We are...

Ratnadeep Debnath  
from Transifex  

rtnpro@transifex.com; @rtnpro

Mahay Alam Khan  
from Ankur  

mak@fedoraproject.org; @maktrix
Localization. Evolved.

Translation workflow and crowdsourcing for agile teams and smart translators.

Try it for free

Diversity is the one true thing we all have in common. Celebrate it every day.

WORKFLOW MANAGEMENT
Full control over your localization process. Great integrations with your own systems and workflow using our client app, libraries and a rich API.

CONTINUOUS LOCALIZATION
An online internationalization tool which adapts to the production cycle of fast-paced teams with dynamic content and agile releases.

COORDINATED COLLABORATION
Create self-managed language teams under your project. Invite 10 professional or 10,000 volunteer translators. Or both.

QUALITY CONTROL
Translation Memory, glossary, proofreading, translation suggestions with voting. All the tools you’ll ever need to ensure high quality.

MORE FEATURES
You will like to see your App in Malaysian
Internationalization is the process of getting a system ready so that it can support multiple languages.

Internationalization > i18n
Localization

Adaptation of software for non-native environments

Translation into different languages

localization > l10n
95% people on earth with native language other than English

50% of internet users do not speak English at all

120 published languages on wordpress.com

150 Wikipedia languages with > 1500 articles
Develop for an international audience
Workflow

- Mark translatable strings, export
- Release string freeze
- Translator: VCS checkout
- Translate w/ specialized tools
- Get 'em files back
  - SSH ☠, Email ☢, Tickets 😞
- For every friggin' release
How does L10n work
(from the gettext manual)
Many languages...

Many i18n methods...

Let's consider Django i18n and l10n
from gettext import gettext as _

string = _(u'A sentence to translate.')
from django.utils.translation import ugettext_lazy as _

class Person(models.Model):
    name = models.TextField(
        _("Name"),
        help_text=_("First & last name"),
    )
Django templates

{% load i18n %}

{% trans "Person:" %}
Django templates

{% load i18n %}

{% blocktrans count ppl|length as num %}
Person:
{% plural %}
People ({{ num }}):
{% endblocktrans %}
# Python
xgettext -L Python sample.py -d sample

# Django
django-admin makemessages -l en
django-admin compilemessages -l en
Malay PO file

"Project-Id-Version: MyProject\n"Plural-Forms: nplurals=1; plural= 0 ...

#: foo/templates/bar.html:180
msgid "Maintainer:"
msgid_plural "Maintainers:"
msgstr[0] ""
Traditional Model

Content owner /Developer

Localization manager

Content mgmt system

User

Translator

Reviewer

en

fr de it pt

x10
Pain points

- Mark translatable strings, export
- Release string freeze
- Translator: VCS checkout
- Translate w/ specialized tools
- Get 'em files back
  - SSH ☠, Email ☢, Tickets ☹
- For every friggin' release
DO NOT WANT.
Crowdsourcing

- outsourcing tasks to a distributed group of people.
- occur both online and offline
- difference is outsourced to an undefined public rather than a specific body, such as paid employees.
Pro workflows

- Emails to translation agencies
- Build own L10n platform
- Give away control
  - Data (TM) managed by supplier
  - Budget dictated by agent
  - Translators
SaaS product for quality localization of dynamic content from social marketplace of translators

Built for developers, open-source
Traditional Model

- Content owner/Developer
- Content mgmt system
- Localization manager
- Translator
- Reviewer
- User

Languages: en, fr, de, it, pt
A smarter way

1. Content owner/Developer
2. Transifex
3. Translators/Reviewers
4. Content mgmt system
5. User

Languages supported: en, fr, de, it, pt
What does it achieve?

- Automated workflow for developers
- Integration points
- Short release cycles
- Easy to use translation tools
- High quality
- Engagement with own userbase
In numbers

- 17,000 developers & translators
- 3,000 products
- End-user audience of 100M+?
- 250,000 translated words per day
History

2007: Initial development of Transifex sponsored by Google under its "Google Summer of Code" program

2008: Fedora adopts Transifex as its official Localization platform

2010: Indifex is chosen by Intel and Nokia to manage the localization of MeeGo

2011: Transifex is used by 2,000 open source projects and 10,000 users. More than 5 million words have been translated, reaching an audience of more than 30 million people!

Late 2011: Indifex will offer support for the localization of proprietary projects too. Release of an Enterprise-level product, both in self-hosted and managed solutions.
Technologies

- Django & Python
- PostgreSQL, MongoDB, Redis
- Celery & AMQP
- Django-addons
- Git
- requirements.txt: 58 lines
# Django

The Django Web Framework

## DETAILS

- **Homepage:** [http://www.djangoproject.com/](http://www.djangoproject.com/)
- **Documentation:** Translation help pages
- **Maintainers:**
  - freakboy3742
  - jezdez
  - cramm
  - Alex

## LANGUAGES

<table>
<thead>
<tr>
<th>Language</th>
<th>Translation Progress</th>
<th>Completeness</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>Basque</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>Czech</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>Dutch</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>French</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>Indonesian</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
<tr>
<td>Italian</td>
<td><img src="#" alt="progress_bar" /></td>
<td>100%</td>
</tr>
</tbody>
</table>
# PROJECT RESOURCES

<table>
<thead>
<tr>
<th>Module</th>
<th>Type</th>
<th>Words</th>
<th>Strings</th>
</tr>
</thead>
<tbody>
<tr>
<td>admin</td>
<td>contrib</td>
<td>789</td>
<td>161</td>
</tr>
<tr>
<td>admin-js</td>
<td>contrib</td>
<td>208</td>
<td>31</td>
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<td>admindocs</td>
<td>contrib</td>
<td>184</td>
<td>30</td>
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<tr>
<td>auth</td>
<td>contrib</td>
<td>268</td>
<td>58</td>
</tr>
<tr>
<td>comments</td>
<td>contrib</td>
<td>244</td>
<td>60</td>
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<tr>
<td>contenttypes</td>
<td>contrib</td>
<td>30</td>
<td>6</td>
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<tr>
<td>core</td>
<td>core</td>
<td>853</td>
<td>264</td>
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<tr>
<td>flatpages</td>
<td>contrib</td>
<td>84</td>
<td>16</td>
</tr>
<tr>
<td>formtools</td>
<td>contrib</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>gis</td>
<td>contrib</td>
<td>68</td>
<td>17</td>
</tr>
</tbody>
</table>
$ pip install transifex-client

$ tx set --auto-local
   -r myproj.myres
   --source-lang en
   'translations/<lang>.po'
[main]
host = https://www.transifex.net

[django.core]
file_filter = .../<lang>/.../django.po
source_file = .../en/.../django.po
source_lang = en
type = PO

[django.contrib-admin]
...
$ tx status
django -> core (1 of 16)

Translation Files:
- en: django/../en/../../../django.po (source)
- ar: django/../ar/../../../django.po

django -> contrib-admin (2 of 16)
- ...
**RESOURCE MAPPING**

<table>
<thead>
<tr>
<th>Django Package</th>
<th>URL Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>django.contrib.admin</td>
<td><code>django/contrib/admin/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-admin-js</td>
<td><code>django/contrib/admin/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-admindocs</td>
<td><code>django/contrib/admindocs/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-auth</td>
<td><code>django/contrib/auth/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-comments</td>
<td><code>django/contrib/comments/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-contenttypes</td>
<td><code>django/contrib/contenttypes/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-flatpages</td>
<td><code>django/contrib.flatpages/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-formtools</td>
<td><code>django/contrib/formtools/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-gis</td>
<td><code>django/contrib/gis/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-humanize</td>
<td><code>django/contrib/humanize/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-localflavor</td>
<td><code>django/contrib/localflavor/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
<tr>
<td>django.contrib-messages</td>
<td><code>django/contrib/messages/locale/&lt;lang&gt;/LC_MESSAGES/django.po</code></td>
</tr>
</tbody>
</table>
$ tx push --source
Pushing for resource django.core:
Pushing source file (.../en/.../django.po)

$ tx pull --translations
Pulling translations for resource
django.core (source: en.po)
  -> el: .../el/.../django.po
  -> gu: .../gu/.../django.po
  ...

$ tx pull --minimum-perc=90 --mode=reviewed
Workflow automation

- Continuous integration
- VCS commit hooks
- API to translate DB content
- Services on Github & Bitbucket
- Postbacks
curl -i -L -X GET http://www.transifex.net/api/2/.../stats/

HTTP/1.1 200 OK
{
  "en": {
    "completed": "93%",
    "last_committer": "mpessas",
    "translated_entities": 1017,
    "translated_words": 6160,
    "untranslated_words": 21,
  },
}
Professional translators

- Crowdsourcing or professionals, hybrid
- Quality through proofreading
- Translation Memory
- Glossary
- XLIFF standard format
## People on Transifex

<table>
<thead>
<tr>
<th>Name</th>
<th>Activity</th>
<th>Name</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>jmphiippe</td>
<td></td>
<td>stefanok</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>luebbe</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>glezos</td>
<td></td>
</tr>
</tbody>
</table>

**Browse people speaking:** All languages

**jmphiippe**
- From: Indiquez un lieu
- Is available for paid work
- Speaks: French (fr)

**stefanok**
- From: Italia
- Speaks: Italian (it), Italian (Italy) (it_IT)

**luebbe**
- From: Karlsruhe
- Speaks: English (en), French (fr), German (de)

**glezos**
- From: Peloponnese
- Speaks: Greek (el)

**MOST ACTIVE MANAGERS**

- **fbwiki**
  - Maintainer: 1 project
  - Coordinator: 0 languages

- **patrick**
  - From: Oregon
  - Maintainer: 61 projects
  - Coordinator: 3 languages

- **glezos**
  - From: Peloponnese
  - Maintainer: 31 projects
  - Coordinator: 11 languages

- **ep98**
  - From: Oblast Sofiya-Grad
  - Maintainer: 35 projects
Translation

Μετάφραση

NEW SUGGESTION

You!

Send suggestion!

TRANSLATION MEMORY

Toggle source string

Μετάφραση

0.80
<table>
<thead>
<tr>
<th>Translation</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Χρήσης</td>
<td></td>
</tr>
<tr>
<td>Δράση</td>
<td></td>
</tr>
</tbody>
</table>

- Download for use
- Download original pot file
- Download only reviewed translations
- Upload file
- Delete translations

- View strings online
- Watch
- Visit language team
- Clone to new language
project

έργο, αναφέρεται σε ένα μεταφραστικό έργο

definition by glezos
Contribute...
Thank you!

Questions?
# Pricing that scales with your growing business

Unlimited users, files and translations. Sign up in just 60 seconds.

<table>
<thead>
<tr>
<th></th>
<th>Solo</th>
<th>Plus</th>
<th>Premium</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Offer</strong></td>
<td>Free* $49</td>
<td>$99/month</td>
<td>$299/month</td>
<td>Request a quote</td>
</tr>
<tr>
<td><strong>Words</strong></td>
<td>15,000</td>
<td>50,000</td>
<td>160,000</td>
<td>500,000+</td>
</tr>
<tr>
<td><strong>Projects</strong></td>
<td>Single project</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Team sharing</strong></td>
<td></td>
<td>Team sharing</td>
<td>Team sharing</td>
<td>Team sharing</td>
</tr>
<tr>
<td><strong>Translation Memory sharing</strong></td>
<td></td>
<td>Translation Memory sharing</td>
<td>Translation Memory sharing</td>
<td>Translation Memory sharing</td>
</tr>
<tr>
<td><strong>File formats</strong></td>
<td></td>
<td>Pro file formats</td>
<td>Pro file formats</td>
<td>Pro file formats</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Basic Support</td>
<td>Priority support</td>
<td>Priority support</td>
<td>Enterprise support &amp; SLA</td>
</tr>
</tbody>
</table>

**Free plan** for **Translators** and **Open-source** projects

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