

## Case Study NAVIGON AG: Corporate Translation Management for More Efficient Processes

# Integrated Translation Platform Accelerates Placement of Products Abroad

Mobile navigation  
– meanwhile part of  
our daily life →

The key factors in the translation of manuals and software interfaces of navigation systems are quality and speed in dynamic markets. On the basis of the Across Language Server, NAVIGON AG, a pioneer in mobile navigation technology, has taken an innovative step in deploying the Corporate Translation Management system.



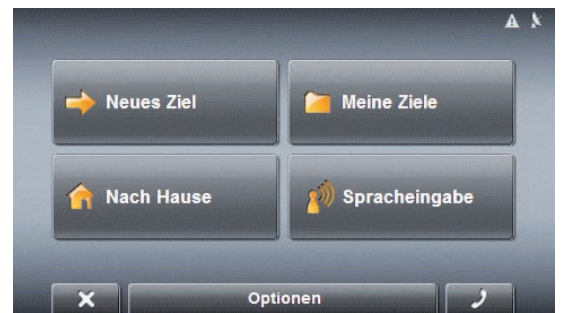
### More Flexibility, Fewer Errors

A special issue in connection with the manuals lies in the different “terminology worlds” that are used. Firstly, the terminology of OEM products follows the precise specifications of the respective partners. Secondly, the manuals refer to the localization of the software interface. The software interface is subject to specific restrictions and may necessitate a high degree of flexibility during the translation. For example, if the translated term in a certain language is too long for the available space in the interface, a shorter alternative must be implemented consistently and speedily in all areas, from the localization to the technical documentation.

Text fields with  
localization terms →

Like most technical documents of IT systems, manuals for navigation systems are subject to special requirements: quick updates, short times to market, OEM versions (license products under other brand names) with specific terminology are just some of the framework parameters that NAVIGON AG must take into consideration. In recent years, navigation systems have spread rapidly – not only in Germany, but also all over the globe. This is the result of the improved performance and the reduced costs of these systems as well as the growing stock of digitalized geographic data. Today, the manuals accompanying NAVIGON systems are translated into 16 languages – with an upward tendency due to the widening use in Europe. Moreover, more and more vendors use the navigation systems as OEM products with special requirements such as a fully independent terminology. These business developments proved to be a formidable challenge for the company's Documentation department. At this department, the employees compose the product manuals in Word. Before the translation begins, a German master version is produced. These documents are characterized by a great amount of identical text. In existing documents, the rate of correspondence is between 40 and 90%, depending on whether they describe an entirely new navigation system or merely a new version of a previously released product.

For the translation, the Documentation department used to select the new text blocks to be translated, send them to the external translators, and insert the translations in the respective documents. These Word documents served as the basis for PDF, CD, and web versions. Lately, some of the manuals have also been printed. The translation volume averages 15,000 lines per language and year. For the Documentation department, the former procedure was extremely time-consuming and required profound knowledge of the texts, also on the language level.



In the past, the manual process of combining the text blocks to a manual used to be very time-consuming and required extensive quality checks. “Sometimes, the translator lost defined text fields or inserted them in the wrong place”, explains Christoph Lux, the responsible translation expert of NAVIGON's Documentation department. This challenge could be tackled by means of the fact that the Documentation team was fully acquainted with the manual context, even “understanding” languages they did not even know. “In view of the many new languages, some of which we are unable to understand, we would have soon come to our limit with this approach”, adds Lux.



### More Efficiency with Seamless Automated Procedures

To solve this predicament and to achieve better control and high-

er transparency of the translation tasks, the company started looking for a new translation system that would meet the following requirements:

- Central administration and overview of all translation tasks,
- Transparency of the translation workload incurred,
- Efficient composition of manuals in Word,
- Integration of the 15 external translators in one system.

Following an analysis of various systems, NAVIGON opted for the Across Language Server. Compelling criteria included the wealth of features of the Corporate Translation Management system, the price/performance ratio, and last but not least the license model for translators. As translators can download Across free of charge, the stipulation that the service providers must henceforth work exclusively with Across was easy to enforce, allowing the company to continue to collaborate with tried and tested translators.

Today, the German master documents are checked in to Across. This is followed by the pre-translation of the text blocks and other document preparations such as the automatic hiding of long tables not needed by the translators. After the individual translations are assigned to the various translators, the translators receive an automatic notification. The translators connect to the system via crossWAN, download their data from the Across server, process the translations offline with their Across clients, and then connect once more to the server to upload the finished translation.

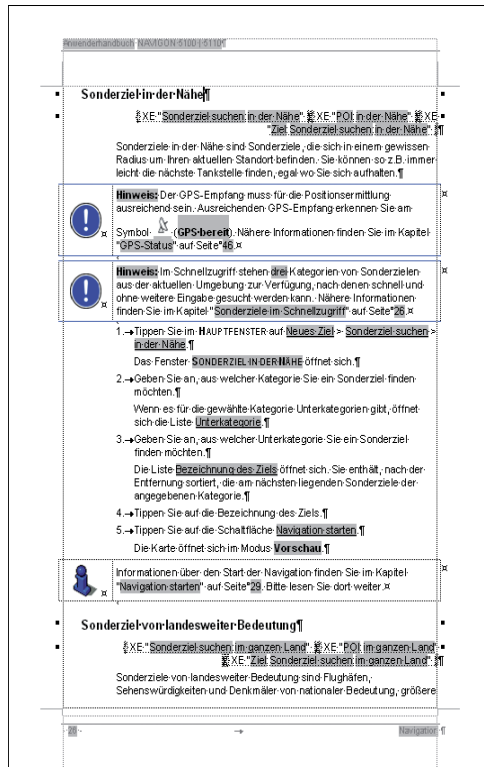
### Time Savings of More Than 60 Percent

At present, the translated manuals are automatically generated from within the Across Language Server in Word in a defined style template. As the content is separated from the format and thanks to the uniform editing environment in Across, the translator does not need to take care of any special characteristics of Word or general formatting issues. "Due to the high quality of the automatically generated Word documents, our review workload has dropped by more than 60%", reports Lux. "Moreover, the crossCheck quality management effectively assists us in our daily work." The versioning of documents allows a rollback to earlier editing states in case a reset to a certain version is required. The spell check function highlights errors while editing, and the "expansion display" indicates different text lengths in the source and target texts. Other automatic checks verify the use of stored terminology or translation memory entries, the consistency of the formatting, or the use of fields. The correction mode and a

WYSIWYG preview enable the quick and systematic review of the content and appearance and rapid post-editing.

Apart from the easy administration of the translation in Across, system-based workflows are also gaining more and more importance. As time permits, translations at NAVIGON pass through separate correction workflows. The system offers the possibility of allocating a corrector to each translation who either edits the target document directly or merely provides comments in a "tracked translation mode" and leaves the rest to the translator. In order to meet the individual requirements of the particular project, the project manager can optionally define document-specific review criteria that can either be processed automatically or must be marked as finished by the editing party. Thus, the system combines the quality of a manual translation with the performance of automated tools.

← Christoph Lux: "Due to the high quality of the automatically generated Word documents, our review workload has dropped by more than 60%."



### More Flexibility, Time, and Quality

All in all, the new system has helped to reach the goals set. Due to the automated output of the translated documents and the quality-management routines, the team no longer needs to get immersed as deeply as previously in the translation projects. They can now handle a translation even if they are not intimately acquainted with the source document. The connection of the translators via Across has also worked well. "Both the license model and, much to our delight, the efficient support have paid", says Lux. "Especially in areas in which we were unable to provide assistance, Across was promptly on hand."

← Word documents, automatically generated from within Across

### The Driving Force: Pioneer Spirit

NAVIGON is one of the world's leading providers of navigation systems. Apart from partnerships with renowned manufacturers of entertainment electronics, the company presented its own mobile navigation devices under the NAVIGON brand, which stands for high-quality GPS navigation, innovative technology, and exciting design, for the first time at this year's CeBIT expo. Furthermore, NAVIGON offers professional navigation solutions: the NAVIGON Right product family for fleet management systems and driver assistance components for the OEM market of automobile manufacturers. Established in 1991, NAVIGON has 300 employees and own representations in Asia, Europe, and North America.

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