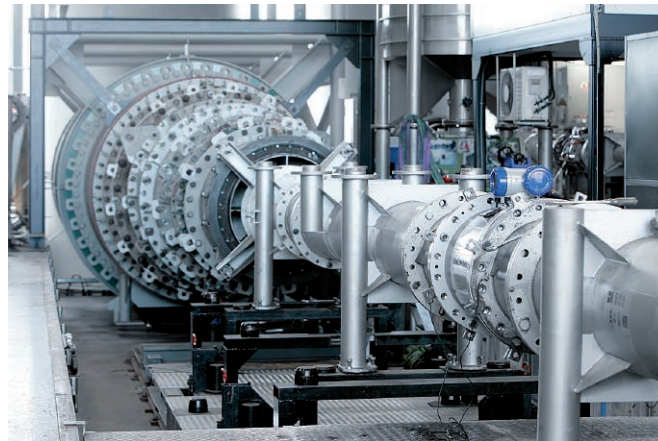


Case Study: Krohne introduces Across

Making Consistent Use of Optimization Potentials

Corporate Translation Management for the Requirements of Today and Tomorrow

Partial view of a calibration rig →



Around the globe, measurement technology specialist Krohne offers a suitable technical solution for almost any industrial measurement. A Central Marketing team operating worldwide is responsible for delivering the necessary product-related information and marketing documents just in time in 8 languages – in a standardized and cost-optimized manner and with consistent terminology. The Across Language Server now provides a future-proof infrastructure for effective Corporate Translation Management, enabling optimization potentials to be exploited in the best way possible.

Modern, efficient measurement technology is an indispensable prerequisite for effective processes in industries such as chemicals, oil and gas, water, pharmaceuticals, and food and beverages. The fields of application range from flow, level, and temperature measurement to analysis, e.g. for water resources management. Both the products and the fields of deployment make great demands on the accompanying technical documentation and marketing material such as catalogs and specification sheets. Apart from quick availability of the product-related data, high comprehensibility of the documents is mandatory for the successful business of the global player Krohne. Product liability and time to market are just some of the concerns in this context. Says Heinz-Joachim Unger, Editor in Chief at Krohne: "This can quickly result in dangerous scenarios that we must avoid – now and in the future." He points to examples like technical documents that are unintelligible or not translated to the corresponding local language in time. "The demands on us and the general risks are on the rise", he adds. "Just think of the Anglo-American legal practice in connection with product liability issues." The company wants to prevent such risks by means of increased terminology and translation quality. This requires a concept that allows for higher quality and greater amounts of technical documentation and marketing material due to the expansive business development. Thus, Krohne's workload in this area will inevitably rise. At the same time, the increased workload should not generate higher costs.

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Heinz-Joachim Unger: →
"Documents that are unintelligible because they are unavailable in the local language or products that are used without having the documents in the correct language are dangerous scenarios that we must avoid – now and in the future."

material as a key to minimize expenditures. Other aspects included the establishment of binding corporate terminology and the redefinition and optimization of the translation processes. Though Krohne's corporate language is English, many documents are compiled in the local languages of the manufacturing companies. Thus, texts are translated to English, French, German, Spanish, Italian, Danish, and Chinese. The inability to access the translation memory systems of the service providers was identified as a central cost driver in this area. There was nothing in the way of cost transparency, and there was no possibility of developing corporate knowledge in this area that would be available to all involved. The decision to streamline the translation of the technical documentation and marketing material on the basis of the Across Language Server was accompanied by ambitious goals:



New Rules for Make and Buy

Against this background, Krohne realized that the existing, poorly transparent processes, a large number of translation service providers commissioned decentrally, and the use of several terminology databases no longer offered any perspectives for solving the said challenges. Within the course of a reorientation scheme, operating manuals, catalogs, data sheets, etc. were to be standardized in terms of terminology, content, and layout. In view of the thousands of products in ten product lines with a rapid upward trend, this was going to be a formidable task. Krohne identified the standardization of the technical documents and marketing

material as a key to minimize expenditures. Other aspects included the establishment of binding corporate terminology and the redefinition and optimization of the translation processes. Though Krohne's corporate language is English, many documents are compiled in the local languages of the manufacturing companies. Thus, texts are translated to English, French, German, Spanish, Italian, Danish, and Chinese. The inability to access the translation memory systems of the service providers was identified as a central cost driver in this area. There was nothing in the way of cost transparency, and there was no possibility of developing corporate knowledge in this area that would be available to all involved. The decision to streamline the translation of the technical documentation and marketing material on the basis of the Across Language Server was accompanied by ambitious goals:

- Central translation memory as part of the company's intellectual property
- Establishment and use of a uniform terminology which allows for centralized maintenance
- Uniform, system-based, and cost-optimized translation processes within the scope of Corporate Translation Management

- Transparency and control of the translation costs and workflows
- Effective fulfillment of the growing quality and quantity requirements with the existing team of 15 employees in Germany and 10 other countries in the Central Marketing team.

This list of goals also redefined the collaboration with translation service providers. Accordingly, the company now only cooperates with service providers who are directly connected to Krohne's Language Server via crossGrid. Thanks to this technology, the Krohne staff in Germany and at the subsidiaries as well as all external language service providers cooperate in a single system and on the basis of a shared translation memory and terminology database. Translation projects are delegated and managed in a flexible manner, if necessary over several steps, e.g. first to a translation service provider and from there to a freelance translator. Upon completion of a new translation, both the document itself as well as all billing and controlling parameters are available on the Across Language Server, and new translation memory and terminology entries are transferred directly to the database. The effective management of the translation tasks via crossBoard contributes to the transparency and throughput of pending tasks. Additionally, the crossFlow module offers the possibility of defining and scaling workflows and processes. Once they have been configured, user-defined workflows are available via mouse click.

The Basis: Terminology

A central element of the project is the establishment of a company-wide terminology database with crossTerm in the technical writing department. Marketing-specific terms will also be added to the terminology. At present, the data from the ERP system and relevant DIN terms form the basic stock. Moreover, the terminology system is to be expanded into a "Terminology Information System" with images, negative lists, synonyms, etc., to which all employees, including those in other departments such as Sales, will have read access. The Across system provides the technical basis for processing the information and enabling internal access. The purpose of this terminology work is to make texts more understandable in all areas of corporate communication.

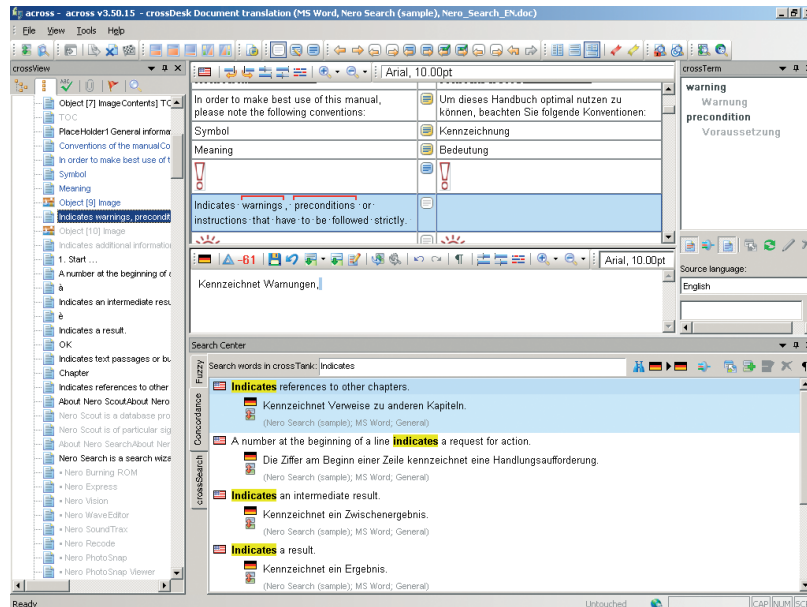
Quality and Quantity with Seamless Processes

The documentation is always the last thing to come, the response times are getting shorter, the amount of text and the number of languages into which the text needs to be translated are on the rise – all of this despite the fact that the quality is expected to stay on the same level or even be improved and the budgets remain unchanged or drop. This seemingly impossible feat can be accomplished with a modern Corporate Translation Management system. In this way, it was possible to seamlessly integrate internal departments and external service providers in an overall system. This includes the internal editorial offices that generate their contents in the form of XML, Office documents, and other formats, as well as the Central Marketing and commissioned external translation service providers. The resulting transparency and the emerging "knowledge pool" have already yielded benefits at Krohne. Consequently, other departments have already started looking into how they can make use of the consolidated knowledge, e.g. for business letters, QM, ERP, and other areas of corporate communication. Heinz-Joachim Unger considers a measure of resistance that needs to be overcome when introducing such a system to be a normal phenomenon. Thus, the editorial processes have inevitably become transpar-

ent and have been revised and integrated in order to provide a functioning overall system.

A Leading Edge, Not Only in Measurement Technology

Heinz-Joachim Unger feels that the project perfectly suits the company's motto of being a leader and being better than its competitors – not only in measuring technology, but also in the field of product documentation and marketing. After its successful introduction – Germany, the Netherlands, France, and England were connected to the system first to be followed by China, India,



← Translation memory becomes a core competence of the company

Brazil, and Russia – the project schedule provides for the further development of the terminology and further process and cost optimizations. Furthermore, the number of data formats checked in to Across is to be reduced and will henceforth be limited to Office and XML data. "We are just at the beginning and still have sufficient potential for optimization that we can exploit in this area – we have the needed future-proof and functioning technical platform to do it", explains Heinz-Joachim Unger.

At the Heartbeat of the Process Industry

Krohne Messtechnik GmbH & Co. KG, a leading company in process measurement technology, offers a wide range of process measurement devices, services, and comprehensive solutions for industries like oil and gas, water resources and wastewater management, chemicals, pharmaceuticals, food and beverages, mining, and shipping. The company has 14 manufacturing plants in 10 countries, 41 subsidiaries and joint ventures, and 45 exclusive representations around the globe. With its staff of more than 2,000, the company's revenues in 2005 amounted to € 227 million.

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