Managing Content for the Multilingual Web
In the past, adding new languages to your Web site required almost as much labor and expense as building the site in the first place. In fact, most companies with multilingual sites maintain a separate site for each language — multiplying the cost and multiplying the time to market. And when content is updated, managing those changes across multiple Web sites presents a new set of logistical problems.

Now, a platform called UniSite makes the process of globalizing a Web site clean and simple. With UniSite, you can build your site just once and add as many languages as you like, automatically, without touching the code. Change detection is automated, so you will never need to worry that content is out of date.

What does that mean for your business? The power to reach new markets quickly — and cost-effectively.

What You Gain by Globalizing

Communication is always more effective when you speak to your audience in their own terms. Studies show that Web users remain twice as long on sites written in their own language — and that business users are three times more likely to buy when addressed in their native tongue.

Until now, the World Wide Web and e-commerce have been U.S.-centric. But within four years, Asian, European, and Latin American online markets are projected to quadruple, and non-English speakers will rise from 42 to 70 percent of the online population.

Clearly, there’s a huge potential pay-off in globalizing your Web site. The sooner you act, the greater your lead.

See UniSite yourself: www.glides.com
The Elements of an Elegant Solution

Open, Flexible Interface
With UniSite, there is no need to change your current hosting solution. UniSite will integrate with your current Web development tools (FrontPage, HomeSite, DreamWeaver, etc.) and publish to your existing production platform (Windows NT, UNIX, etc.)

Remote Content Administration
Anyone with Web access anywhere in the world can input the translation — though your site administrator retains control of what goes live.

Change Management
When a page has been revised, UniSite visually cues your content editor(s), and highlights the changed section in all the other languages. UniSite can automatically keep your Web site synchronized as you make changes. Through its content exchange capabilities, you can make changes in one language and allow UniSite to handle the rest.

Five-Tiered Security/User Roles
Five different levels of security permission are built into UniSite, based on users’ roles: content editor, brand manager/layout editor, reviewer, publisher, administrator.

Translation Integration
UniSite offers seamless integration with all XML-enabled database applications, so that changes in one language can be automatically transmitted to a designated system for machine or human translation.

Use Your Existing Site
Simply point UniSite Assistant at your existing site, and in a matter of minutes your content will be in the UniSite database, ready for globalization.

Horizontal Navigation
UniSite allows end users to switch languages anywhere on your site, without going back to the home page.

Default Language Recognition
UniSite automatically recognizes the default language of each visitor’s browser, and presents your site in that language, if available.

Universal Character Recognition
UniSite works with any language in any alphabet, including Cyrillic, Kanji, and bi-directional languages such as Hebrew and Arabic.

Centralized Site Structure
With just one set of files to maintain, back-up is easier, the chance of error is lower, and there is no need for remotely located technical staff.

Built-in Staging Server
UniSite allows you to review and test all functions of your site as if it were live — before it goes live.

Limitless Languages on a Single Site

1. Apply UniSite to any Web site. UniSite’s proprietary process separates the programming code from the text and graphics and assembles these elements into a database.

2. Translate the text — and localize the graphics as needed — for any new market. With UniSite’s remote access capability, you can lower costs.

3. Localization is complete when UniSite instantly creates the new version of your site — with uniform structure, navigation, and branding.
UniSite is a content management system designed to streamline the creation and management of multilingual and multiregional Web sites. UniSite provides an ideal globalization environment by converting Web sites into database-driven sites with remote administration capabilities. It is an open, scalable solution designed for operations involving development teams and content contributors in multiple locations, throughout an enterprise or around the world.

UniSite is also available as an ASP solution. For a low monthly fee, Glides can provide a complete multilingual content management solution. Simply upload your existing Web site files to the UniSite hosting center and we can have you ready to begin globalizing your site the same day! Want to learn more? Let us show you how UniSite can work with your existing Web site and give you an affordable multilingual Web presence. Visit us online at www.glides.com or call us at 877-9GLIDES.

Open Standards. Because UniSite is based on open programming standards, it does not require any specialized programming skills to install, operate, or customize. It will integrate easily with your current Web development tools, and will publish to your existing production server. UniSite’s XML data-exchange capabilities allow for integration with the latest Web technologies and translation protocols.

Easy Installation. UniSite installs in minutes with an InstallShield set-up routine. Because it is a Web-based system, there is no need to install software on client computers.

Centralized Administration. UniSite centralizes control of multilingual and multiregional sites. With one set of files to maintain, UniSite reduces the number of people involved in technical maintenance and eliminates the need for remotely located technical staff.

Multi-tiered Architecture. UniSite is a three-tiered application. The client tier consists of HTML, JavaScript and ASP scripts. The middle tier hosts software components running on Microsoft IIS. The back end is a Microsoft SQL Server database.

Fast Performance. Because UniSite includes no run-time software components, it delivers pages as fast as your existing Web site. Additional language versions perform at the same speed as the original language site.

System Requirements

DEVELOPMENT/DATABASE
WEB SERVER:
- Microsoft Internet Information Server (IIS) 4.0 and Microsoft Windows 2000 or Microsoft Windows NT 4.0 Service Pack 5
- Microsoft SQL Server 7.0

NOTE: The Web server must either house or have access to the database server.

General guidelines for disk space and RAM based on benchmarking of a 400-page original site, with graphics, in five languages:
- 150 MB of hard-disk space for site
- 150 MB of disk space for UniSite application
- 20 MB of hard-disk space for database storage (1.2 million rows in largest table)
- If database server is on a different machine than IIS, 128 MB of RAM; if on the same machine, 256 MB of RAM

PRODUCTION WEB SERVER:
Any environment that supports HTML 3.0 or higher (Windows NT, UNIX, etc.)

DEVELOPMENT CLIENT/BROWSER:
Microsoft Internet Explorer 5.0 or later

NETWORK:
The database server and the Web server must be on the same physical machine, or they must be connected via a TCP/IP network. Account must be established with appropriate access privileges. FTP access must be enabled.

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