

AI-Enabled Multilingual Publishing for a Leading Higher Education Publisher



The Client

The client is a leading global publisher of higher education learning materials.

The Challenge

The client was looking to reduce the time required to translate, review, publish, and deliver complex books in multiple languages. The existing end-to-end process could take approximately one month in the best case and three to six months for large or complex titles. The translated editions also needed to retain the original content structure, terminology, formatting, and author intent.

Critical Success Parameters

- ✓ Deliver book translations across 100+ tested languages.
- ✓ Translate titles, body content, footnotes, glossaries, tables of contents, image captions, subtitles, and linked content.
- ✓ Reduce end-to-end multilingual publishing timelines from months to days while retaining author and publisher review.
- ✓ Preserve bold text, italics, links, superscripts, capitalization, and other formatting when translated content changes in length or structure.
- ✓ Maintain the original content structure, context, and author intent across translation, publishing, and delivery.
- ✓ Enable users to customize terminology through translation memory, contextual word choices, spreadsheet-based inputs, and manual overrides.
- ✓ Support different writing systems, language structures, and right-to-left languages.
- ✓ Integrate the translation capability with existing authoring, publishing, and content-delivery workflows.
- ✓ Select appropriate AI models based on text density, paragraph structures, images, and formatting complexity.
- ✓ Establish a human-supervised review process to validate translation accuracy, localization, terminology, and formatting.
- ✓ Engage a full-service engineering partner with expertise in AI, content, and digital publishing.

Our Approach

- ✓ Designed a new integrated UI-based translation service supported by asynchronous REST APIs, task IDs, and translation-status endpoints.
- ✓ Integrated the translation service with the client’s existing authoring, publishing, and content-delivery workflows.
- ✓ Developed custom logic to remap formatting when translated words or sentences differed in length and structure from the source content.
- ✓ Preserved key formatting elements, including bold text, italics, links, superscripts, capitalization, and language-specific styling.
- ✓ Implemented an Excel-based terminology upload feature, allowing users to define preferred translations for specific words and phrases.
- ✓ Enabled translation memory, contextual alternatives, formal and informal language options, and manual overrides.
- ✓ Provided additional context and structured instructions to the AI models to help retain the author’s original meaning.
- ✓ Selected AI models based on content structure, including text density, paragraph types, images, and formatting complexity.
- ✓ Built support for languages with different writing systems, including Korean and Japanese, as well as right-to-left languages such as Urdu.
- ✓ Conducted weekly validation sessions with client-side consultants to review localization, terminology, formatting, and translation quality.
- ✓ Retained author and publisher review at each stage before the translated content was approved for publishing.



Key Result Highlights

Reduced the best-case end-to-end publishing timeline from approximately 1 month to **10** days, including author and publisher reviews.

Addressed complex manual publishing cycles that could take 3 to 6 months for large and formatting-heavy titles.

Tested book translation across **100+** languages, covering titles, body content, footnotes, glossaries, tables of contents, captions, subtitles, and links.

Enabled simultaneous publishing in **3** languages during UAT, including Portuguese, Korean, and Japanese.

Included **3-4** days of human review in the automated publishing workflow to validate translation quality, terminology, context, and formatting.

Preserved key formatting and content structures throughout translation, authoring, publishing, and delivery.

Reduced manual development effort and enabled authors to focus more on content creation and review.

Received positive initial user feedback on the clarity of translated content while retaining human validation at every layer.