

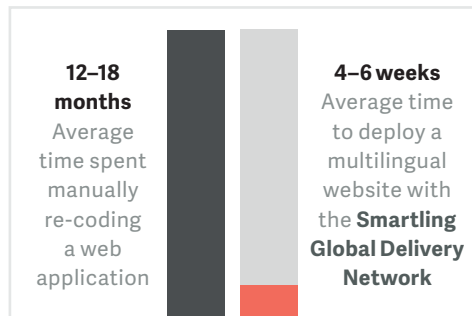
Overview — Smartling Global Delivery Network

Traditional Website Internationalization vs. Smartling's Global Delivery Network

The Problem

Offering multilingual content has become a requirement for global brands. Traditionally, internationalizing a website meant re-coding your entire web app, a lengthy process that can eat up 18 months of your developer's time and incur opportunity cost on the business.

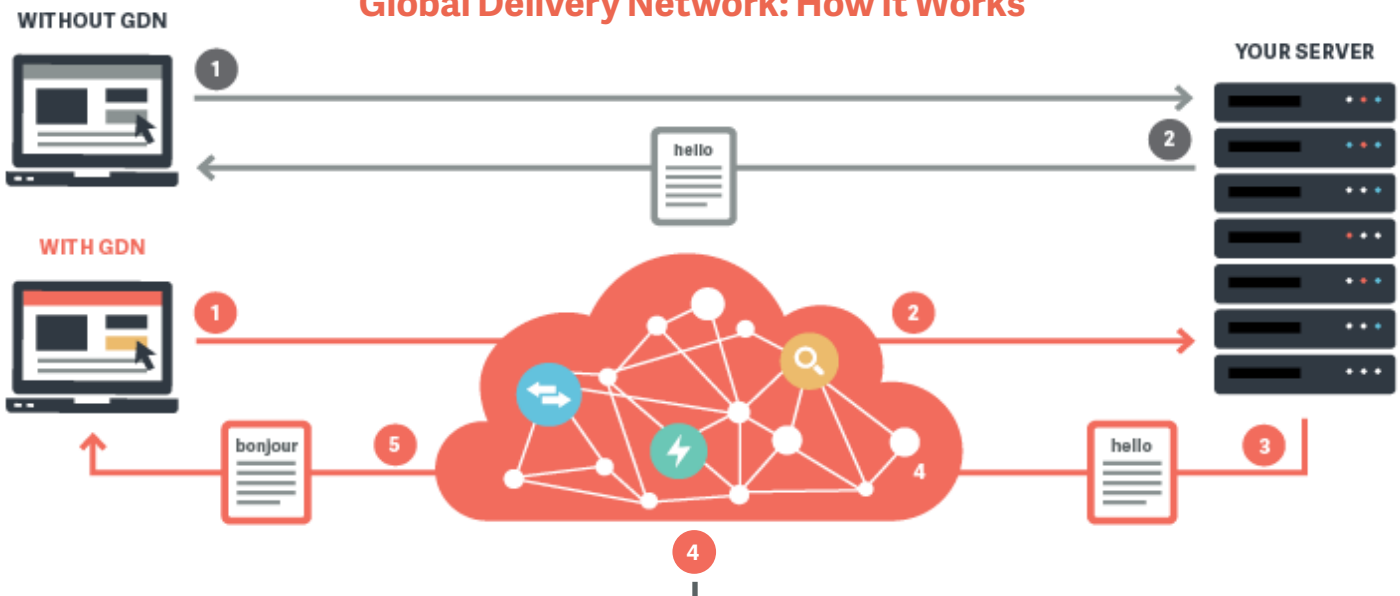
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The Solution

Smartling's **Global Delivery Network (GDN)** eliminates the need to internationalize code by automatically collecting text from your websites and web apps, facilitating human translation through a centralized platform, and delivering an SEO-compatible multilingual experience directly to your customers.

Global Delivery Network: How It Works



For every request, the GDN parses and replaces hundreds or thousands of translated strings in an average of **40 milliseconds** processing time.

Scenario 1: Without Global Delivery Network

- 1 When a user requests a page on your source website, www.yourcompany.com, the request goes directly to your servers.
- 2 English site is delivered to the user.

Scenario 2: With Global Delivery Network

- 1 After a one-time configuration, a user request goes directly to one of Smartling's fast, secure and reliable global data centers.
- 2 The **GDN** makes a request to your servers for the source web page.
- 3 The **GDN** receives the web page in the original language.
- 4 The **GDN** parses every text string and image on the page including static, dynamic and personalized HTML, JavaScript and AJAX content; every string and image from the source webpage is replaced with the appropriate translation.
- 5 A fully localized web page is returned to the user in their language.



Advanced Capabilities of the Smartling Global Delivery Network

Unlike other translation proxy tools, the Global Delivery Network features advanced capabilities to further reduce translation costs, make website localization even more culturally relevant, and provide valuable insight into your most important markets.

Automated Translation Management

- Smartling's platform extends all of its capabilities to the Global Delivery Network resulting in a streamlined, cost-effective and high-quality translation process for customers. The Global Delivery Network acts as a proxy for localized pages; by detecting the language being requested, it delivers the language and locally appropriate content in real time.
- Automatic detection of new content when source web pages change
- Automatic triggering of translation workflows
- Automatic deployment of localized websites or apps
- No ongoing developer involvement needed after a one-time domain configuration change

Low Latency

- Without high performance, major search engines will lower page rankings, or worse, refuse to crawl the localized site altogether. Smartling's Global Delivery Network only adds 20–30 milliseconds to each response, whereas competing solutions add 200+ milliseconds to each response and as much as 20 seconds depending on page size.

Pattern Matching

- Dynamic websites and web apps frequently include static text preceded or followed by variable content (for example, "Author: William Shakespeare" and "Author: Agatha Christie"). Pattern matching eliminates unnecessary translation costs by isolating static text so that it's only translated once, enabling you to speed up translation.

Localized Images

- Your websites and web apps probably include images with embedded text, such as heroes and buttons. The Global Delivery Network allows you to provide like-for-like replacements for images for different markets, so that your localized web experiences aren't compromised by English-language images.

Content Exclusion

- Smartling makes it easy to exclude content that is irrelevant, for either market-specific or business-specific reasons, from the translation. It is a flexible feature that allows you to suppress a single piece of content or a group of web pages from appearing on localized websites.

Content Replacement

- Smartling provides an easy-to-use translation tool to insert highly targeted and culturally relevant native language content that cannot be achieved by translating the source content. Original content can be created by in-house resources or by third parties.

Flexible URL Options

- Using Smartling's Global Delivery Network, you can choose to use an unlimited number of different top-level domains (<http://www.example.de>) or subdomains (<http://de.example.com>) for each country or language, or language-specific paths (<http://www.example.com/de/>).

Global SEO Capabilities

- The Global Delivery Network is fully SEO-compatible across every regional site.

Reliability and Security

- The Global Delivery Network provides unparalleled reliability and security, offering 99.99% uptime and PCI DSS Level 1, SSAE 16 SOC 2 and HIPAA enterprise security and data protection certifications.

