



Optimization of processes via integration with backend systems



Brose Automobile Parts GmbH & Co KG

As partner of the international automobile industry, Brose supplies more than 40 car manufacturers and leading seat producers.

At almost 40 production sites in 20 different countries, about 9,100 employees develop and produce mechatronic components and systems for automobile doors and seats. Currently a Brose product can be found in every fourth vehicle produced worldwide.

In the fiscal year 2006 the group of companies achieved a turnover of about 2.3 billion Euro. At the moment Brose is the ninth-biggest family-owned company in the TOP 100 of automobile component suppliers worldwide.

Management Summary

The globally successful automobile component supplier Brose relies on CONTENS for the management of its website since 2001. The recently adopted translation memory across was now integrated in order to have access to already existing translations. After the extension of the career area vacancies on the website can now automatically be forwarded to selected job exchanges and incoming online-applications directly be transferred to the applicants management system persis.

Situation

The Brose group has an extensive website at its disposal which regularly requires translations. Particularly the uniformity of translations and the efficiency of the process were supposed to be optimized.

The management of numerous online job applications and the continuous updating of job ads in external job exchanges were very time-consuming tasks in the past. The IT experts at Brose therefore sought an alternative to automatically forward the job ads on the website to selected job exchanges and at the same time transfer online applications to the applicants management system persis.

Solution

When creating multilingual content for documentations Brose uses the translation memory system by across: The texts which are to be translated can be scanned to see whether the same or similar content has already been translated in the past. This content can then be adopted either unchanged or adjusted which noticeably accelerates the translation process.

In order for CONTENS editors to be able to access already existing translations, CONTENS developed an interface for the seamless connection to across.



"With CONTENS the realization of new requirements set by our internal customers regarding our homepage is smoothly possible at any time."

Jörg Horn
Head of the Division Communication Systems,
Brose Group

“CONTENS offers an ideal integration with across and persis”

This way the advantages of both systems can be ideally combined and translation processes accelerated. Editors now have the advantage when editing web content of being able to transfer translation tasks directly to across via CONTENS.

The appointed translator can for example use the option of a fully automatic pretranslation by across. During the process the system browses the database for similar, already translated text segments and automatically generates a back-up translation. Parts of the text for which no translation is found are initially left in the original language. As soon as the translation task is completed, the online editor is automatically notified by a message in CONTENS. Furthermore a survey allows the easy management of current translation tasks in CONTENS. Tasks which have already been started can be inspected, cancelled, and deleted.

The use of the translation memory within CONTENS mainly ensures the terminological and stylistic consistency and especially makes sense for technical translations. Moreover translation processes are carried out faster and more effectively.

As an internationally successful and expanding company Brose receives several thousand job applications per year via its career area. Another aim of the website optimization therefore was the linkage to the applicants management system.

For this CONTENS expanded the already implemented job application and connected it to the already existing applicants management system persis.

Additionally, vacancies published on the website can now be automatically forwarded to selected job exchanges via a newly developed interface. The creation of new and the updating of existing job ads in external job exchanges is thus carried out directly in CONTENS without extra effort.

A well-structured application form helps prospective employees to hand in their application documents and transmits these directly to the internal applicants management system.

Corinna Welsch from the Human Resources division of the Brose Group is happy about the successful integration: “Through the seamless connection of our applicants management system persis, we now fulfill all expectations concerning this matter of a globally active employer. Online applications can be processed faster. Also, the integration of our international production sites has been successfully realized.”

The website of Brose was not just updated functionally but also technologically. The connection of XHTML templates and cascading stylesheets (CSS) allows a significantly faster display of web pages in the browser. Moreover editorially selected pages of the website can also be output via mobile terminals such as BlackBerry and Windows Mobile in the future.

Advantages of the across-integration

- Uniform operation via the user-friendly surface of CONTENS
- Access to already translated content
- Direct access to ongoing translation tasks
- Translation suggestions taken from already existing translations
- Observance of terminological and stylistic consistency
- Linkage of external translation agencies without direct access to the CMS CONTENS



“Through the easy integration of the translation memory by across into the CONTENS user interface we can further speed up the translation process for our multilingual corporate homepage.”

Nadine Kestner
Online Editor, Corporate
Communication, Brose Group

Advantages of the job application and the integration of persis

- Forwarding of job ads to selected job exchanges
- Direct transfer of online applications into the management system
- Faster response to job applications

