

Case Study: Introduction of across at the Brückner Group

## 80% less translation

### From new cataloging software to integrated translation management



Modern film stretching →  
equipment from  
Brückner

Film production plants are individually constructed and therefore require a high degree of documentation. Brückner also recently started producing trilingual parts catalogs as standard. The introduction of new cataloging software really got the ball rolling at Brückner, the world market leader in the field of film-stretching plant manufacture. Any questions arising in connection with terminology and translation processes were answered flexibly and pragmatically with the help of the Across Language Server. Film is mainly used as packaging material and for technical applications, such as condenser film or audio and video tapes. But hardly anyone realizes the substantial level of technological know-how that goes into producing this film. Complex film stretching lines can be as large as a football field and comprise anything from 500 to 1500 assemblies. Increased globalization and the resulting higher level of customer requirements regarding the multilingualism of documents have led to greater demands on the technical documentation produced by the company. With an export level of 90%, Brückner currently translates its documentation into 28 different languages.

#### From cataloging software to translation environment

Brückner has been using cataloging software for more than 10 years now. Because of problems experienced with the previous application, partly caused by the increasing use of Asian and Cyrillic characters, Brückner decided to switch to using CATALOGcreator. The next logical step following that was to optimize the entire process of translation. This was not surprising in view of the fact that up to 15,000 units of information have to be translated for each machine, with approximately 80% of those units being repeats. Considering the fact that between two and three extensive machine catalogs need to be produced per month, this presents enormous scope for the use of a translation memory

and a terminology database. The following questions needed to be answered:

- Which data already exist and where can they be accessed?
- To which extent are the same texts being translated differently?
- What do the translators retain and what does Brückner get back?
- How can existing SAP master data be integrated?

The consideration of all these factors caused increased interest in the concepts of a terminology database and efficient pre-translation methods. Project managers were searching for a system to maintain catalog data via a multilingual, standardized database, in

order to manage translation processes effectively. They soon hit upon the Across Language Server. The crucial factor was the efficient integration in the existing system environment via an interface supplied by across.

#### The opportunity to create standardized corporate terminology

The project, which initially arose from the necessity to supply catalogs in the Russian language, soon began to involve the entire corporation. Karsten Natebus, project manager for the cataloging systems at Brückner remarked, „The introduction of an electronic cataloging system offers great opportunities for the entire terminology system within the corporation. The cataloging department can make a significant contribution towards standardizing trade language within the corporation, thereby playing a key role in promoting smooth communication.“

With the construction of the terminology database, all company- and product-specific terms that had previously been stored in various specialized dictionaries were collated in one integrated system. The terminology database is currently only being used in the editorial department. This will soon be introduced to the remaining departments of the corporation, with the goal of applying standardized terminology throughout the corporation. The terminology extraction combined with the crossTerm terminology system and the concordance search combined with the crossTank translation memory are being used to achieve this objective.

#### Make and buy

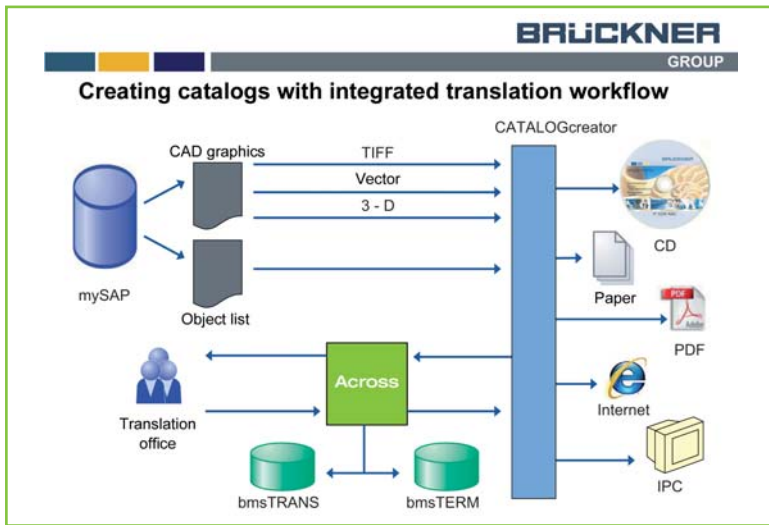
This brought the topic of effective management of translation processes to the forefront. Brückner employs both in-house translators and external service providers. Various combinations are possible, depending on the language. This should also re-

main so in the future. The aim is to manage processes via the project management module from across and to integrate external translators via crossWAN. The corporation wishes to continue the successful, long-term cooperation with external service providers,

and set new standards for our customers, and all this of course at an affordable price“, said Bernhard A. Pauli, manager of the documentation department. Other departments and service providers will then be integrated, based on the experience gained by the employees of the documentation department.

The translation workflow is also constantly being adapted to suit newly gained knowledge. Interim objectives have already been reached within the project, i.e. the quality of the translations has improved, the time-to-market for the catalogs has been reduced and the cost of translating has been kept low.

← Translation workflow with Across



but to raise the level of transparency and efficiency. The corporate and product know-how created through this cooperation should be integrated in the new system. The flexibility of this system enables Brückner to continue employing all of the translation strategies used to date. All translations, whether completed in-house or externally, access the same terminology database, continually adding to it, and are available to all team members at any time.

### Solving problems flexibly

„This project has also enabled us to solve problems that did not previously have any priority“, says Karsten Natebus. The high flexibility of the system and the modular approach of across supports this process. But even there where the system seemed to reach its limits, pragmatic solutions were found. Initially, the volume of the translation data was underestimated. Christian Weih from across who managed the project commented, „In this project, the export of a large number of small XML files initially included information not relevant for the translation. This led to unnecessarily long computing times. Now the data is filtered and this has optimized the importing and exporting processes. “All in all, the method of sounding out the market, deciding for a system, installing it in the company and carrying out training has proved to be of great benefit. When deciding which system to use, the combination of value for money and the degree of adaptability to specific requirements were the key factors. Central criteria were the database-supported system with open interfaces and also the lack of limitation concerning the number of languages and entries. Brückner finds additional benefit in the fact that across makes it possible to translate in-house and also to control the cost of external translation. It is also a tool to standardize corporate terminology as well as a general support tool when translating.

### The project continues to develop

The new system was well accepted by the staff members of the documentation department, in spite of the new tasks. This was also supported by the fact that the system was introduced step by step over a number of years. This year, priority is being given to the multilingual spare parts catalogs. At the same time, as a byproduct so to speak, the results of the terminology work are being made available to all staff members via the in-house intranet. The next task to be tackled is the preparation for translating standard texts with across such as safety instructions, general terms and conditions, maintenance and lubrication instructions. „It is not our aim to reduce the current cost of translation. We have two main objectives. Firstly, we can only keep pace with constantly increasing translation requirements by using modern systems. We also aim to remain market leader in the field of film stretching equipment

### The Brückner Group

With its technologically sophisticated, trend-setting products, the Brückner Group in Siegsdorf is a global leader in the fields of mechanical engineering and plant construction. The central focus lies on complete production plants and turnkey factories for plastics processing. The Group comprises the following companies with a total of approximately 1,400 employees:

**Brückner Technology Holding GmbH:** Management holding for all companies within the Brückner Group.

**Brückner Maschinenbau GmbH & Co. KG:** Global market leader in the field of film stretching equipment. Stretched film is mainly used as high-quality packaging material and for technical applications (e.g. condenser film and high-tech flat-panel screen film).

**Brückner Formtec GmbH:** Flat film extrusion plants for manufacturing semi-finished film products used to produce thermoformed cups and dishes.

**Brückner Servtec GmbH:** Provides a wide range of services to meet customers' growing service requirements.

**Brückner Biotec GmbH:** Offers turnkey biogas plants.

**Kiefel GmbH:** Specialized in standard and custom machinery for processing plastic in the fields of automotive, medical, and packaging industries.

**Kiefel Extrusion GmbH:** Blown film extrusion systems and film winders for the packaging industry.



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