

Case Study Schako KG: Language Server Optimizes Translation Processes

Corporate Translation Management Saves Time and Money

At global companies, translations are routine activities. The right concept based on the right software determines the efficiency, i.e. costs, resources, and time frame. Schako, a leading provider of ventilation and air-conditioning technology, had been searching for a suitable solution since 2001.

In the across Language Server, Schako eventually found what it was looking for and, since 2003, it has been able both to save time and money and to restructure and simplify its workflows.

Ineffective translation processes unnecessarily consume resources and are a frequent source of errors for the output texts. Very often, this is not even noticed, as the routine process "translation" just goes on in some way or another. At Schako KG, whose systems create a pleasant room climate around the globe, the team became suspicious and started examining the organically grown translation processes. The result: both the actual processes and the system-side infrastructure were in dire need of optimization.

Technical documents such as data sheets and product descriptions for output media such as CD, PDF, web, and print account for the major part of the company's translation workload. Engineering firms worldwide use these documents for designing facilities with Schako products. Depending on the product (currently approximately 100, trend growing), the technical documents comprise 5 to 50 pages and mainly consist of technical drawings with text elements. These documents are translated to English, Flemish, French, Italian, Polish, Russian, Spanish, Czech, and Hungarian. The translators are based either directly in Germany or at the respective subsi-

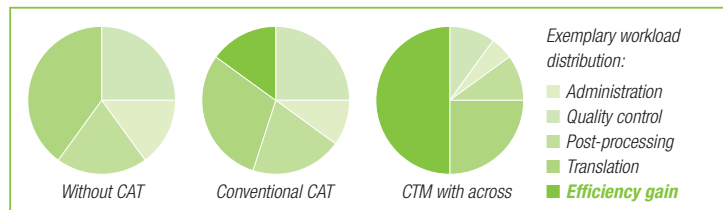
Translating Worldwide

In the past, Schako's translations used to be done around the globe without consolidating the translation results, the terminology, and the administration of the translations. The subsidiaries used



Allianz-Arena with Schako ventilation technology. →

Efficiency gain with CTM →



diaries or work for external service providers. Each subsidiary is free to decide whether to have translations done internally or by external service providers. In this case, English translations are provided by RKT Übersetzungs- und Dokumentations-GmbH, the company which also provided system integrator support at the introduction of the across Language Server.

to receive the technical documents in German and translate the text elements in the documents, which used to be composed in PageMaker. To use synergies for the translation, the translated texts used to be stored on a per-paragraph basis in a database. However, the results of this procedure were unsatisfactory, as the text was stored in the form of entire paragraphs and the system performance was inadequate. Concordance and terminology lists used to be maintained in Excel. Moreover, the repeated check-

in and check-out of translation data into and out from the various systems proved to be a source of errors. Furthermore, there was no overview of who was currently working on which translation jobs and what their current status was. "We were way off from seamless, system-based, effective processes", says Tobias Stengele of the Technical Office of Schako KG, who was responsible for the

introduction and operation of the across system. This initial situation established the core requirements for a new system:

- A database-supported, seamless translation system that comprises administration, translation memory, and terminology system and enables translating on a per-sentence basis.
- Efficient workflow support.

- Implementation of the company's make-and-buy strategy through easy connection of local and international translators, regardless of whether they are external service providers or employees.
- Prevention of redundant translations, which make up 10-30% depending on the product.
- Easy transfer of the concordance lists that used to be maintained in Excel.

In the course of the system implementation, the commissioned service provider RKT Übersetzungs- und Dokumentations-GmbH imported the legacy data to the across Language Server. Initially, the across Language Server shared the computer with an order processing application for other countries. "As it was virtually impossible to boot and shut down the server for updates and other operations due to the different utilization time windows of the applications, this was not efficient", explains Tobias Stengele.

Therefore, the Corporate Translation Management system now runs on a dedicated machine.

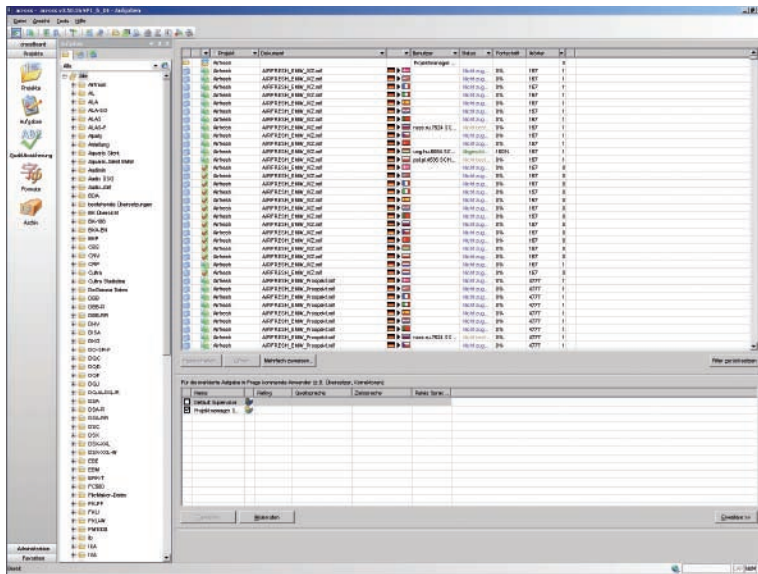
For direct exchange of translation tasks, the computer is connected to the across Language Server of RKT via the crossGrid collaboration tool. The advantage here is that RKT can delegate the tasks to various individual translators who access the Language Server via LAN, WAN, or web clients. Thus, new forms of collaboration and seamless process chains can be achieved, resulting in maximum efficiency, flexibility, and transparency for all involved.

Other Company Units to Follow

The across Language Server is increasingly used for translating web pages, circulars, newsletters, marketing documents, and business correspondence. For this purpose,

the marketing departments, the secretariats, and also the external web service provider are connected to the system. The next goal has already been set: all texts that leave the company are to be translated with across.

← *The across Language Server is the full package for the optimization of the entire translation process*



Following a market analysis of the existing systems, the company decided for the across Language Server. The compelling advantages of this solution were the integrative concept of the Corporate Translation Management system and the excellent price/performance ratio.

Worldwide Translations with System Support

Today, all translation tasks are created and processed in across. The Technical Office is the hub at which all tasks are centrally administrated via crossBoard. Moreover, the employees of this department, which is directly linked to the construction, are responsible for preparing the technical drawings. Currently, 10 translators at the subsidiaries are connected via crossWAN. These translators retrieve the tasks from the server, process them, and then deliver them back to the across server. Subsequently, the across server synchronizes the data. By means of differentiated access rights, the system makes sure that everybody does what he should. From the Language Server, the translated texts are then transferred to the technical documents, which are now composed with FrameMaker. Then PDF files are generated and sent to the translator and to the subsidiary for correction. The translator makes any changes in his texts in across, thereby re-activating the workflow.

While translating, the translators make use of the crossTank translation memory and the crossTerm terminology system. Firstly, the translation memory serves the automatic pre-translation of recurrent identical wording. Secondly, if similar wording was used in the past, it generates proposals that the translator can adapt to his needs. Unlike the previous solution, the crossTank translation memory is a continuously growing, self-learning system that contributes substantially to the minimization of the translation workload.

The integrated crossTerm terminology system, too, operates on the principle of a continuous data collection process. If a translator is unable to translate a term correctly, the employees at the subsidiary correct it, and the translator enters the term in crossTerm.

Trouble-Free Introduction

The system implementation took place in small steps. The employees of the Technical Office were the first to be trained. Then the subsidiaries and service providers were connected successively.

Innovation – Not Only in Ventilation and Air Conditioning

Schako offers solutions for optimum room climate, combining technology, comfort, and aesthetic appeal for application areas as diverse as operas, cleanrooms, gymnasiums, and production sites. Since 1928, the company has become a benchmark for ventilation and air conditioning. From fire prevention and sound insulation to draught-free air distribution, silent cooling, and residence ventilation, the company's innovations are setting standards. The inventor of the swirl diffuser produces components and systems for ventilation and air conditioning at four European locations. With its 450 employees, the company is present in almost all European countries with one or several representations.

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