

Case Study: Across in Action at the transline Group

Seamless Supply Chain for Translation Projects

In this age of globalization, growing translation volumes can only be mastered with innovative services. To face up to this challenge, the *transline* Group from Reutlingen, Germany, has implemented seamless translation processes. The central element in this concept is the Corporate Translation Management (CTM) system of Across. With the help of this system, *transline* continues to guarantee its customers high-quality translations at reasonable prices – savings of up to 50 percent have been possible in some projects.

“In view of the shrinking times to market, increasingly complex product descriptions, and the growing number of languages, we as translation service providers are required to assist our customers by means of efficient processes. This is the only area in which costs can be minimized”, comments Dr. Wolfgang Sturz, Managing Director of the *transline* Group, on the current situation in connection with the generation of foreign-language product information. In the past, it was sufficient to cover major languages such as German, English, French, Spanish, and Italian. Today, however, many enterprises operating on an international scale are confronted with the challenge of having to deliver documentation in 30+ languages. The translation practice, too, has undergone fundamental changes over the past two decades. Today, the translator no longer receives the complete documentation, but only individual excerpts. “Our team members and colleagues have become ‚building block translators”, explains Dr. Sturz. “We observe the same developments in the fields of authoring and translation that led to rationalization in the manufacturing industry more than 30 years ago.”

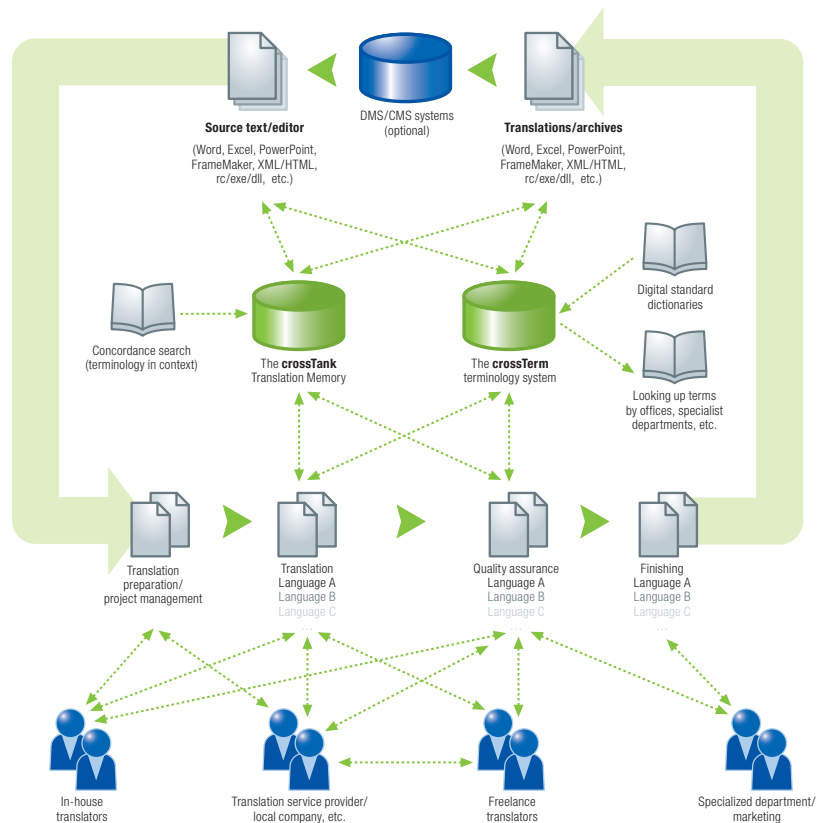
Like a machine that consists of diverse components and elements, the associated project information is no longer written and translated in one piece, but composed from individual information units. Meanwhile, the control, administration, and supervision of translation projects play a central role. Without smart project management and support by means of a CTM system, these tasks are usually more time-consuming than the actual translation. “To prevent the translation costs from growing in proportion to the text volume and the number of required target languages, we must make the processes and the networking of the many parties involved as effective, transparent, and ‚lean’ as

possible”, says Dr. Sturz. “Across is the only provider who offers a tool that supports us in this respect.”

Optimized Translation Processes

The translation service provider introduced the Corporate Translation Management system of Across back in 2003. Seamless translation processes have been realized ever since. Like a supply chain in the automotive industry, all internal and external parties involved in the translation are connected to each other – from the customer’s editors and project managers to language service providers and their sub-suppliers such as freelance translators and reviewers. The Across Language Server serves as the central platform for all corporate language resources and translation

Exemplary translation process →



processes. Through client/server-based operation in all process steps, it ensures maximum consistency of the texts and data security. Translators receive their tasks directly from the system and can use the comment functions and an integrated messenger to coordinate their work directly with project managers and reviewers. Moreover, the deployment of the Across Language Server ensures maximum transparency during the entire project period. For example, the project manager can query the editing status of the individual subtasks at all times. “By realizing seamless translation processes on the basis of the Across Lan-

guage Server, we have created a win-win situation”, says Dr. Sturz. “Our customers benefit from more effective and transparent translation workflows. Despite the growing number of target languages, they get a consistently high translation quality and short reaction times.”

Seamless Supply Chain

The individual translation projects at *transline* are manifold and different for each customer. At the global players Bosch and OBO Bettermann, for example, the source texts and images are transferred directly from a document management system to the Across Language Server. All other project-relevant information is made available on the server: reference and context material, details about the target languages, deadlines, and quality management criteria. The processing of the task is automatically triggered according to the customer’s specifications. On the basis of defined workflows, individual tasks are automatically delegated to the responsible translators and reviewers under consideration of qualifications and capacities. Tasks such as the splitting of large documents to several parties or updates of document versions are also initiated directly in the system. “In this way, we have been able to automate the translation management by up to 90 percent”, reports Dr. Sturz. “Moreover, by deploying Across, we have created a seamless supply chain, without any interface losses, even over several delegation stages.” The full automation of the entire file handling has also proved to be a substantial improvement.

Integration of External and Internal Team Members

Seamless processes also mean seamless integration of the quality management. Like the translator, the reviewer, too, is automatically informed by the system. He receives the entire document and can read the translated text passages along with the context. The corrections can be made directly in the electronic document. After logging in, the user can access the data on the server online and edit the texts. This can be done with an Across client that is connected to the server over the Internet or with crossWeb using a browser-only approach.

Only after this correction stage, the finished translation is released at *transline*. The finished translation is then sent back to the document management system of the engineering company via the interface. Upon completion of the project, the customer receives an informative report containing all relevant figures about the workload, repetition rates, and quality criteria. The report serves as a basis for controlling and billing.

Shared Use of Data and Text Resources

Optionally, the customers of *transline* can be integrated directly in the process. If this is the case, both the customer and the service provider use Language Servers that are connected by means of a function called crossGrid. In this way, projects can be triggered and controlled from the customer side. The system also allows real-time access to the Across databases – particularly to the integrated translation memory and terminology system. “Unlike many of our competitors, we do not consider transparency and shared resources as a threat, but rather as added value that we can offer to our customers and that helps to bond customers to us”, reasons Dr. Sturz. This approach enables the shared use of contents and data – not only by the translators and reviewers of the service provider, but also by the company’s technical writers and information managers. This makes translation-oriented authoring possible, i.e. the author can contribute to the reduction of the translation costs by using suitable wording.



← “Despite our attractive conditions for our customers, the margins we achieve with the streamlined processes allow us to deliver professional quality. In individual projects, we have been able to save up to 50 percent.”

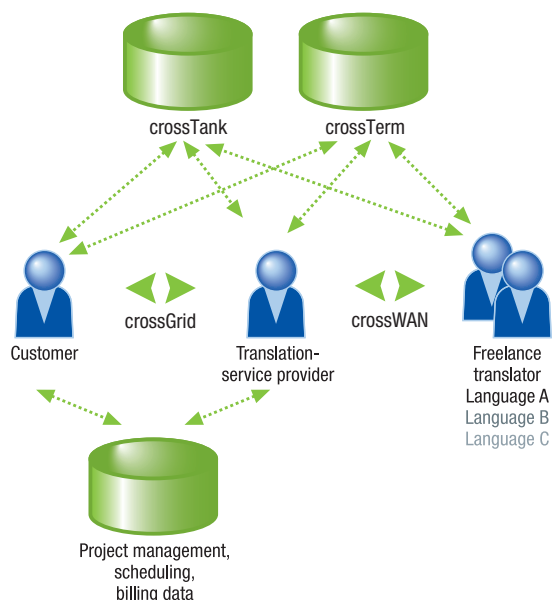
Locked on to the customer

transline is a globally operating translation service for technical translations, software localisation and other language services for industry and other technical fields. The company translates into and from 164 languages and idioms. As a translation service with its own departments for technical documentation and DTP, *transline* covers the complete process chain for technical documentation.

transline came into being in 1997, as a result of the merger of Dr. Sturz Übersetzungen in Germany and other translation agencies owned abroad by Dr. Sturz. In the meantime, other experienced translation agencies have been strengthening *transline*. Most of these translation agencies have more than 15 years experience in the translation industry. Furthermore, *transline* works with a great number of freelance translators and specialists worldwide.

www.transline.de

← Seamless networking: customers, translation service providers, translators



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across

Across Systems, Inc.
Phone +1 877 922 7677
americas@across.net

Across Systems GmbH
Phone +49 7248 925 425
international@across.net