

WebViews' Service Brief (BWeb™): Web Localization & Synchronization Services

Many businesses are at an immature stage in understanding how to interact within other cultures and countries, and they are unfamiliar with the range of challenges involved in establishing and maintaining a global enterprise ... only one-fifth of e-commerce firms actually have multi-language (Web) sites.

IDC, July 2008

Overview:

Web Localization (BWeb™) Services is another unique service from WebViews' Borderless Business On Demand (BBOD™) portfolio of services and solutions. Leveraging the investment you've made in your e-business and Web sites by transforming them into as

many international language sites as you need. Borderless Web also automatically-updates all of your global language sites and keeps them in synch when changes are made to your 'source' site's content.

WebViews Borderless Business On Demand (BBOD™) Services:

WebViews delivers a comprehensive suite of Borderless Business On Demand (BBOD™) services based on its proprietary flagship award winning Inter-Language Paradigm™ technology.

These services can assist its subscribers and users to rapidly localize their e-business to multitude of languages, establish an interactive and borderless messaging facility, transact, fulfill and support their customers around the globe in their languages without changing a thing or hiring and additional individual!

In short, WebViews BBOD™ solutions and services enable organizations to

operate locally and at the same time cross the borders of language, culture and jurisdiction, and conduct a truly Borderless Business around the globe.

Culmination of many years of concentrated research and development, WebViews BBOD™ Services, are changing the landscape of multi-lingual Web and multi-media services offerings. Delivered on outsourced and on demand basis, these services provide WebViews a unique ability to deliver web and e-business localization and globalization with human quality content at approaching machine speed by employing modern methodologies and processes.

BWeb™ Service Benefits:

Flexibility – WebViews BWeb™ services interact with subscribers' existing technology infrastructures easily and transparently with no need for the day-to-day involvement and engagement of our subscribers' in-house resources.

Reduced time and cost – by an order of magnitude – for those subscribers using or considering traditional methods to build and maintain target language Web sites.

Migration to a simplified business approach – and corresponding reduction in management time expended – by outsourcing the localization, creation, synchronization and maintenance of your multi-lingual Web sites, databases and e-commerce applications to the on-demand WebViews BBOD™ services – rather than developing and maintaining a complex and resource-intensive in-house and/or multi-vendor technical environment and team.

Robust, synchronized change and release management – ensuring that all new Web pages, content, databases and programs – and all changes and updates to these components – are reflected in all applicable local language versions of your Web site almost simultaneously.

Global Operations / Local Image – BWeb™ Service subscribers can easily deploy a Localized Presence – i.e. a presence tailored to audiences in each locality- in many countries and regions while operating from a central facility with no additional personnel, facilities or systems.

New target markets and buyers – BWeb™ services enable smaller and medium-sized enterprises to instantly become global players, using the power of multilingual Web sites and e-commerce applications to do business in new markets with buyers worldwide.

Borderless Web™ Service Features and Capabilities:

➤ **End-2-End Web Localization Service**

The end-2-end Web Localization Services, as with all WebViews BBOD™ services, is delivered on an outsourced, on-demand basis, and provides the capturing of current (source) Web site content and the preparation, localization and delivery of the target web sites and associated content and programs.

Subscriber's site content is captured through access to client's source FTP

site (via a secure link provided by WebViews). Based on the captured site content and programs, WebViews prepares, localizes, tests and publishes the localized versions of the site in the desired target languages at the agreed URL addresses. This way, the subscribers receive their fully localized and tested target sites quickly and efficiently.

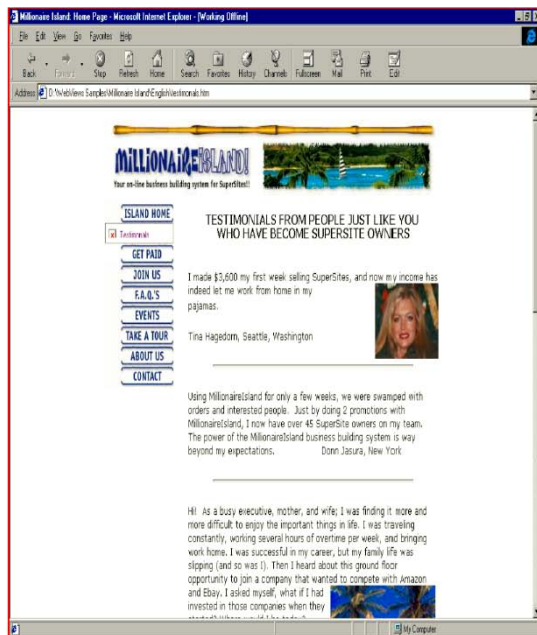
➤ Content Change Management and Synchronization Services

To ensure that the changes and updates to the contents of the source site are reflected in the appropriate target sites on an on-going and timely basis, WebViews provides the critical Content Change Management and web site Synchronization Services. Using its intelligent Crawler Agent Software technology, WebViews monitors the subscriber's source Web site(s) - continuously or on predetermined

scheduled times-, the Agent Software, identifies the changes, and initiates the extraction and capture of the these changes. The captured changes are then, prepared, localized to the customer desired target languages and used for the updating of the target sites, and synchronization of these sites. The result is updated and synchronized target sites with the client's source sites on real time and ongoing basis.

Example:

Source Web Page



Target Web Page



Note that, in addition to the body text, embedded text in buttons and graphics have all been localized.

➤ Synchronized Web Development and Release

In contrast with traditional methods, WebViews Synchronized Web Development Services enable organizations to start source program localization and creation of Target Web sites and programs and content as soon

as source Web programs and content have been formalized.

With the BBOD™ Suite of automated monitoring and change management processes, localization programs, workflow-based project management tools and synchronized development

services in place, the development of source Web programs and databases and the target websites and programs can be reduced to days, or even hours.

Simultaneous and synchronized releases thus become possible – without adding new resources or new timelines to the project team.

➤ **Initialization Service – Capturing Subscribers' Current Localized Web-Site Content**

Many potential subscribers to WebViews BBOD™ services may have already expended significant effort to create Web pages, electronic documents, graphics and databases in multiple languages using traditional methods. To ensure that such investments can be leveraged for future use, WebViews

Initialization Services identify and capture any existing subscribers' localized content to be used in the localization of the subscribers' Web sites and programs. The Client does not need to spend any additional dollars on these items.

BWeb™ Services Attributes and Features

WebViews Borderless Web Services enable our subscribers to:

- Define and develop new location-specific content for Web sites targeted at particular countries, regions, cities or cultures – using components from any of their multi-lingual sites.
- Select different backgrounds, contents and graphics for a variety of multi-lingual Web sites – or add specially designed local content.
- Use this unique capability to prepare targeted advertisements or banners tailored to specific markets and languages.
- Readily present a "local" image to different target markets worldwide, while operating from one central location and using the same basic information to deliver content differentiated for each market.

Languages on-Hand

Western European: English, French, Spanish, German, Italian, Portuguese, Swedish and Danish

Eastern European: Russian, Ukrainian, Albanian and Greek

Asian: Japanese, Korean, Mandarin and Cantonese Chinese

Middle Eastern: Farsi, Arabic, Hebrew, Turkish and Armenian

Aboriginal: Inuktitut

About WebViews

Using WebViews award winning Inter-Language Paradigm™ technology; we create a language transparent operating environment enabling business and individual subscribers to conduct Borderless Business everywhere around the globe. In addition to its Borderless Business On Demand Services, WebViews provides consulting and systems integration services to integrate our customer's legacy systems with WebViews Borderless Business technology and systems, adding multilingual / multi-market / trans-lingual features and capabilities to their e-business and messaging systems and technology environments. Please contact us to discuss how WebViews can assist you in transforming your local business activity to a global operation by using WebViews Borderless Business solutions and Services.

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