Translation Management
Dropbox	RWS Language Cloud Translation Management
Drupal 8	WorldServer Managed Translation
FTP	RWS Language Cloud Translation Management
Google Drive	RWS Language Cloud Translation Management
Magento	RWS Language Cloud Translation Management
Marketo	RWS Language Cloud Translation Management

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OneDrive for Business	RWS Language Cloud Translation Management
OneDrive Personal	RWS Language Cloud Translation Management
Salesforce Commerce Cloud	RWS Language Cloud Translation Management
Salesforce Knowledge	WorldServer Managed Translation
Salesforce Marketing Cloud	RWS Language Cloud Translation Management
Tridion	RWS Language Cloud Translation Management WorldServer
Shopify	RWS Language Cloud Translation Management
Sitecore	RWS Language Cloud Translation Management
Umbraco	WorldServer Managed Translation
Veeva Vault	RWS Language Cloud Translation Management
Workfront	RWS Language Cloud Translation Management
YouTube	RWS Language Cloud Translation Management
Zendesk	RWS Language Cloud Translation Management

Support for third-party connectors is available and custom connectors can be created on request.

To learn more, visit
[rws.com/languagecloud](https://www.rws.com/languagecloud)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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