PARLAM CONNECTOR FOR SITECORE AI

User and configuration guide

1 INTRODUCTION 2
1.1 What is Parlam 2
1.2 What is Parlam Content Hub 2
1.3 About the Sitecore AI connector 3
1.4 Connector scope 3
1.5 Connector components 5
1.5.1 Inside SitecoreAI: the Parlam app 5
1.5.2 Hosted by Parlam: the Content Hub services 6

2 INSTALLATION GUIDE 7
2.1 Prerequisites 7
2.2 Preparing SitecoreAI 8
2.2.1 Create an Environment automation client 8
2.2.2 Find the CM host of your environment 9
2.2.3 Install the Parlam app 10
2.3 Activating the connector in Parlam 11
2.3.1 Create the workflow 11
2.3.2 Create the Content Hub profile 12
2.3.3 Test the connection 16
2.3.4 Link the Parlam app to Parlam 18

3 USER GUIDE 20
3.1 Roles and users 20
3.2 Configuration 23
3.3 Publishing 26
3.4 Translating your content, step by step 28
3.4.1 Open the app 28
3.4.2 Create a translation project 28
3.4.3 What happens after you send a project 31
3.4.4 Track progress 32
3.4.5 Receive and review the translation 33
3.4.6 When something goes wrong 34

4 SUPPORT 36

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

1 Introduction

1.1 What is Parlam

Parlam is the translation management system, or TMS, that your company uses to translate its content. By connecting your content system to Parlam, the texts you need to translate reach Parlam without you having to export them or send them by hand, and the translations return to their place on their own.

Parlam brings together in one place the translation of all your company's content, wherever it comes from: the CMSs, each department's documents, and the information from any other connected system. Everything follows the same process and can be checked from one place, so there is no need to chase files by email or ask where each assignment stands.

From Parlam, your company decides who translates what: an agency, freelance translators, the in-house team, or machine translation with artificial intelligence. They can be combined depending on the type of content or the language, and you don't have to worry about it: the content you send will follow the path that has been defined.

At the heart of Parlam is the translation memory. Every translated sentence is stored, and when it appears again, in that same content or in any other, Parlam reuses it. This has three advantages you will notice right away. The first is cost, because only new or modified text is translated. The second is time, because with less to translate, content reaches each market sooner. The third is consistency, because your company always says things the same way, with the same terminology and the same tone, across all channels and languages.

1.2 What is Parlam Content Hub

Parlam Content Hub is the part of Parlam that talks to your content systems. Parlam manages the translations; Content Hub is what collects the content from your system, hands it over to Parlam and, when the translation is ready, returns it to where it came from. Thanks to Content Hub, your system and Parlam work together without anyone having to move files between them.

Content Hub runs in the cloud and is maintained by Parlam, so you don't have to install or look after any server. On your side, you only need to prepare your system so it can communicate with Content Hub. In your case, that means installing the Parlam app from Sitecore Marketplace and creating credentials for the connector; this guide explains exactly what to do.

It is worth understanding the path the content takes, because it will help you know what is happening at each moment. It all starts in your system, when someone decides that some content needs translation and sends it. Content Hub receives it and uses it to create a translation project in Parlam. From there, the

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

project moves forward following the workflow your company has defined: translators do their work and, if the workflow provides for it, reviewers check it. When the translation reaches the **Delivery** phase, Content Hub collects it and loads it back into your system, and then notifies Parlam that the delivery is complete so that the project is closed correctly. Content Hub checks for finished translations about every minute, so you don't have to keep an eye on them.

For all this to work, during installation you will configure a few pieces in Parlam. You will see them named throughout the guide, so it is worth introducing them now.

The **connector** is the adapter that allows Content Hub to work with a specific type of system. Each system stores and organizes its content in its own way, and the connector knows how to read it and how to write the translations back. This guide covers one specific connector.

The **workflow** is the set of Parlam rules that decides how content is translated: who translates and reviews it, which translation memories and glossaries are applied, and which delivery deadlines are proposed. Languages are not decided by the workflow, but by the **Working languages** of your Parlam account. It is the first thing you will create, because everything else builds on it.

The **Content Hub profile** is the configuration you create in Parlam for your system. It stores the **Content Hub token**, which is the secret key your system uses to identify itself to Parlam and which you must treat like a password. It also specifies the workflows your system can use and, depending on the connector, the language and user mappings, which are used to translate your system's language codes and usernames into the ones Parlam uses.

Finally, the **connection** is the part of the profile that lives in Content Hub and contains the details for reaching your system. A connection can be **Started** or **Stopped**, and Content Hub only serves your system while it is **Started**. Stopping it is useful when you need to change the configuration safely or pause submissions.

1.3 About the Sitecore AI connector

The Sitecore AI connector lets you translate the content of your SitecoreAI environment with Parlam without leaving Sitecore. Parlam, as a Sitecore partner, offers the Parlam app on Sitecore Marketplace. Once installed, the app works inside SitecoreAI: from it you choose the items you want to translate and the languages, and the translations return on their own to those same items, ready to review or publish.

1.4 Connector scope

All work with the connector is done from the **Parlam app**, which opens inside SitecoreAI. Each person signs in with their own Sitecore account, and the app has its own list of users, so you decide who can use it.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

What is translated. In the app's **Setup**, an administrator chooses which Sitecore templates are translated and, for each one, which fields. **Single-Line Text**, **Multi-Line Text**, **Rich Text** and **General Link** fields can be translated; for the latter, only the link text is translated, and the link itself is kept. In **Rich Text** fields, HTML tags are protected, so translators only work with the text.

Languages. The same **Setup** specifies the source language and the target languages, and which ones are selected by default in each new project. The languages must exist in your SitecoreAI environment and in the **Working languages** of your Parlam account.

Projects. From the app, an editor creates a project: they choose the items in the content tree, the target languages and the due date, and can also choose who translates each language and write notes for the translators. They can send it right away or save it as a draft, keep adding items to it and send it later. By default, the app avoids sending content that is already being translated in another project, and the **Setup** lets you limit the number of items in each project.

Content path. Once the project is sent, the connector reads the chosen fields of each item from your environment, in the source language, and uses them to create a project in Parlam, with its title, due date, languages and notes. The project follows the Parlam workflow and, when a language reaches the **Delivery** phase, the connector writes the translation to SitecoreAI and confirms it to Parlam.

Delivery. Each translated item receives a new version in the target language, with the translated fields. Previous versions in that language are kept, so you can always go back.

Publishing. Publishing is optional. In the app's **Publishing rules** you decide, template by template, whether translated items are published automatically and how. If there is no active rule, the translations remain written in SitecoreAI and you publish them whenever you want.

Tracking. In the app's **Queue** tab you see all projects and the state of each one, and within each project, the phase each language is in. App **Owner** and **Admin** users see all projects; everyone else sees their own and, if they are PMs in Parlam, those of their department, as in Parlam itself. In Parlam, each project belongs to the Parlam user that corresponds, through the user mapping, to the person who sent it from Sitecore.

Updates. When you change an item that was already translated, just send it in a new project. Thanks to the translation memory, text that hasn't changed is reused and only the new text is translated.

What the connector does not do. It never modifies your content in the source language: translations always go to a new version in the target language. It never sends **shared** or **unversioned** fields, because they have a single value for all languages and translating them would overwrite the original. And it never

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

deletes anything in Parlam: if you delete a project in the app, the project that was already in Parlam continues its course.

1.5 Connector components

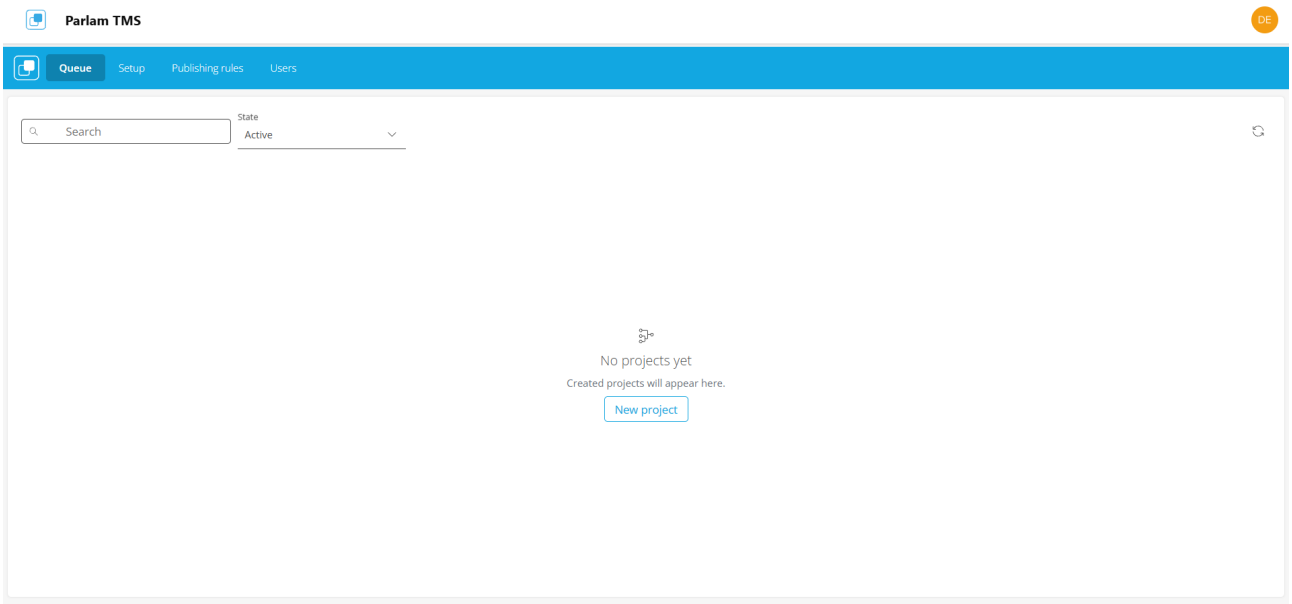
The connector has two parts: one runs inside SitecoreAI and the other is hosted and maintained by Parlam.

1.5.1 Inside SitecoreAI: the Parlam app

The Parlam app is the screen your editors and administrators use. It opens inside SitecoreAI and each person signs in with their own Sitecore account. There is nothing to install on your own servers: SitecoreAI is a cloud service, and so is the app.

The app has four tabs:

Tab	What it is for
Queue	The list of translation projects. From here you create new projects and track their progress.
Setup	The workflow, the source and target languages, and the templates and fields that are translated.
Publishing rules	Whether translated items are published, and how.
Users	Who can use the app and who is an administrator. Only administrators can see it.



In addition to the app, in SitecoreAI you will need two things that you prepare yourself in Sitecore Cloud Portal. The first is an **Environment automation client**, that is, a **Client ID** and a **Client secret** that the connector uses to read your content, write the translations and publish them in your environment. The second is the **CM host** of your environment, the address of your Content Management site.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

1.5.2 Hosted by Parlam: the Content Hub services

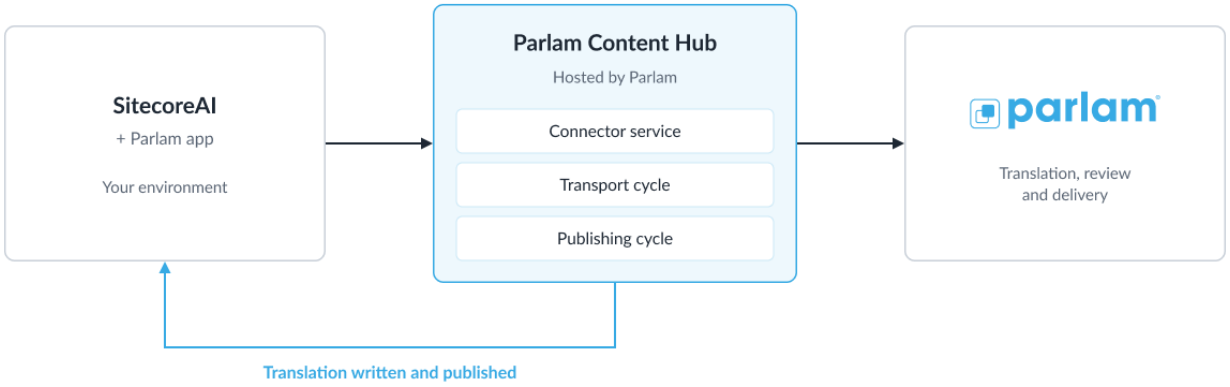
On the Parlam side, several services work that you don't have to install or maintain.

The Sitecore AI connector service is what the app talks to. It checks who has signed in, stores your **Setup**, your publishing rules, your user list and your projects, and reads your SitecoreAI templates and items to show them to you in the app.

The transport cycle runs on its own, about every minute. It reads the content of the projects you have sent, creates the projects in Parlam, tracks their progress and writes the finished translations to SitecoreAI.

The publishing cycle takes care of publishing the translated items according to your rules. It sends each publishing request to SitecoreAI and follows it until SitecoreAI confirms it has finished, because in SitecoreAI publishing is done in the background.

All of this happens on behalf of your Parlam account, where your projects are and where the content is translated, reviewed and delivered. The Content Hub profile and the workflow you configure decide what each of these services can do.



Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

2 Installation guide

2.1 Prerequisites

Before starting the installation, it is a good idea to check that you have everything you need at hand, both in Parlam and in SitecoreAI. That way you will avoid getting stuck halfway through a step for lack of a permission or a piece of information.

In Parlam, you need to sign in with a user that has the **Administrator** role. It is the only role that can create workflows and Content Hub profiles, which is what you will do while activating the connector. If you don't have it, ask a Parlam administrator in your company to assign it to you or to go through these steps with you.

You also need the languages you are going to work with, both the source language and the target languages, to be added to the **Working languages** of the Parlam account. These are the languages you will be able to work with from SitecoreAI, so it is worth reviewing that list before you start. You will find it in **Administration** › **Settings** › **Working languages**, and only administrators can change it.

Along with the languages, have the language mapping ready, if you need it: it relates SitecoreAI language codes to Parlam's, for when they don't match, and you will specify it in the Content Hub profile. You create it in **Administration** › **Content Hub** › **Language mappings**.

Finally, you need a user in Parlam that belongs to a **department**. Each project that arrives from SitecoreAI will have an owner in Parlam, and that owner must belong to the workflow's department. To create your user in Parlam and add yourself to a department, talk to an administrator of the Parlam account in your organization.

In SitecoreAI you need an environment with its Content Management site, and access to **Sitecore Cloud Portal** with the **Organization Admin** or **Organization Owner** role: these are the roles that allow you to create credentials for the environment in the **Deploy** app and to install Sitecore Marketplace apps, such as Parlam's. If you want to learn more about SitecoreAI and Sitecore Cloud Portal, you will find all the information at doc.sitecore.com.

The languages you want to translate into must already exist in your SitecoreAI environment: the connector only writes translations in languages the environment already has.

You also have to decide who will be the **Sitecore owner** of the connection: the main administrator of the app and the only person who can link it to Parlam. You will need the email address of their Sitecore account, written exactly as in Sitecore.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

This connector also uses **user mapping**, and it is mandatory: Parlam will not let you start the Content Hub profile without it. Each project sent from the app belongs in Parlam to a Parlam user, and the user mapping is what relates each person who uses the app to their Parlam user. Have one ready with everyone who will send content; you create it in **Administration** › **Content Hub** › **User mappings**, and you will specify it in the Content Hub profile. Remember that those Parlam users must belong to the workflow's department.

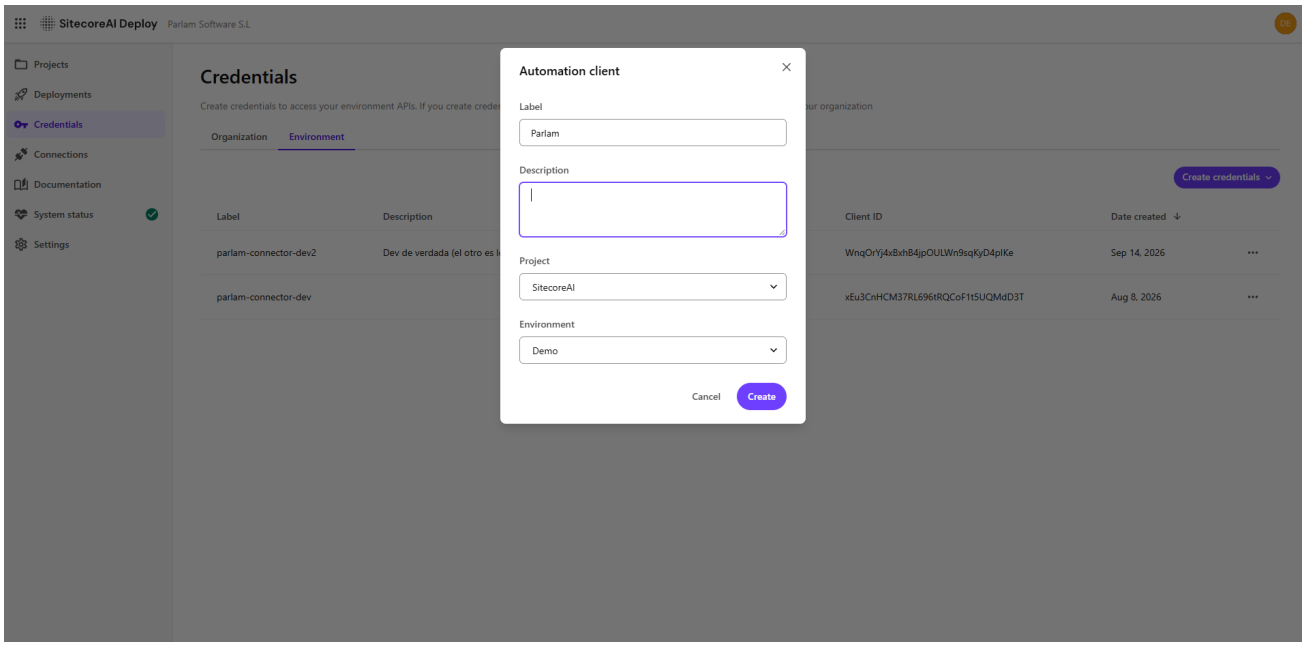
2.2 Preparing SitecoreAI

Before going to Parlam, prepare three things in SitecoreAI: the credentials the connector will use, the address of your environment and the Parlam app.

2.2.1 Create an Environment automation client

The connector needs its own credentials to read your content and write the translations to it.

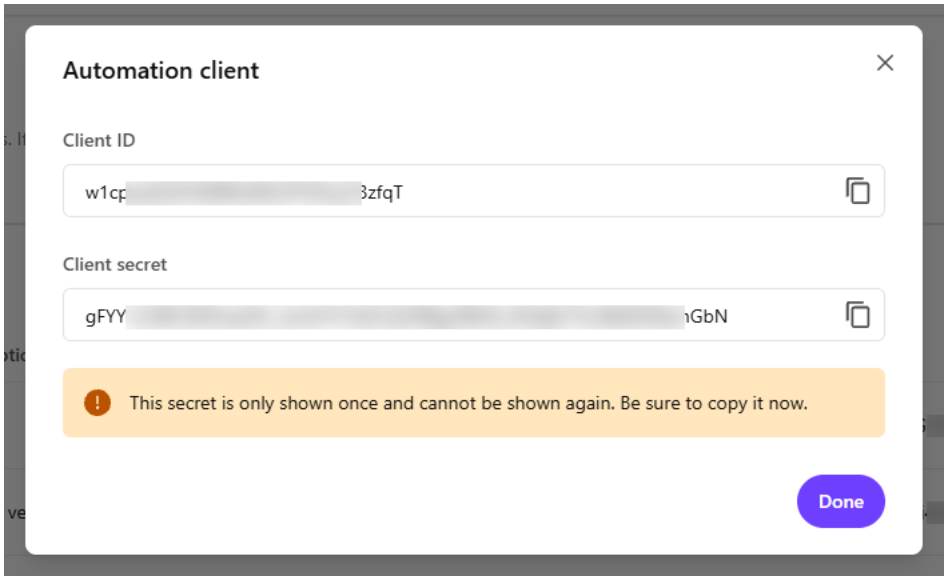
1. Sign in to **Sitecore Cloud Portal**.
2. Open the **Deploy** app and go to **Credentials**.
3. Open the **Environment** tab.
4. Click **Create credentials** and choose **Automation**.



5. Give it a name that identifies it, for example *Parlam*, choose the environment you want to translate and create the client.

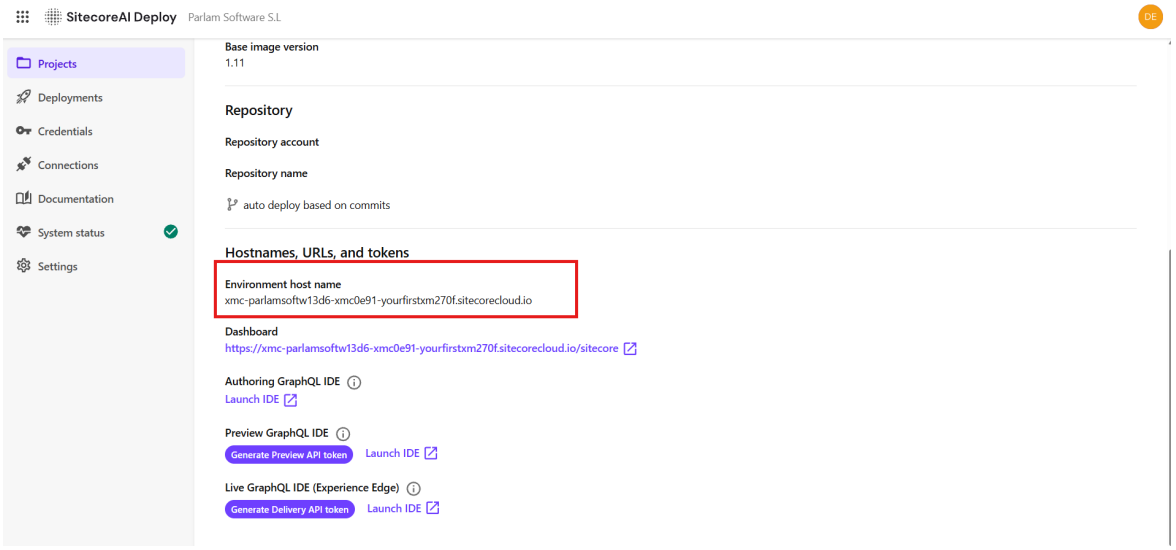
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

6. Sitecore shows you the **Client ID** and the **Client secret**. **Copy them right away and store them in a safe place**: Sitecore only shows the secret once and you will not be able to see it again.



2.2.2 Find the CM host of your environment

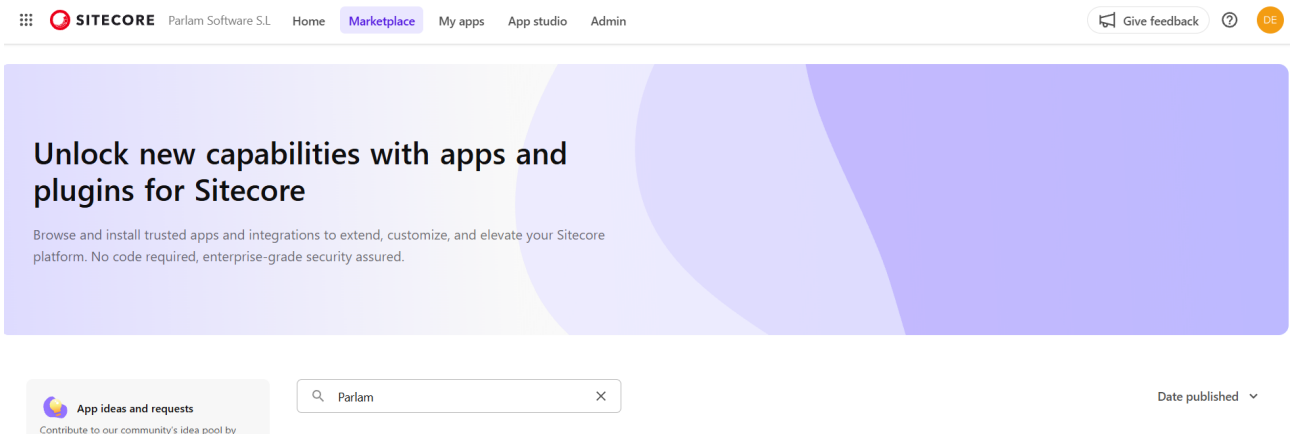
1. Sign in to Sitecore Cloud Portal and open the **Deploy** app.
2. Click your project. You will see the list of its environments, for example production, staging or development.
3. Click the environment where you installed the Parlam app.
4. From the environment page, open its **Content Management** site.
5. Copy the host from the browser's address bar. It has the form `xmc-<organization>-<project>-<environment>.sitecorecloud.io`. Copy only the host: without `https://` at the start and without a trailing slash.



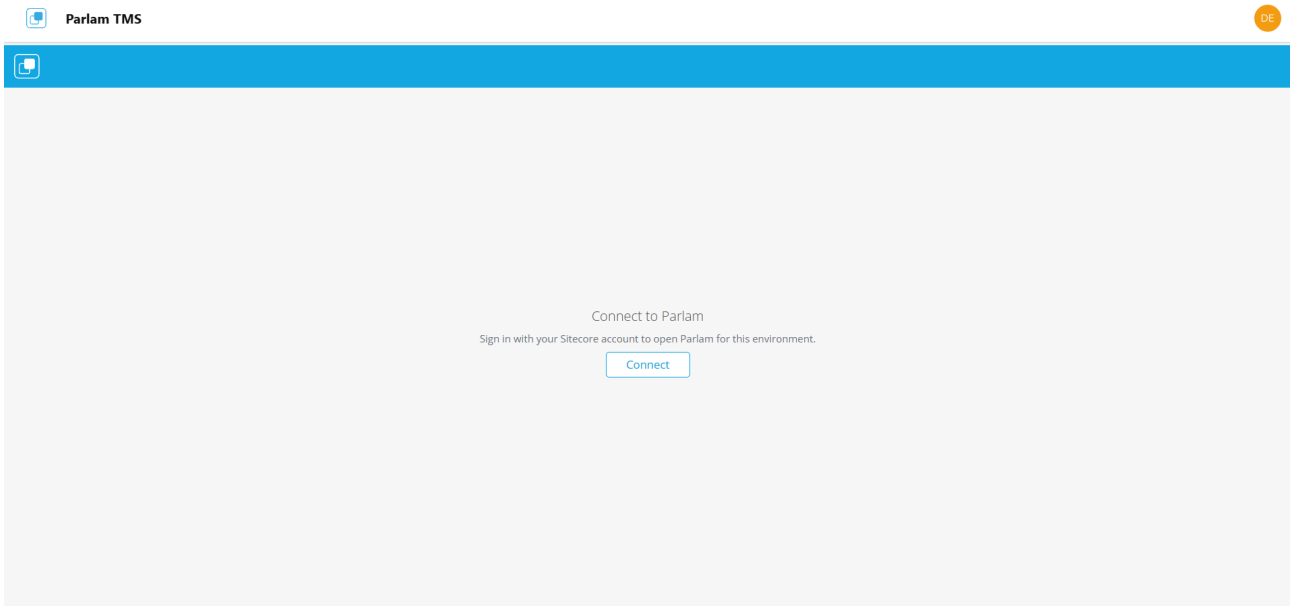
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

2.2.3 Install the Parlam app

1. In Sitecore Marketplace, type **Parlam** in the app search box. You will see one Parlam app for each zone where Parlam has accounts. Install in your Sitecore organization the one that corresponds to the zone of your Parlam account: for example, if your account is in Europe, install **Parlam TMS (EU)**. If you don't know which zone your account is in, ask your company's Parlam administrator.
2. Make it available to the environment you want to translate.



3. Open the app. You will see the **Connect to Parlam** screen.



Don't link it yet: for that you need the Content Hub token, which you will get when you activate the connector in Parlam. You will come back to the app at the end of the activation.

What you should have now

Before continuing, check that you have these four pieces of information, because you will need them in Parlam:

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

Item	Where it comes from
CM host	The host of your environment's Content Management site.
Client ID	The Environment automation client you just created.
Client secret	The same client. It is only shown once.
Sitecore owner (email)	The email of the main administrator's Sitecore account, written exactly as in Sitecore.

2.3 Activating the connector in Parlam

With SitecoreAI prepared, it's time to register the connector in Parlam. You will do this in the **Administration** section of the side menu, with your **Administrator** user, and in this order: first you will create the workflow the projects will follow, then the Content Hub profile that links that workflow to your system and, finally, you will test the connection and start it. The order matters, because each step needs what you created in the previous one.

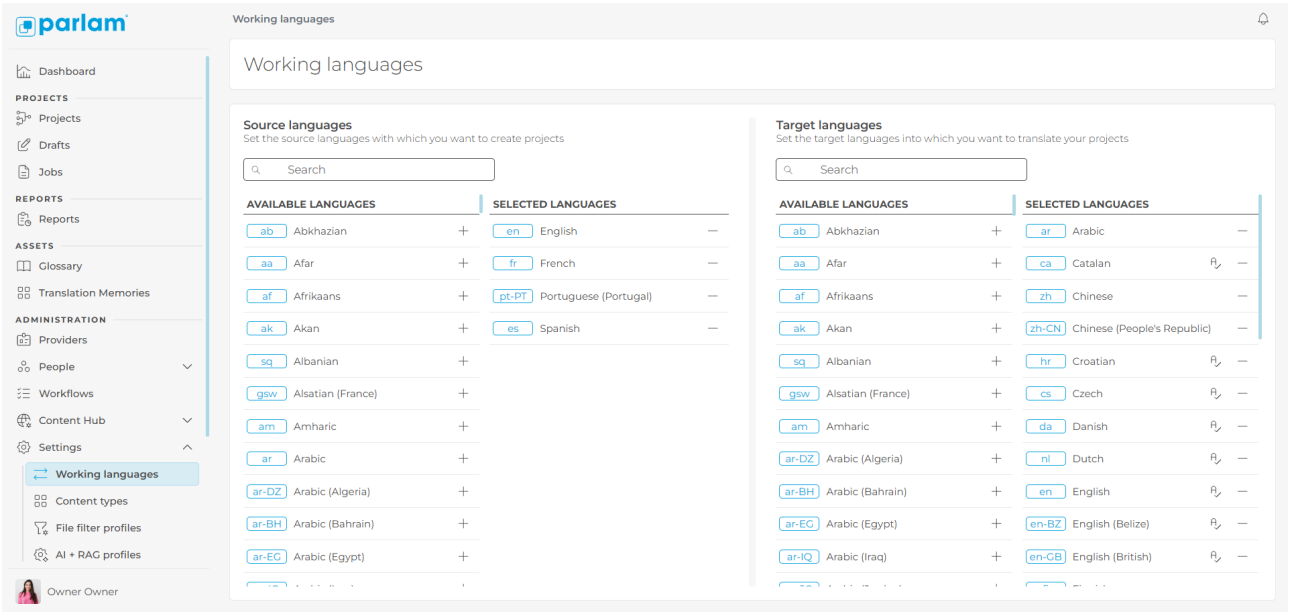
2.3.1 Create the workflow

The workflow is the set of rules that each project arriving from SitecoreAI will follow: who translates and who reviews, which translation memory and which glossary are applied, and by when it must be ready. Take a moment to think it through, because how your content is handled from now on depends on it.

First, check the working languages

The languages you will be able to work with from SitecoreAI are the ones registered in the **Working languages** of your Parlam account, so start by reviewing them.

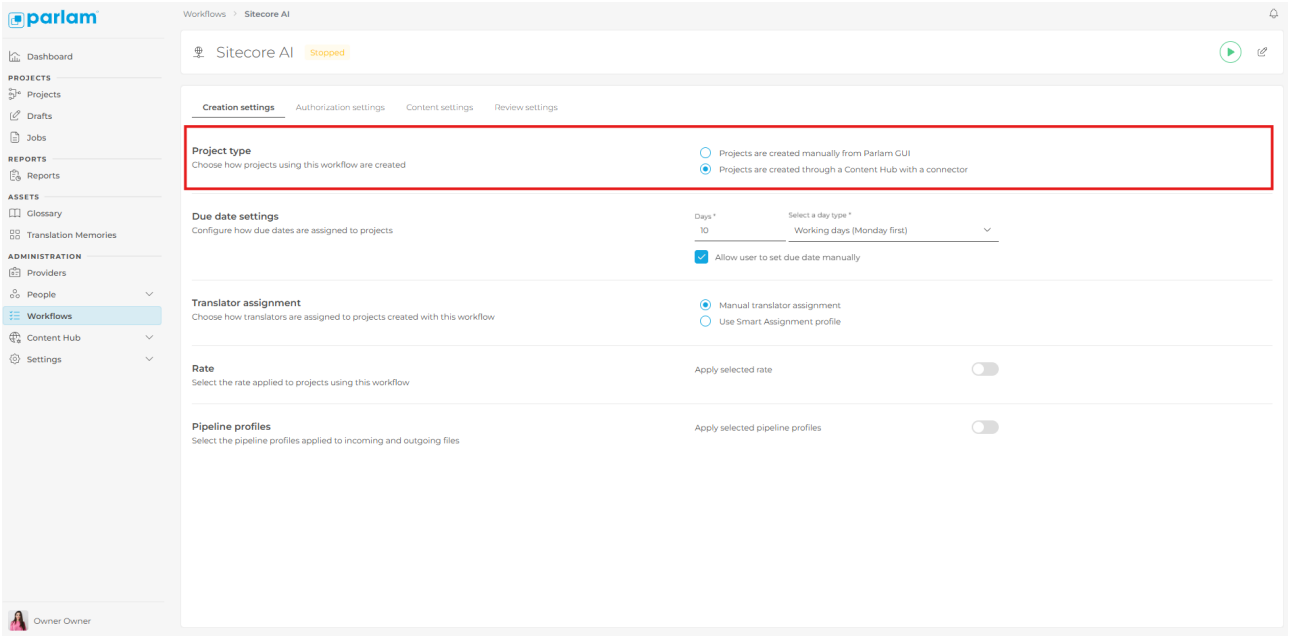
1. Go to **Administration** › **Settings** › **Working languages**.
2. Check that your content's source language appears among the source languages, and that each language you want to translate into appears among the target languages. If any is missing, add it.



Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

Create the workflow

1. Go to **Administration** › **Workflows**.
2. Click **+ New workflow**.
3. Enter a **Name** that will help you recognize it later, for example *Website – SitecoreAI*.
4. For the project type, select **Projects created through Content Hub**. This is the type connectors use: nobody creates the projects by hand in Parlam; instead, they arrive automatically from SitecoreAI. Only workflows of this type can be linked to a Content Hub profile.
5. Save.



Before continuing, review all the workflow parameters and adjust them to your company's needs: the workflow defines how each project arriving from SitecoreAI will be handled.

Start the workflow

1. Click the **play** button at the top of the workflow page.
2. Check that the state changes to **Started**.



While the workflow is stopped, projects cannot be created from SitecoreAI.

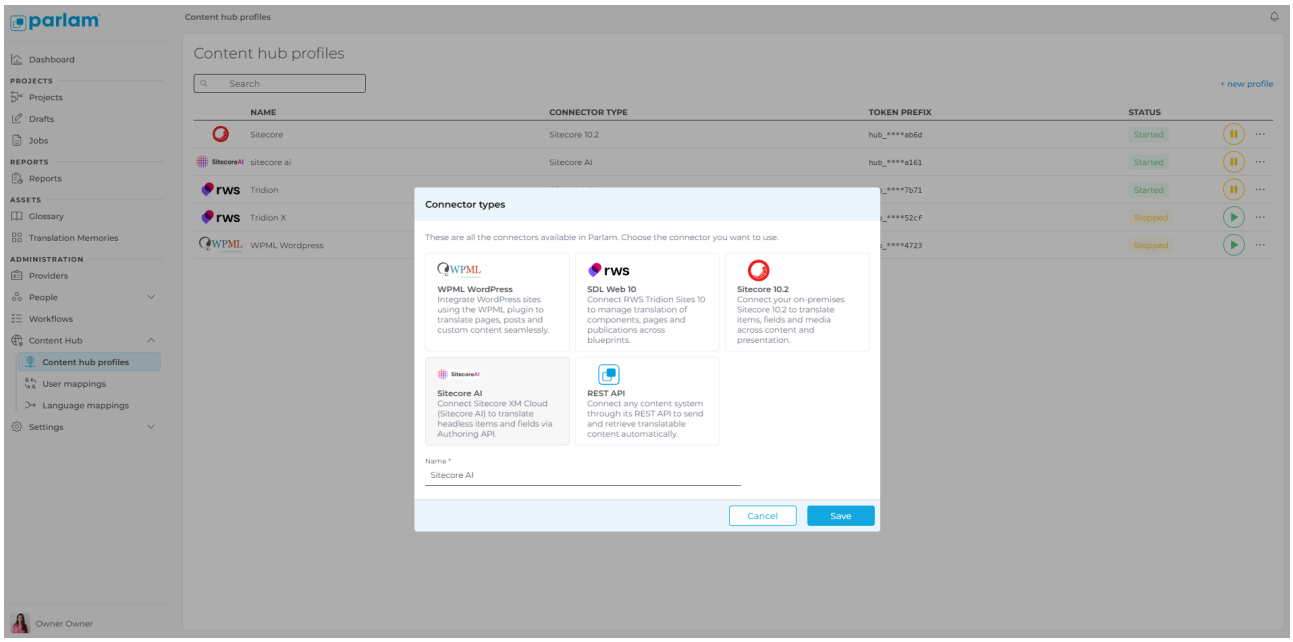
2.3.2 Create the Content Hub profile

The Content Hub profile is what links your system to Parlam: it specifies which workflow the projects follow and how to reach SitecoreAI.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

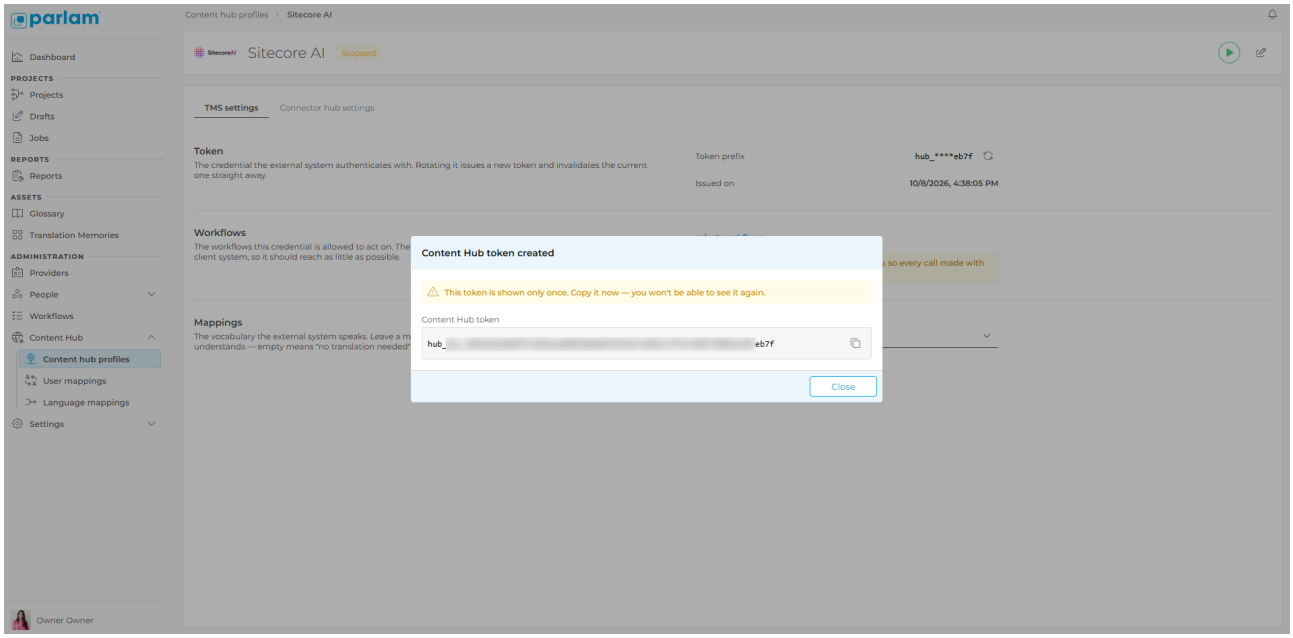
Create the profile

1. Go to **Administration** › **Content Hub** › **Content hub profiles**.
2. Click **+ New profile**.
3. In the **Connector types** dialog box, select **Sitecore AI**.
4. Enter a **Name** that will help you recognize the profile, for example, the name of your environment.
5. Save. Keep in mind that the connector type cannot be changed later.



When you save, Parlam shows you the Content Hub token. **Copy it right away and store it in a safe place**, because it is not shown again. You will need it later to connect SitecoreAI to Parlam, and you must treat it like a password.

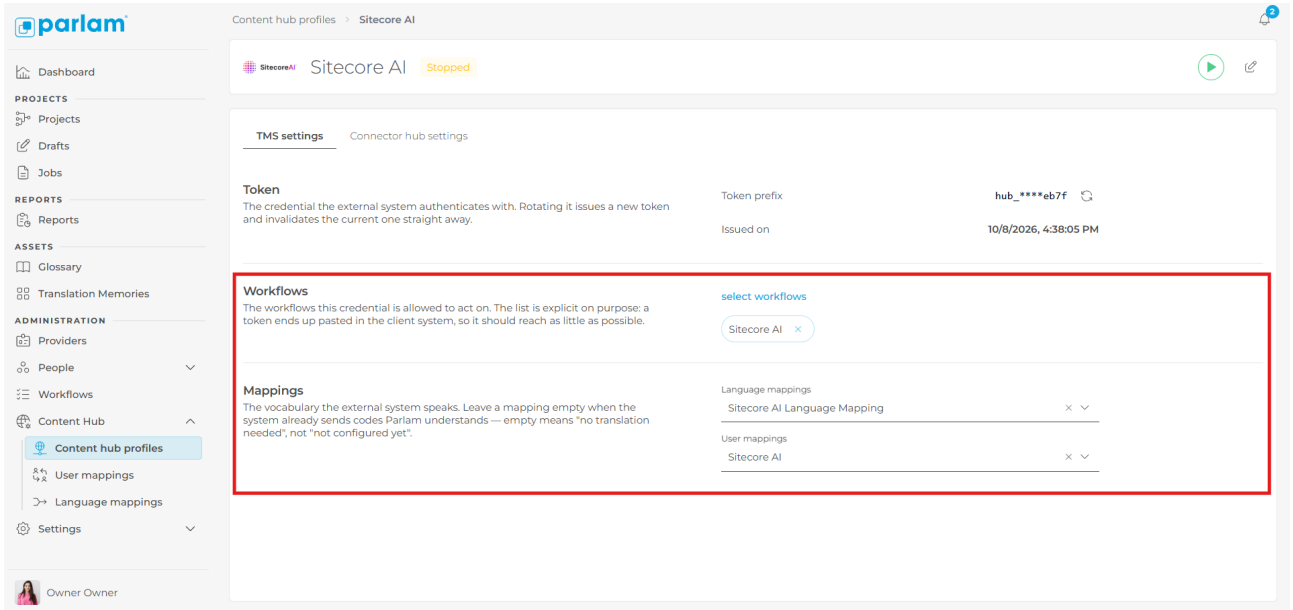
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



TMS settings tab

In this tab you specify which workflow the projects will follow and how SitecoreAI languages relate to Parlam's.

1. In **Workflows**, click **Select workflows** and select the workflow you created in the previous section.
2. In **Language mappings**, select the language mapping you prepared in the prerequisites, if you need it.
3. Save.



For Sitecore AI, keep two things in mind when filling in this tab.

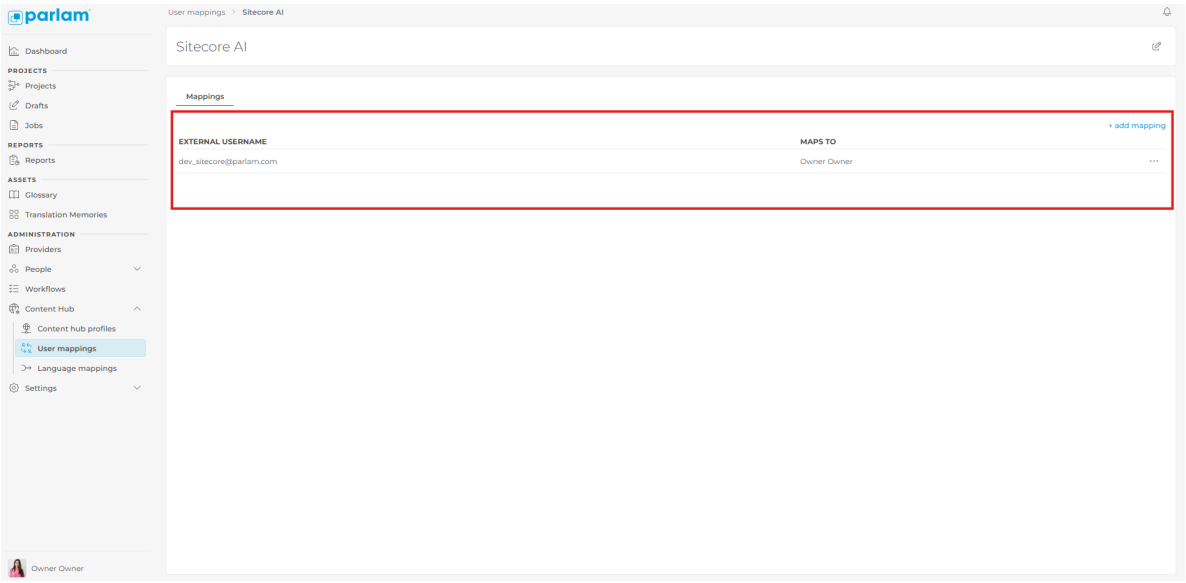
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

The workflows you select here are the ones you will later be able to choose in the **Setup** of the Parlam app. You can select more than one, but the **Setup** works with only one.

In addition, this connector uses **user mapping**:

1. In **User mappings**, select the user mapping you prepared in the prerequisites.
2. Save.

In that mapping, each person who uses the app must appear with the email of their Sitecore account in **External username** and their Parlam user in **Maps to**. It is the same email you use to add them in the app's **Users** tab. If someone is not in the mapping, they will not be able to create projects and will see the message *Your Sitecore user is not mapped to a Parlam user.*



Connector hub settings tab

For Sitecore AI, in this tab you enter the four pieces of information you gathered while preparing SitecoreAI.

1. In **Connection Settings**, fill in these details. All four are required:

Setting	What to enter
CM host (xmc-...sitecorecloud.io)	The host of your Content Management site, without `https://` and without a trailing slash.
Client ID	The Client ID of your Environment automation client.
Client secret	The Client secret of that same client. It is stored hidden.
Sitecore owner (email)	The email of the main administrator's Sitecore account, exactly as in Sitecore Cloud Portal.

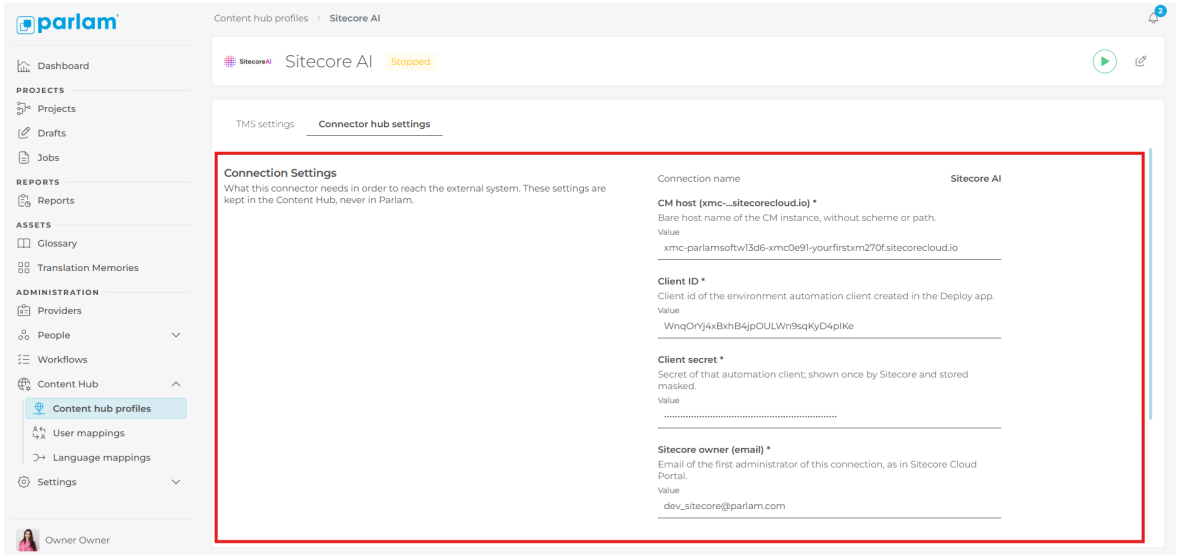
2. Save.

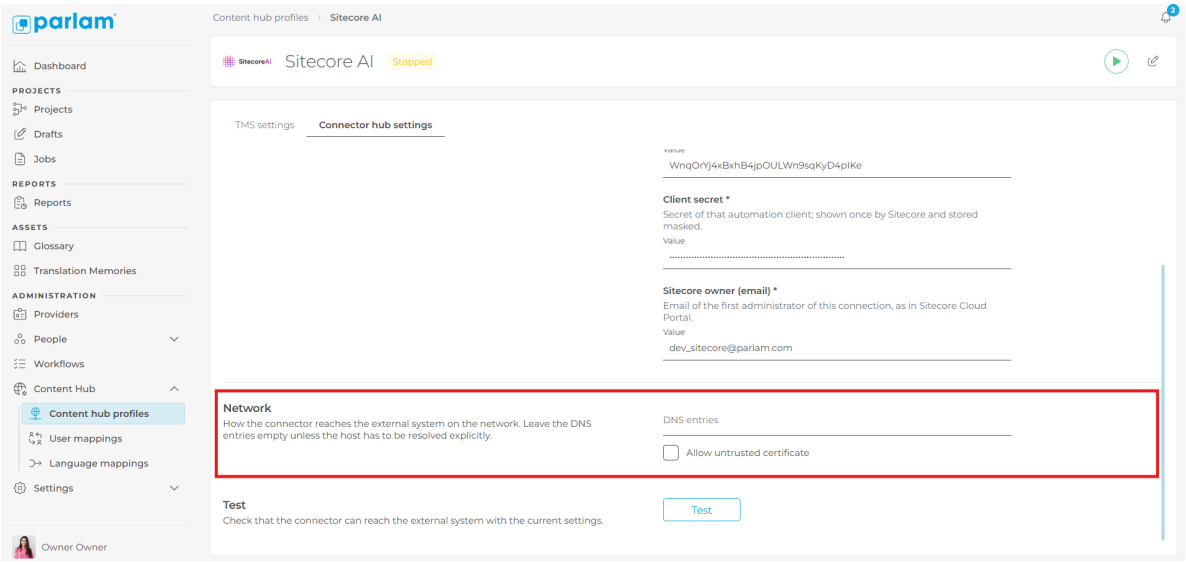
Double-check the **Sitecore owner (email)**: only that person will be able to link the app to Parlam, and if the email is misspelled, nobody will be able to do it. If you later need to change any of these details, for

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

example because you have created a new Environment automation client, do it here with the profile stopped.

The settings in the **Network** section are not used by this connector, so you can leave them empty.



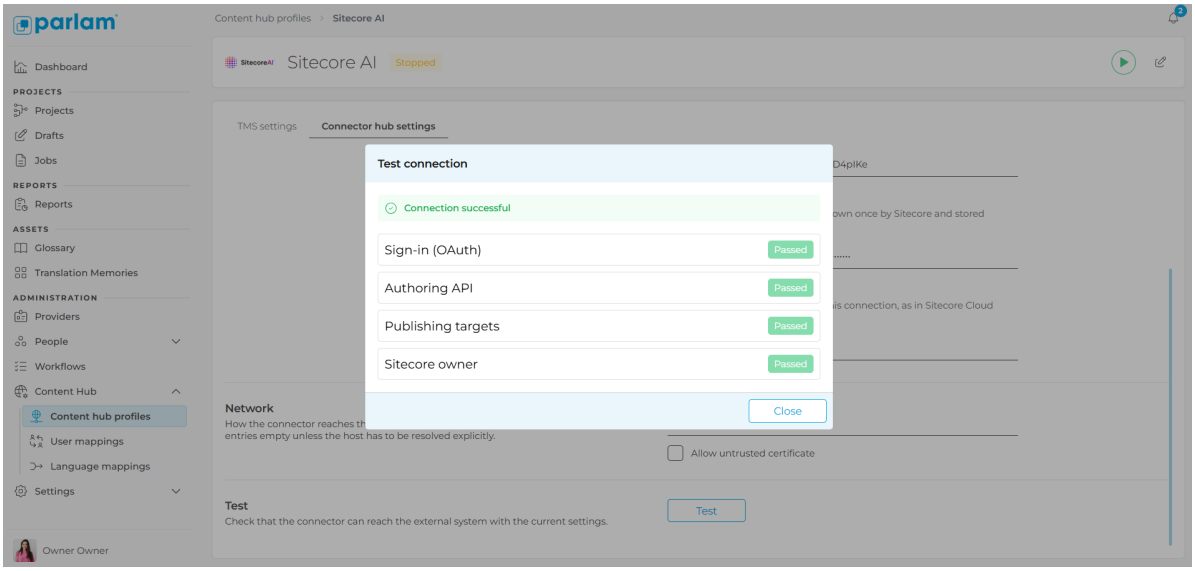


2.3.3 Test the connection

Before starting the profile, check that Parlam can reach SitecoreAI. The test only reads: it doesn't write anything to your system, so you can repeat it as many times as you need.

1. On the profile page, click **Test**.
2. The **Test connection** dialog box opens and runs a series of checks. Each one ends as **Passed**, **Failed** or **Skipped**.
3. If none fails, you will see **Connection successful**. If any fails, you will see **Connection failed**; review the check that failed, correct the configuration and test again.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



With this connector, the test runs four checks.

Check	What it verifies	If it fails
Sign-in (OAuth)	That Sitecore accepts the **Client ID** and the **Client secret**.	You will see *Sitecore rejected these credentials (HTTP <code>).* Review both values. If you have lost the secret, create a new Environment automation client in Sitecore Cloud Portal.
Authoring API	That the **CM host** responds.	You will see *The Authoring API returned HTTP <code> for host '<host>'.* Review the CM host: without `https://` and without a trailing slash.
Publishing targets	That your environment's publishing targets can be read; these are the ones the **Publishing rules** offer you later.	Review the CM host and the credentials.
Sitecore owner	That there is a Sitecore owner and that their email has a valid format.	You will see *No Sitecore owner configured…* or a format warning. Correct the **Sitecore owner (email)**.

If **Sign-in (OAuth)** fails, **Authoring API** and **Publishing targets** appear as **Skipped**, because they cannot run without signing in.

The test cannot know whether the Sitecore owner's email belongs to the right person. That is confirmed when that person links the app to Parlam, in the last step of the activation.

Start the profile

1. Click the **play** button at the top of the profile page.
2. Check that the state changes to **Started**.



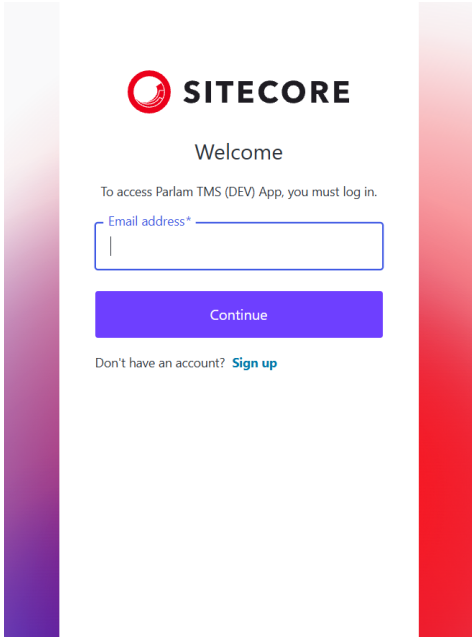
While the profile is running, its configuration is locked; if you need to change something, stop it first. Parlam will not let you start it if it has no workflow or if a required setting is missing.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

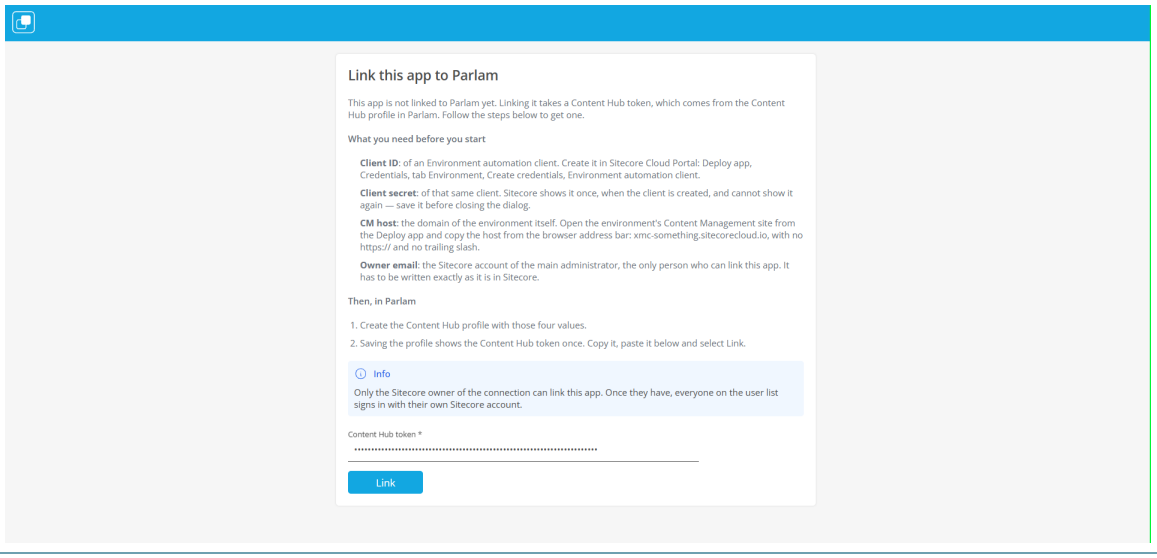
2.3.4 Link the Parlam app to Parlam

With the profile running, all that remains is to link the Parlam app to it. This step is done only once by the **Sitecore owner**, the person whose email you entered in the profile, with the Content Hub token you saved when you created it. If you are not the Sitecore owner, get the token to them securely.

1. In SitecoreAI, open the Parlam app.
2. On the **Connect to Parlam** screen, click **Connect**.
3. A Sitecore sign-in window opens. Sign in with your Sitecore account. If nothing opens, check that the browser is not blocking pop-up windows.

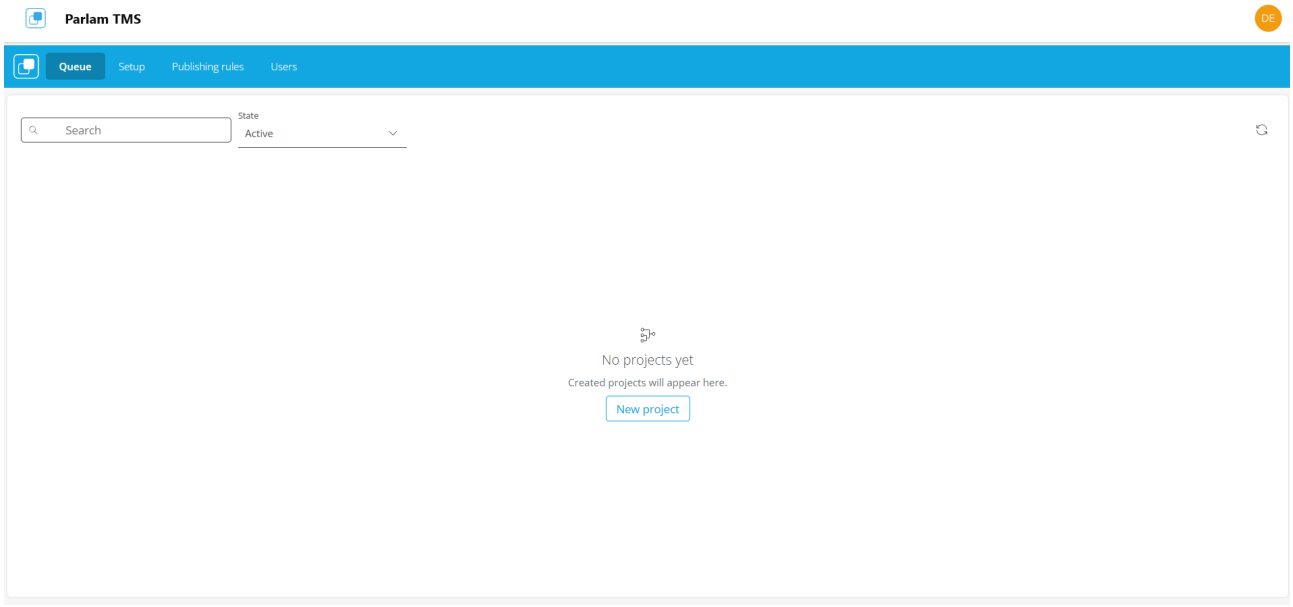


4. The **Link this app to Parlam** screen appears. Paste the Content Hub token into the **Content Hub token** field.
5. Click **Link**.



Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

6. The app opens on the **Queue** tab. The link is done and the app will not ask for the token again.



From now on, each person on the app's user list signs in with their own Sitecore account. The Sitecore owner appears on that list as its first administrator.

If linking fails, the app tells you why:

Message	What to do
Only the connection's Sitecore owner can link this app to Parlam. Ask them to open it once from Sitecore.	You have not signed in as the Sitecore owner. Ask the Sitecore owner to link the app, or review the profile's **Sitecore owner (email)**.
This app could not be linked to Parlam. Check the token and try again.	The token is incorrect, incomplete, or has been replaced by a new one. Paste it again, without spaces.
This app is already linked to another Parlam connection. It has to be revoked there before it can be linked here.	This installation of the app is already linked to another profile. Talk to your company's Parlam administrator.
Your Sitecore sign-in could not be verified. Reload the app and try again.	Reload the app and try again. Check that the profile's CM host and credentials belong to this environment.
The Parlam connection for this app is stopped. Ask your administrator to start it.	The profile is stopped. Start it in Parlam.

The token is only used to link the app: once linked, it is not requested again. If you lose it before linking, or think someone else has seen it, generate a new one in the Content Hub profile with **Rotate token**. The previous token stops working at that very moment.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

3 User guide

3.1 Roles and users

People from two worlds are involved in the day-to-day use of the connector: those who work in SitecoreAI and those who work in Parlam. It helps to be clear about what each one does, so you know who to turn to in each case.

In Parlam

The user with the **Administrator** role is the one who configures the connector: they create and modify the workflow and the Content Hub profile, manage the working languages and the mappings, test the connection, start or stop the profile and, if needed, generate a new token. They are also the person to turn to if something stops working on the Parlam side.

Other Parlam users don't need to touch any of this configuration. Project owners, who must belong to the workflow's department, can track them in Parlam from **Projects** and **Jobs** and receive email notifications. Translators and reviewers, whether from your company or external, work on the projects like any other Parlam assignment, without needing to know that the content comes from SitecoreAI.

With this connector, the owner of each project in Parlam is the Parlam user that corresponds, according to the user mapping, to the person who sent it from the app.

In the Parlam app, inside SitecoreAI

With Sitecore AI you work in two different places, each with its own roles:

- **Parlam** is the translation platform, the Parlam website your company administers from **Administration**. Its roles are the ones explained above, in **In Parlam**.
- **The Parlam app** is the application you installed inside SitecoreAI, with the **Queue**, **Setup**, **Publishing rules** and **Users** tabs. It is where your editors work, and its roles are the ones explained below.

The two are independent: being an **Administrator** in Parlam does not give you access to the app, and being an **Admin** in the app does not give you any permission in Parlam.

Being part of your Sitecore organization is not enough to use the app: only the people on its user list, in the **Users** tab, can open it. There are three types of user on that list:

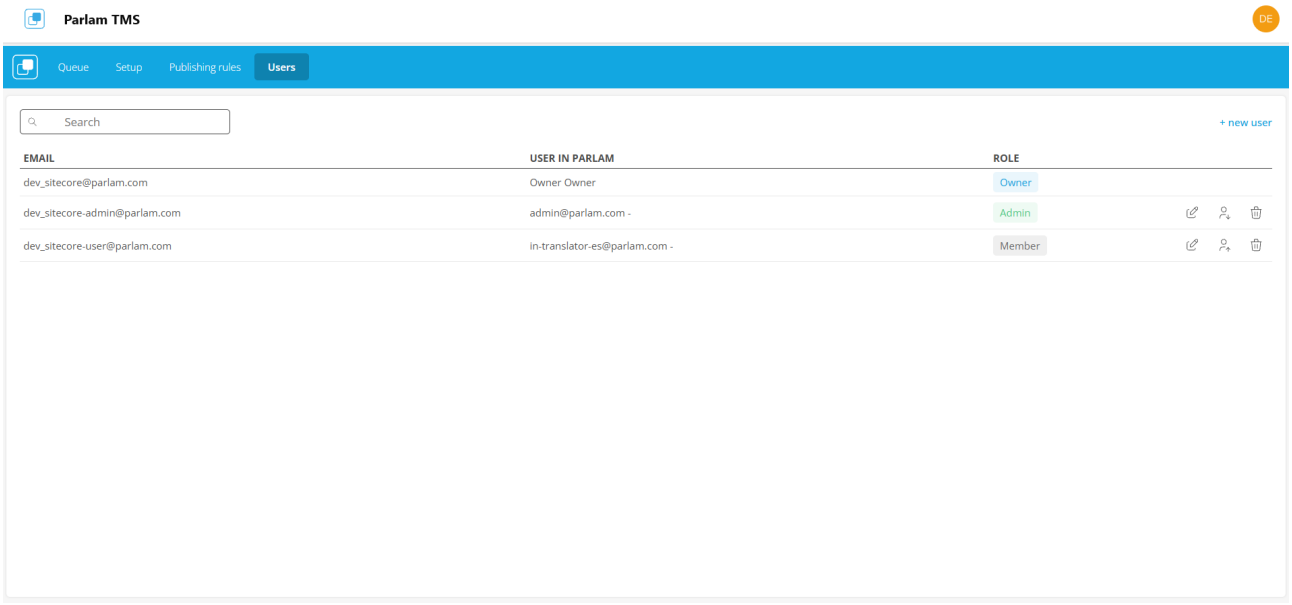
Type	What they can do
Owner	The profile's Sitecore owner. Added automatically when the app is linked and is always an administrator, so they can do everything an **Admin** does. Cannot be deleted or converted to **User**.
Admin	Sees all projects in the **Queue**, configures the **Setup** and the **Publishing rules**, and manages the **Users** tab.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

Type	What they can do
User	Sees and manages their own projects and, if they are a PM in Parlam, those of their department. Cannot change the **Setup** or the **Publishing rules**.

All three can create and send projects, as long as they are in the user mapping and their Parlam user belongs to the workflow's department.

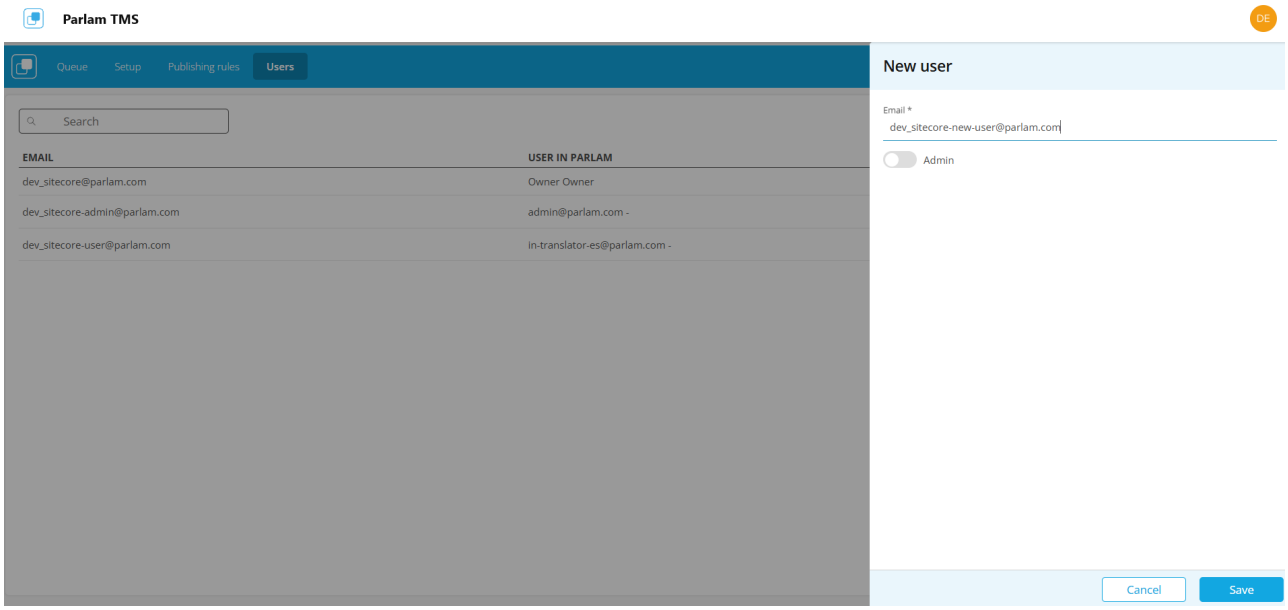
The queue also follows the same rule as Parlam. If someone's Parlam user is an **Owner** or **Administrator** of the account, they see the whole queue. If they are a PM of a department, they also see all projects of that department's workflows, even if others created them, and can do the same with them as with their own. If you change someone's role or departments in Parlam, the queue reflects it within a few minutes.



To give someone access:

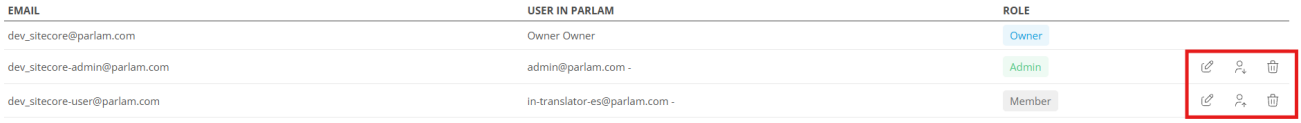
1. Open the **Users** tab.
2. Click **+ New user**.
3. Enter their **Email**, exactly as in their Sitecore account, and save.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



The first time that person opens the app and signs in with their Sitecore account, the app will recognize them by their email. Remember to also add them to the user mapping in Parlam; otherwise, they will be able to open the app but not create projects.

To change someone's role, use **Convert to admin** or **Convert to member** next to their name; to remove their access, **Delete**. The app does not let you delete the **Owner** or leave yourself without any administrator.

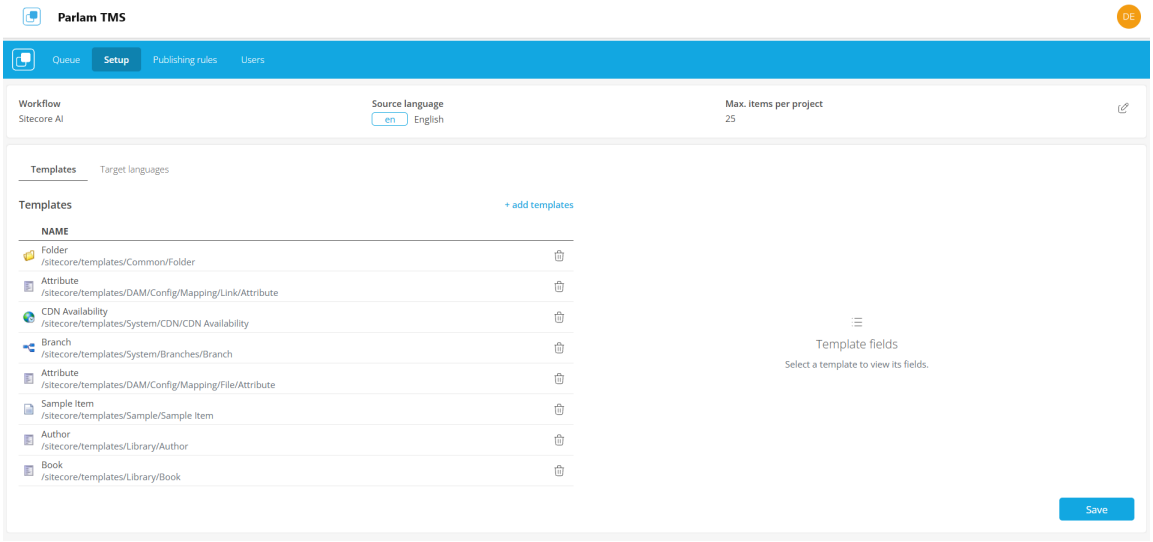


If someone who is not on the list opens the app, they will see the message *You are not authorized to use Parlam on this connection. Ask an administrator to add you.*

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

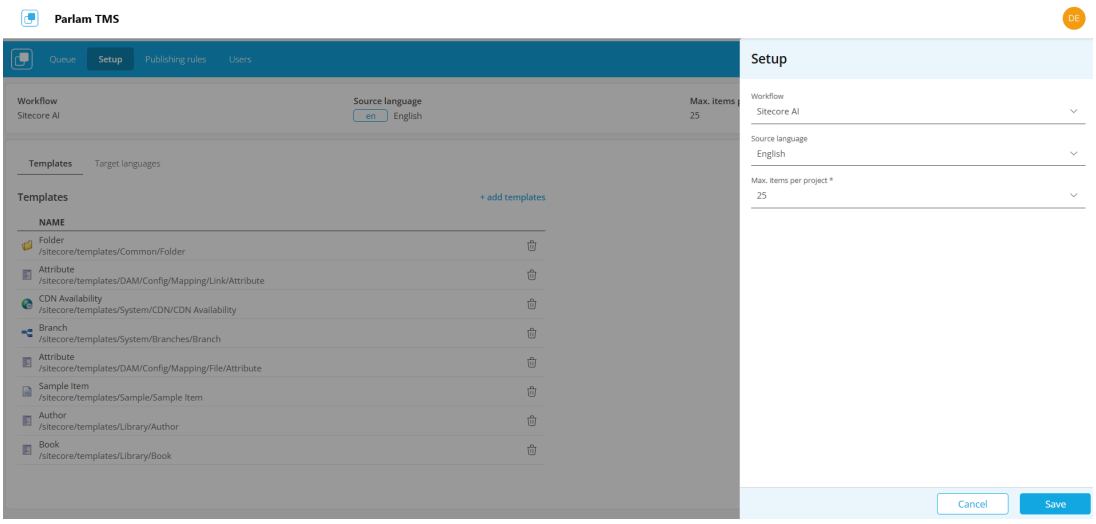
3.2 Configuration

With this connector, everything that is translated is configured in the **Setup** tab of the Parlam app. Only the **Owner** and **Admin** users can change it. There is a single **Setup** per connection, and all projects are created from it.



Workflow, source language and project size

1. Open the **Setup** tab and click **Edit** in the top box.
2. In **Workflow**, choose the Parlam workflow the projects will follow. You will only see the ones you selected in the Content Hub profile.
3. In **Source language**, choose the language your content is written in.
4. In **Max. items per project**, specify the maximum number of items a project can have, from 5 to 50.
5. Save.

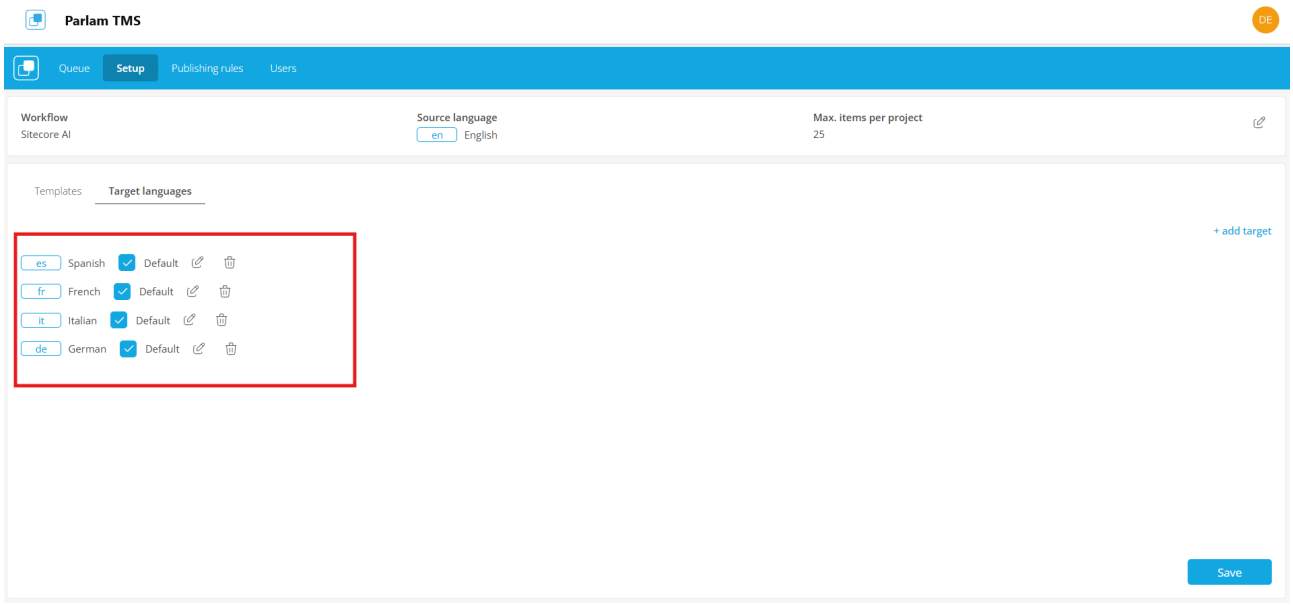


Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

Target languages

To add target languages, the source language must be chosen first.

1. In the **Setup** tab, open **Target languages**.
2. Click **Add target**, choose the **Language** and confirm. Repeat for each language.
3. Select **Default** for the languages you want to appear already selected in each new project.
4. Click **Save**.



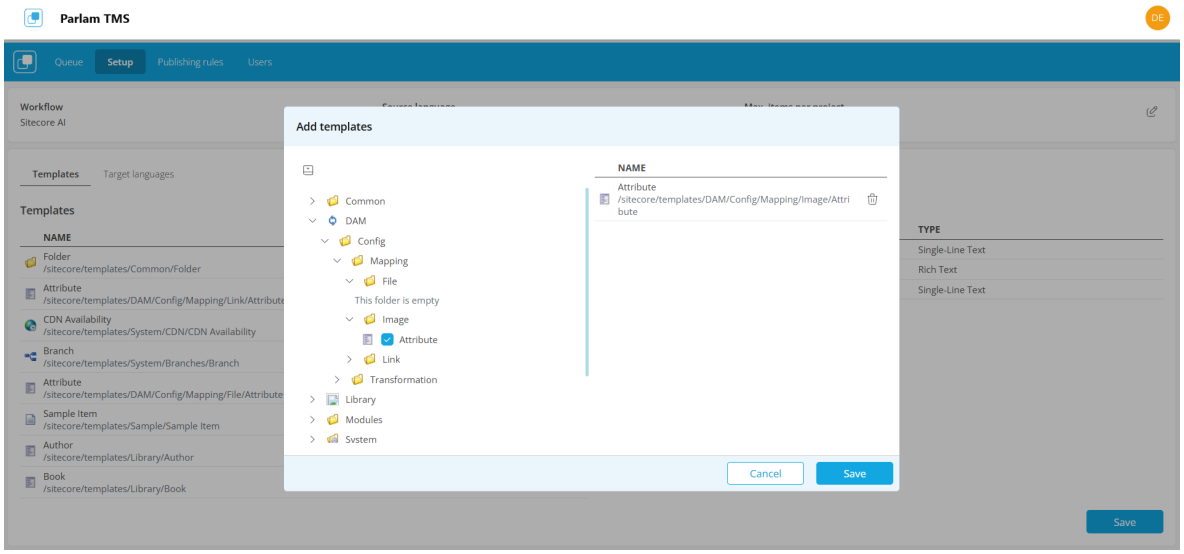
Choose only languages that exist in your SitecoreAI environment and in the **Working languages** of your Parlam account. If any is not in Parlam, the app will warn you when you create a project.

Templates and fields

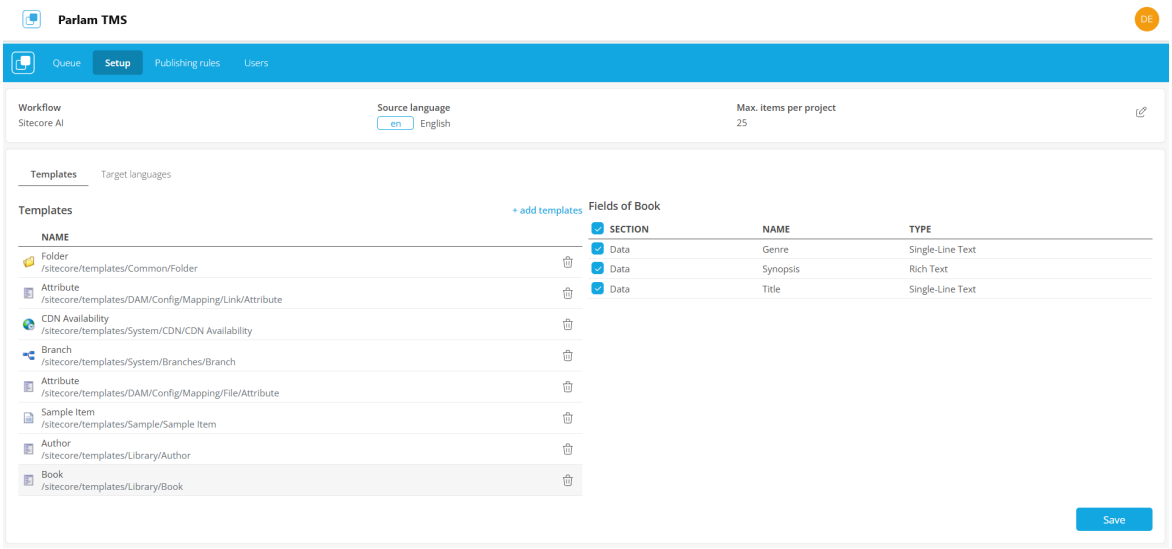
Here you decide what is translated. An item can only be added to a project if its template is on this list.

1. In the **Setup** tab, open **Templates**.
2. Click **Add templates**, browse the SitecoreAI template tree and click the ones you want. They appear in the list on the right. Confirm.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



3. Click a template in the list. On the right, in **Fields of** *template name*, you will see its fields with their section, name and type.
4. Select the fields you want to translate. The checkbox in the header selects or clears them all.
5. Click **Save**.



Only fields that can be translated appear:

Type	What is translated
Single-Line Text	The text.
Multi-Line Text	The text.
Rich Text	The text. HTML tags are protected, so translators only work with the text.
General Link	Only the link text. The link itself is kept.

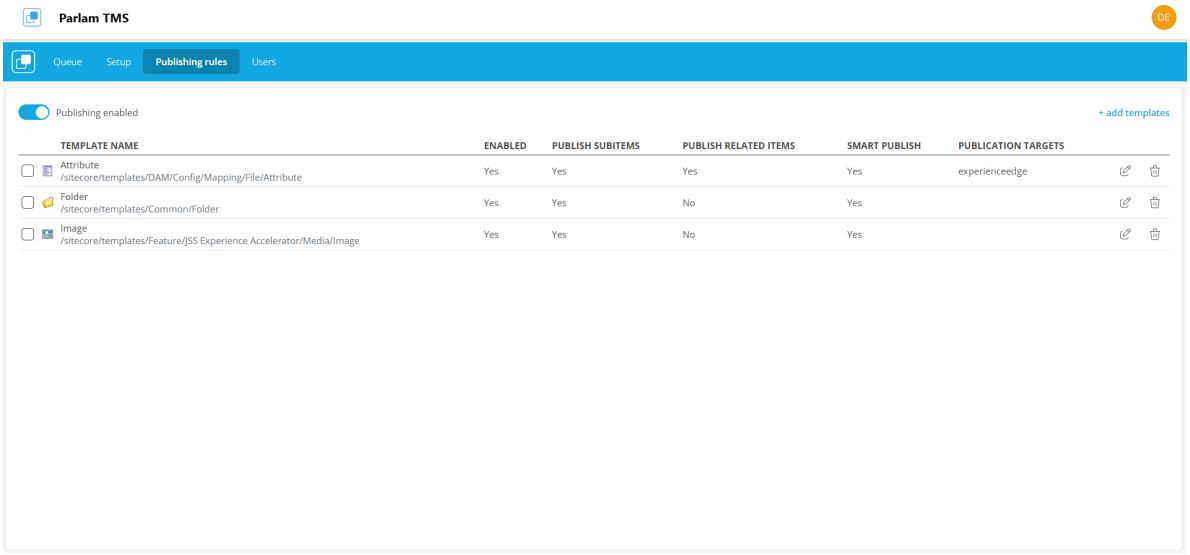
shared and **unversioned** fields are never translated, even if they are of one of these types.

To stop translating a template, remove it from the list with **Delete** and save.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

3.3 Publishing

With this connector, translations are always written to SitecoreAI, as a new version of each item in the target language. Publishing them is optional, and it is decided in the app's **Publishing rules** tab. Only the **Owner** and **Admin** users can change it.



Enable or disable publishing

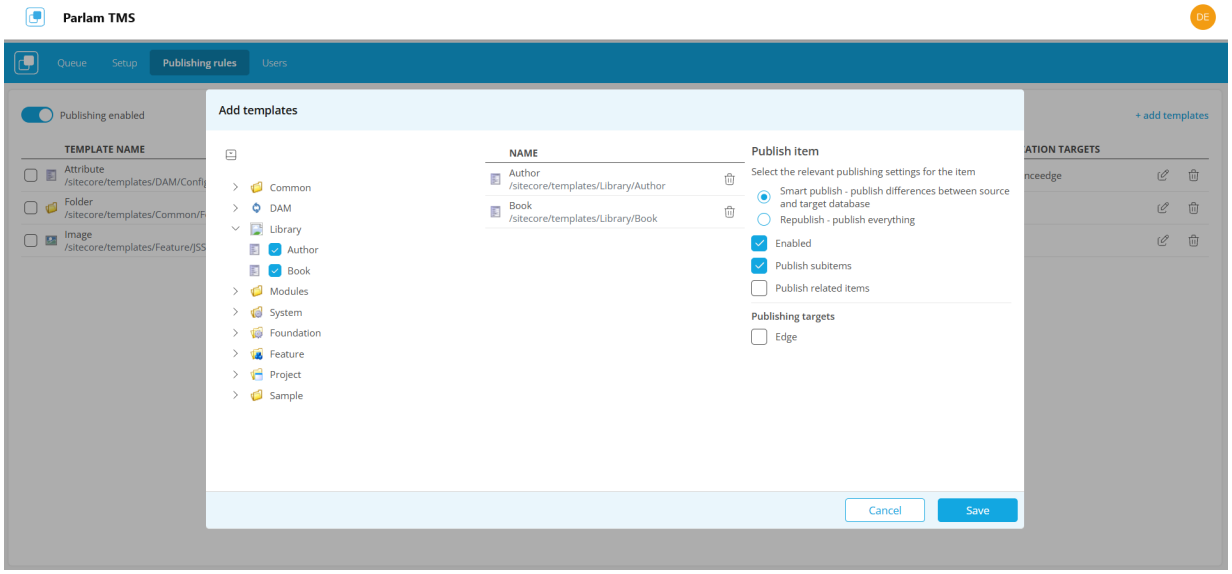
The **Publishing enabled** switch, at the top of the tab, turns all publishing on or off. If it is off, nothing is published: translations remain written in SitecoreAI until someone publishes them.

Add rules

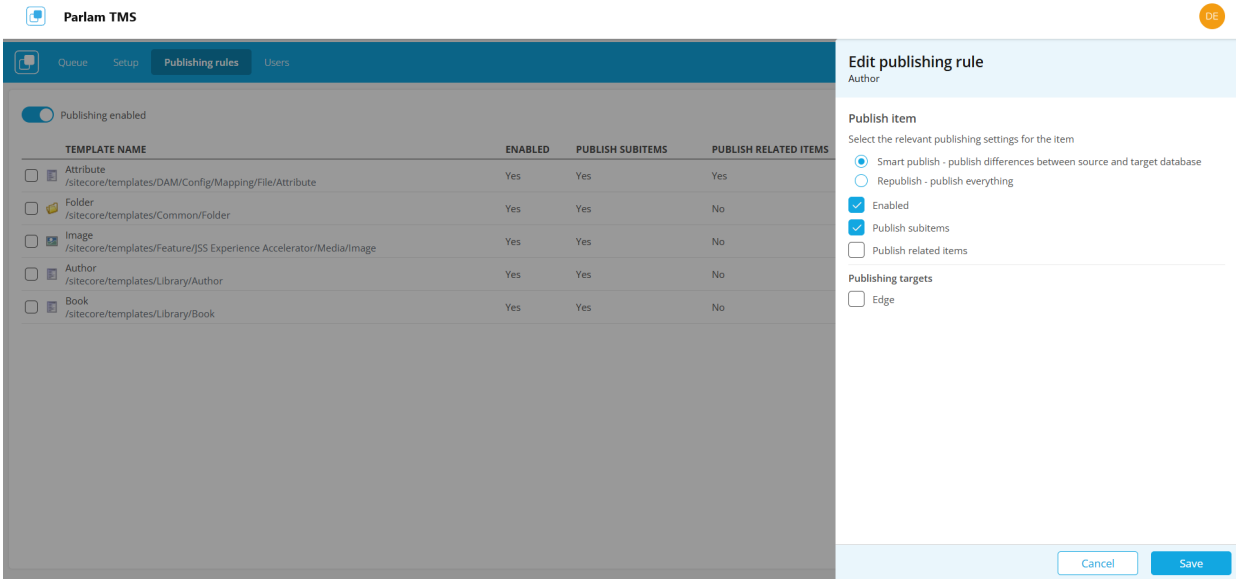
Each rule says how the items of a template are published.

1. Click **Add templates**.
2. Choose one or more templates in the tree.
3. On the right, in **Publish item**, choose how they will be published:
   - **Smart publish - publish differences between source and target database** or **Republish - publish everything**;
   - whether the rule is active;
   - whether the items under the translated item and the items related to it are also published;
   - which **Publishing targets** to publish to. The list comes from your environment.
4. Confirm.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



To change a rule, click it to open **Edit publishing rule**. If you want to apply the same settings to several at once, select them and use **Batch edit**. To remove a rule, use **Delete**.



How publishing works

When a translation is written to SitecoreAI, the connector looks at each item's template. If publishing is enabled and that template has an active rule, it asks SitecoreAI to publish the item in that language with the rule's settings; if the rule has no target chosen, the environment's publishing targets are used. SitecoreAI publishes in the background, and the connector follows the publishing until SitecoreAI confirms it has finished.

Items whose template has no active rule are not published. This is a perfectly valid way of working if you prefer to review the translations in SitecoreAI and publish them yourself.

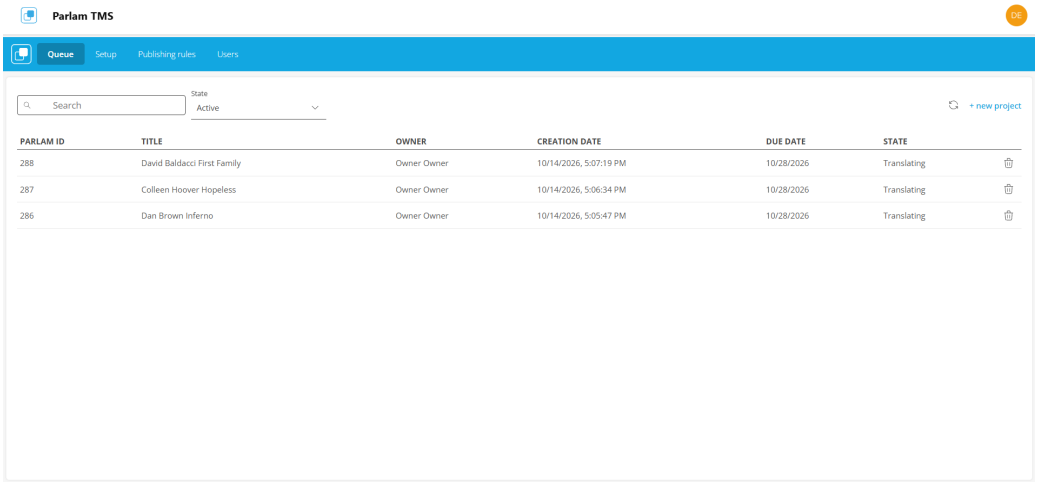
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

3.4 Translating your content, step by step

This part is for those who translate content from SitecoreAI in their daily work. Everything is done from the Parlam app, inside SitecoreAI.

3.4.1 Open the app

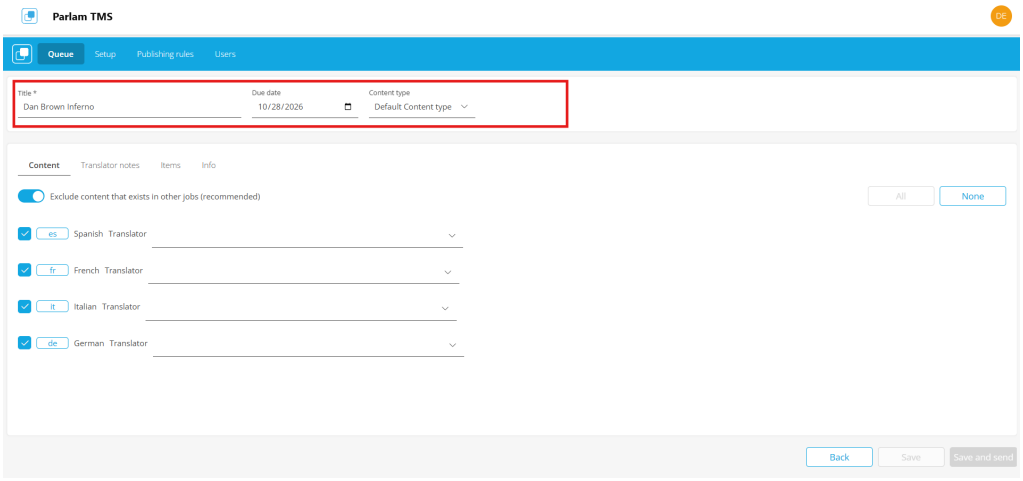
1. In SitecoreAI, open the Parlam app.
2. If prompted, click **Connect** and sign in with your Sitecore account.
3. The app opens on the **Queue** tab.



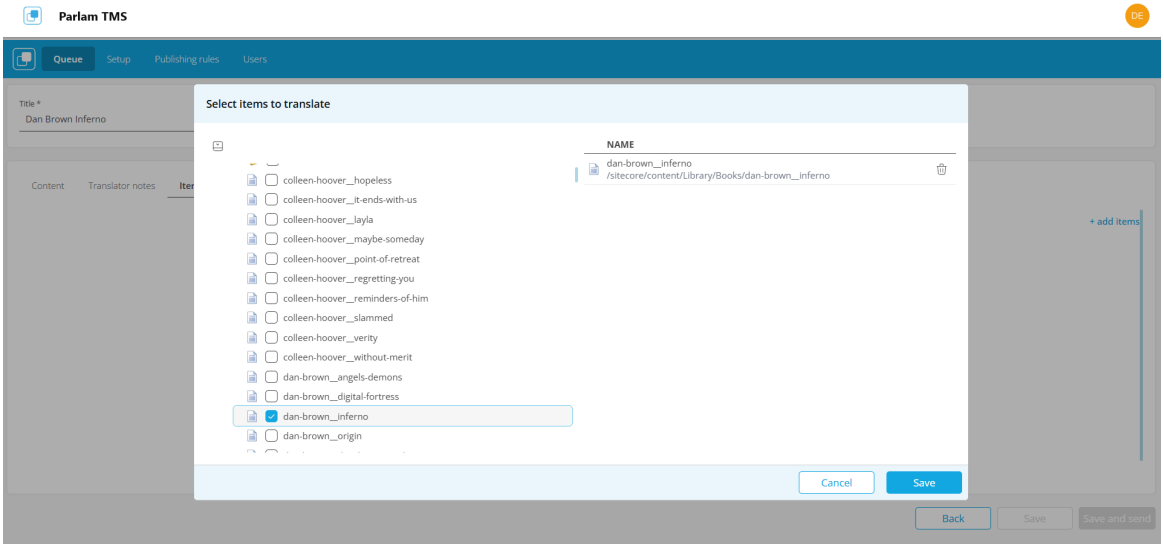
3.4.2 Create a translation project

1. In the **Queue** tab, click **+ New project**.
2. At the top, leave **Create new project** selected and fill in:
   - **Title**: the name of the project. If you don't enter one, the name of the first item you add is used.
   - **Due date**: the delivery date. The app suggests the workflow's date; change it if you need to.
   - **Content type**: only appears if the workflow lets you choose it.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

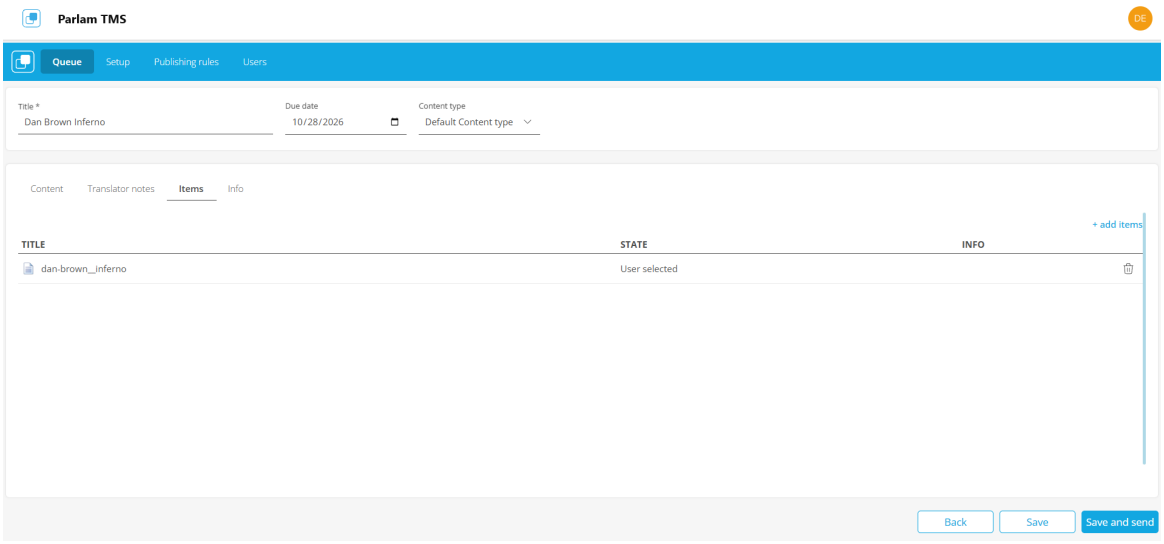


3. Open the **Items** tab and click **+ Add items**.
4. In **Select items to translate**, browse the content tree and select the items you want. They appear in the list on the right. Items whose template is not in the **Setup** cannot be selected; hover over the checkbox to see why.

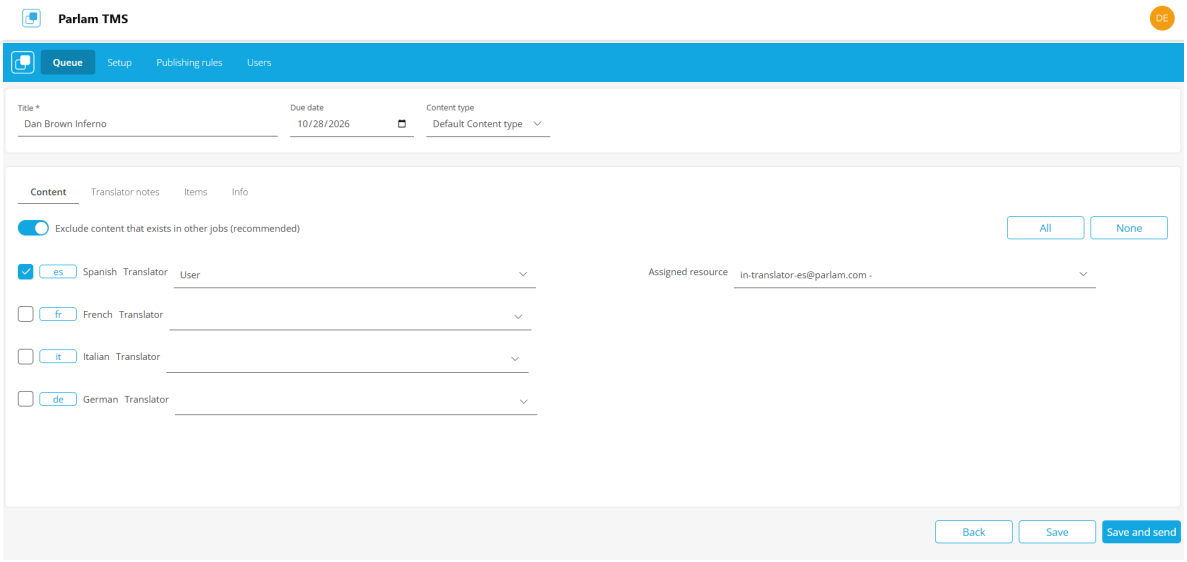


5. Confirm. Each item appears as **Included in project**, if it will be translated, or **Excluded from project**, if it is left out. In the latter case, the **Info** column tells you why: for example, because its template is not in the **Setup**, because the project already has the maximum number of items, or because the item is already being translated in another project.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

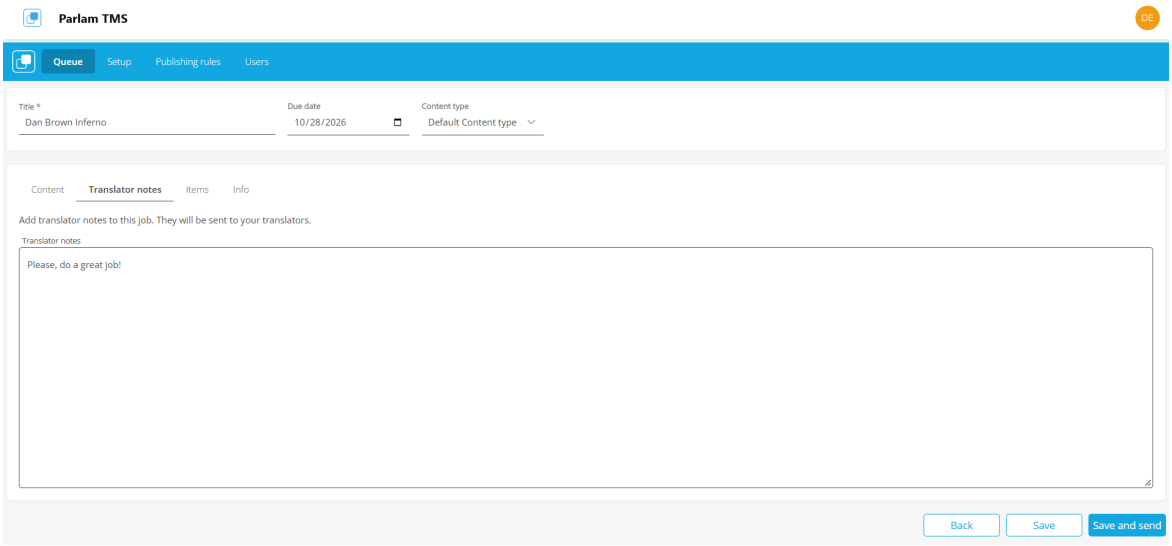


6. Open the **Content** tab:
   - Select the target languages you need. The ones marked as **Default** in the **Setup** are already selected.
   - For each language, choose who translates in **Translator**: **Workflow default**, **User**, **Group**, **Provider**, **Smart assignment**, **MT profile** or **RAG profile**. In some cases you will also have to choose the **Assigned resource**. If you don't choose anything, **Workflow default** applies.
   - Leave the **Exclude content that exists in other jobs (recommended)** option enabled, so you don't send content twice that is already being translated in another project.



7. If you want to give instructions to the translators, write them in **Translator notes**. They are sent with the project.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



8. Click **Save and send** to send the project to Parlam, or **Save** to save it as a draft and send it later from the **Queue**.

Add items to a draft. If you already have a saved project that hasn't been sent (in the **Created** state), you can add items to it instead of creating a new one. When creating the project, choose **Add to existing project** at the top and select the draft in **Existing project**; the items are added to that draft, which you can then save or send. This option only appears when you create a new project, and it is disabled (grayed out) if you don't have any unsent draft.

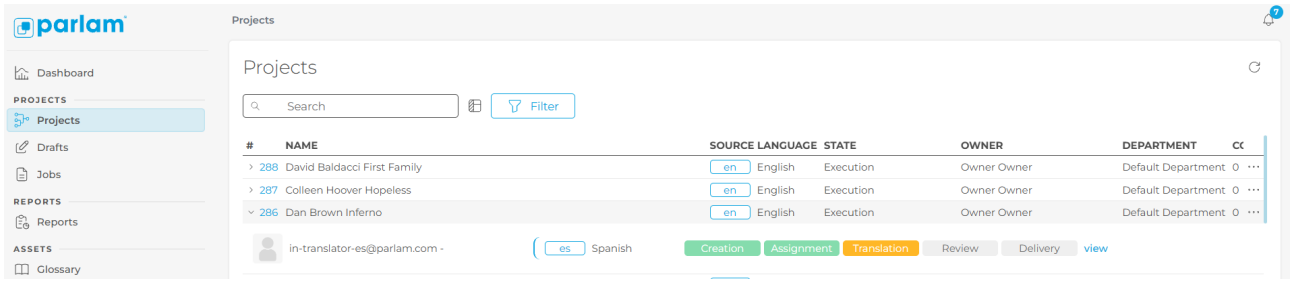
Existing project only lists projects that are still in the **Created** state, that is, saved with **Save** and not yet sent. Those that have already been sent, are being translated or have finished do not appear. In addition, you only see the drafts you would also see in the **Queue**: if your Parlam user is an **Owner** or **Administrator** of the account, all of them; if you are a PM of a department, your own and those of that department's workflows; and otherwise, only your own.

If something is missing from the configuration, the app tells you at the top of the project and doesn't let you save it. You will find the messages in section 3.4.6.

3.4.3 What happens after you send a project

Within one or two minutes, the connector reads the content of the included items from SitecoreAI and creates a project in Parlam with its title, due date, languages and notes. From there, the project follows the Parlam workflow: approval, if needed, translation, review and delivery.

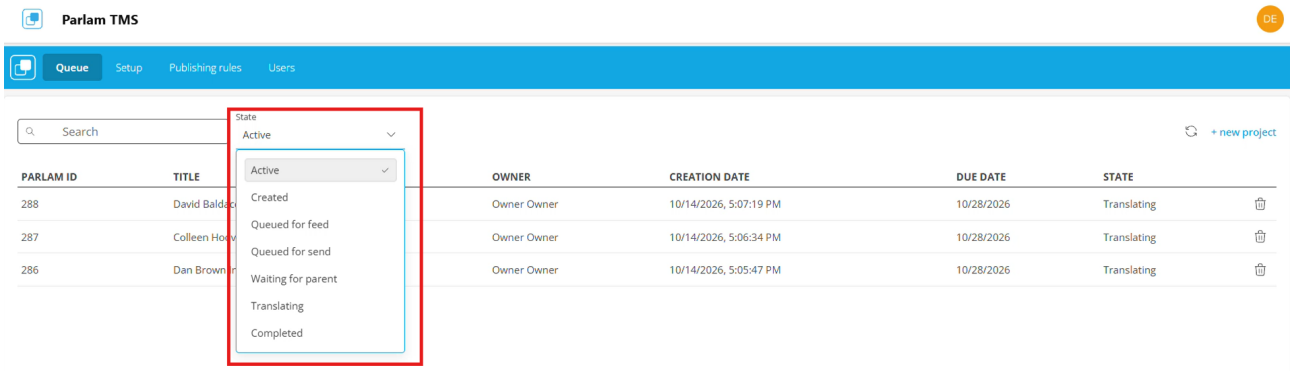
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



3.4.4 Track progress

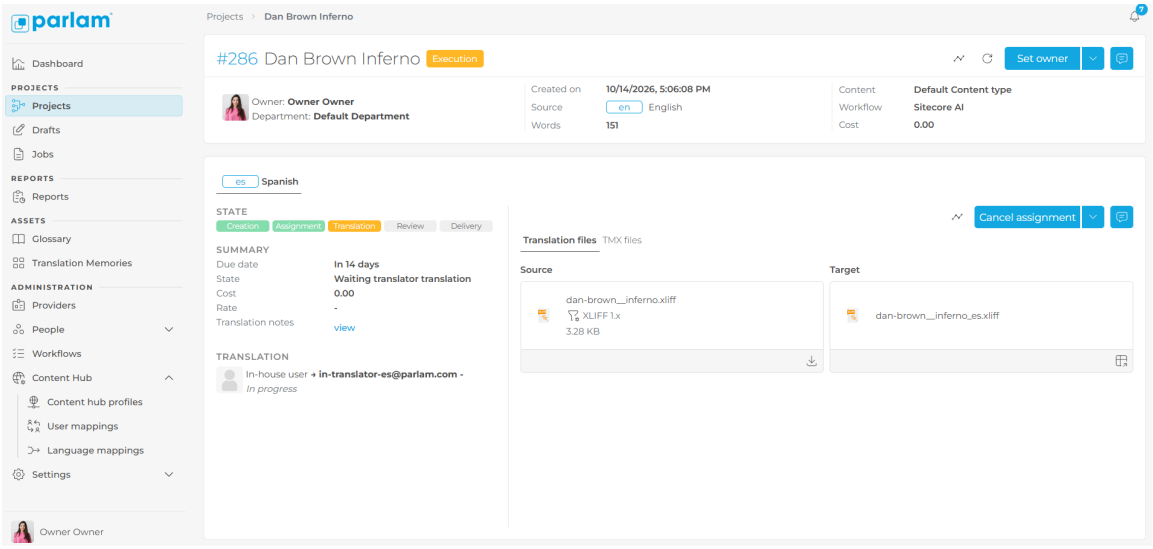
In the **Queue** tab you see each project with its **Parlam Id**, **Title**, owner, creation date, **Due date** and **State**. You can search for a project by title or owner, filter by state (**Active** shows all those that haven't finished) and update the list with the refresh button.

State	What it means
Created	It is a draft; it has not been sent yet.
Queued for feed	It has been sent and the connector is about to read its content from SitecoreAI.
Queued for send	The content has already been read and is about to reach Parlam.
Translating	The project is in Parlam, being translated or reviewed.
Completed	All languages have already been written to SitecoreAI.



If you click a project you will see its details: in **Items**, its items; in **Languages**, the phase each language is in and who it has been assigned to (if a language has an error, hover over it to see it); and in **Info**, the **Parlam project id**, the **Connector project id**, the workflow, the dates, the **Job state** and, if there is one, the last error.

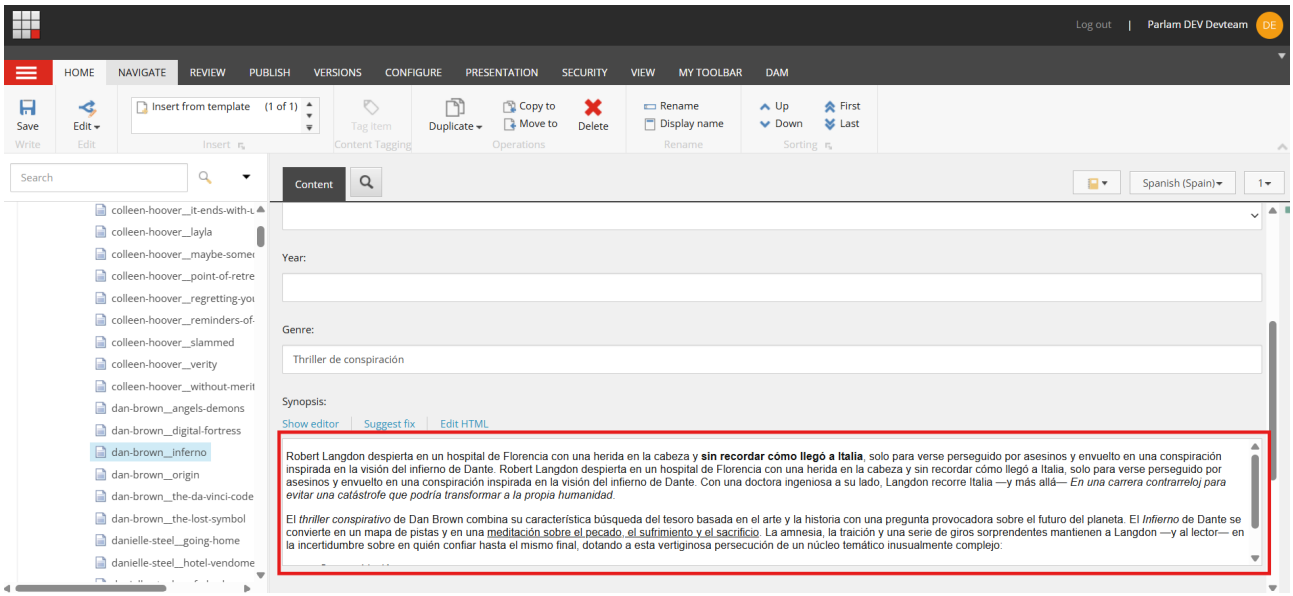
Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.



If you have access to Parlam, you can also track the same projects in **Projects** and **Jobs**, and receive email notifications.

3.4.5 Receive and review the translation

You don't have to do anything to receive the translation. When a language reaches the **Delivery** phase in Parlam, the connector writes it to SitecoreAI within a few minutes: each item receives a new version in that language, with the translated fields, and previous versions are kept. If you have active publishing rules, the items are published next; if not, open them in SitecoreAI, review them and publish them as you always do. When all languages have been written, the project changes to **Completed** in the **Queue**.



If a project manager reopens a delivery in Parlam within 10 days after the project finishes, the connector picks it up and writes that language again as a new version.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

When you change an item that was already translated, send it in a new project. Thanks to the translation memory, text that hasn't changed is reused and only new or modified text is translated.

3.4.6 When something goes wrong

When creating a project

Message	What to do
This connection has no setup configured yet.	An **Admin** has to complete the **Setup**.
The setup has no source website, so there is no language to translate from.	The **Source language** is missing in the **Setup**.
The setup has no workflow selected.	The **Workflow** is missing in the **Setup**.
The workflow is stopped.	The workflow is stopped. It has to be started in Parlam.
The workflow of the setup is not available in Parlam for this connection.	The **Setup** workflow is not selected in the Content Hub profile. Select it there or choose another one in the **Setup**.
The workflow has no department assigned.	The workflow's **Assigned department** is missing in Parlam.
The workflow has no user mapping, so your user cannot be resolved.	The user mapping is missing in the Content Hub profile.
Your Sitecore user is not mapped to a Parlam user.	Your Sitecore email is not in the user mapping. Ask to be added.
Your user does not belong to the department the workflow requires.	Your Parlam user is not in the workflow's department. Ask to be added.
The selected item is not translatable	The item no longer exists in SitecoreAI. Remove it from the project.
The selected items could not be read from Sitecore.	SitecoreAI did not respond. Try again in a few minutes.
Parlam could not be reached. Please try again in a few minutes.	Try again later. If it keeps happening, write to support.

When opening the app

Message	What to do
You are not authorized to use Parlam on this connection. Ask an administrator to add you.	Ask an app **Admin** to add you in the **Users** tab.
Your Sitecore account does not belong to the organization this app is linked to.	Sign in with an account from the correct Sitecore organization.
This app is not linked to Parlam yet. The connection's owner has to open it once from Sitecore to create the link.	The Sitecore owner has to link the app.
The Parlam connection for this app is stopped. Ask your administrator to start it.	The Content Hub profile is stopped. It has to be started in Parlam.
This app's link to Parlam was revoked. Ask your administrator to restore it.	Talk to your company's Parlam administrator.
The Sitecore sign-in did not complete. Try again.	Click **Connect** again and allow SitecoreAI pop-up windows.

A project is left with an error. If a project cannot be sent to Parlam, the connector retries it several times. If the cause is a configuration problem, it stops retrying and the error remains visible in the project's **Info** tab. Fix the cause and talk to your company's Parlam administrator or to support to send it again.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

Delete a project. In the **Queue**, use **Delete** next to the project and confirm. The project disappears from the app, but if it had already been sent, it continues its course in Parlam: if it needs to be canceled, ask the project manager in Parlam.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.

4 Support

If you have any questions or something doesn't work as you expect, write to us at **support@parlam.com**. We will help you solve it.

So that we can help you as quickly as possible, tell us in your message the name of your Parlam account and of the Content Hub profile, what you were doing when the problem appeared and, if you see an error message, copy it exactly or attach a screenshot.

For your security, never send us tokens, usernames, passwords, keys or any other access details, either for Parlam or for your system. We don't need them to help you, and nobody from Parlam will ask you for them.

Copyright © 2010-2026 Parlam Software SL. All rights reserved. Parlam Software® and Parlam® are trademarks of Parlam Software SL. Other company and product names mentioned herein are the property of their respective owners.