



Case Study: Globally Operating Engineering Company Relies on Across

Terminology for Tomorrow System for Cost-Efficient Global Corporate Communication in Action

Modern particle foam machine designed by Kurtz →

Using the same terminology in all forms of corporate communication, such as quotations, product-related documents, and control texts, in several languages – the dream of every export-oriented enterprise. For Kurtz, the world market leader in particle foam machines, this logical approach is part of the strategic objective of being the innovation leader in all business areas. Thanks to the technology made by Across and external consulting and training expertise, this vision is gradually becoming reality.

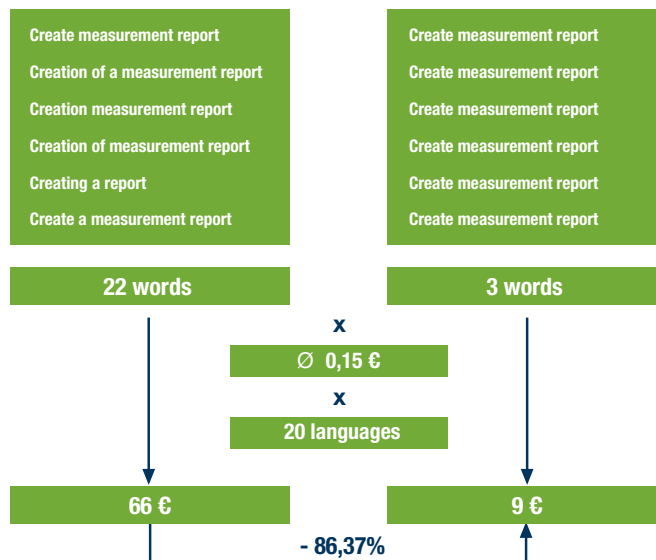
Quality, innovation, and customer orientation – the characteristics that made Kurtz the world market leader in particle foam machines and technology leader in low-pressure casting machines – are also key features of the company's CTM (corporate translation management) project, which goes far beyond mere terminological issues. The goal is to enable comprehensive system-supported communication based on consistent corporate terminology in all 18 languages the company currently uses. This affects the marketing, sales, documentation, and localization departments, involving a wide range of documents including quotations, orders, shipping documents, invoices, control texts, material master data, system documentation, user manuals, and marketing material like brochures, data sheets, and corporate magazines. In summary, the objectives of the database-supported translation system are as follows:

- Consistent use of terms in all texts
- Prevention of redundant work due to repeated translation of identical terms and sentences
- Administration of internal translation resources for all departments
- Administration and monitoring of translation tasks assigned to external translators



The need for this project arose due to the lack of consistency in the terminology in the many documents and the high expenses caused by repetitious translations triggered by the various departments on the one hand and by redundant formulations on the other. Moreover, the administration and proofreading overhead was also extremely high. The workflows were not transparent, and compliance with deadlines was also a problem. Though urgent translations cannot always be avoided, they can be optimized in a system-supported workflow. In this way, high costs and a long time-to-market can be avoided. For example, the translation of system-related documents must not affect the delivery times of systems.

Sample calculation: the savings potential of the standardization of one single wording →



Terminology Database Reduces Costs

The primary project aim was the collection and maintenance of the corporate terminology in the crossTerm database. For projects of this level of complexity, it is vital that employees in various departments consistently use the system within the scope of the defined task. Apart from the improvement of the communication quality, economic reasons also played a role in the decision to optimize and standardize the Kurtz terminology. This company-wide approach is expected to reduce the number of technical terms by 40%. By means of the system-supported translation based on the crossTerm database and the crossTank translation memory, the translation workload is to be reduced by up to 20% on average. For user manuals, even 30-40% are possible. "In this way, Kurtz makes a move in the right direction", says Andreas Dürr, Marketing Director at Across. "Efficient terminology is basic mathematics. For example, if the source text uses 200 different renderings for 100



← *Across training session for Kurtz on location in Kreuzwestheim*

the old database rule ‘shit in – shit out’ is applied due to lack of training, we will be unable to attain our goals”, says Ralf Bieger.

Following the installation on a separate server, a designated group of staff members tested the system for six months. The outcome was all-out positive. After receiving training from an authorized external Across trainer, the staff members were able to employ the system efficiently. Accordingly, new employees will also be trained intensively, thereby enabling them to make good use of the wealth of options and infor-

mation provided by the system. Subsequently, the external service providers will be connected, and a roll-out to the other Kurtz companies is also planned. First, however, the company wants to gain more experience in using the system in order to attain the main goals – uniform corporate terminology and effective workflow control. The necessary software basis has been established.

Make and Buy

Depending on the languages and resources involved, Kurtz also collaborates with external service providers who are to be integrated step by step following the successful introduction of the system within the company. This connection and the support of the workflows of the various departments that are to use this system place heavy demands on the flexibility of the translation system since it is deployed for the administration of most diverse translation tasks. The range of translation jobs that need to be managed ranges from marketing brochures to technical operating manuals, to name just a few. For this purpose, Across provides various modules, such as the crossBoard project overview, the crossDesk multi-format editor, the crossCheck quality assurance module, and the crossFlow workflow component. All translation tasks can be scheduled, assigned, and processed with system support, regardless of whether the translators work in-house or externally. This system allows the ‘make or buy’ question to be answered in an individual and flexible manner in line with the respective framework conditions.

State-of-the-Art Industrial Technology

The Kurtz Group is a medium-sized group of industrial companies looking back on a history of 225 years. The trademarks Kurtz and Ersa offer innovative complete solutions for niche markets. The corporate strategy focuses on innovation leadership in all business units. Kurtz is world market leader in particle foam machinery, technology leader in low-pressure casting machines, and a recognized specialist for demanding casting and metal designs. Ersa is Europe’s largest manufacturer of soldering systems. With its various plants, the Kurtz Group is a powerful supplier for all mechanical engineering and vehicle construction companies. For decades, the business unit Components and Systems has been part of customer supply chains. The group, which is headed by Kurtz Holding GmbH & Co. in Kreuzwertheim, Germany, runs its own sales and service companies around the globe. 1,100 employees generate a revenue of 170 million.



← *Lena Seifert and Ralf Bieger – efficient project control in the team*

Start Small, then Take Off

The project began two years ago, when the company started to look into the options for uniform corporate technology and system-supported translations with the aid of Klaus Kurre, a consultant who is specialized in translation tools. It quickly became clear that in such a project, staff training must not be neglected. After all, various employees in the secretariats, sales, marketing, and technical documentation departments use the same system. “These investments pay off; if

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