



Case Study: Voith Turbo Scharfenberg introduces Across

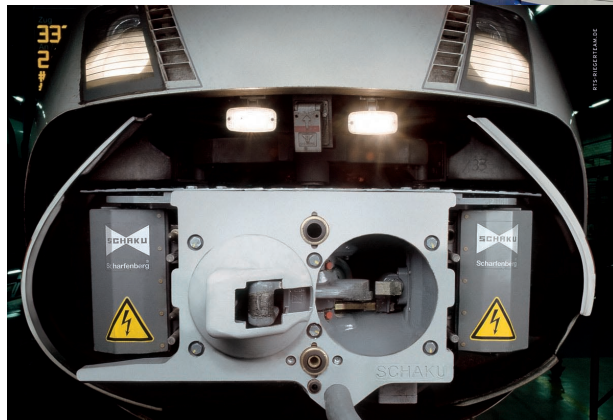
Turbo-Accelerated Translation

Optimized Creation of Foreign-Language Product Information with Across

In this age of globalization, high-quality, speedy, and cost-efficient localization of the entire product communication is becoming an increasingly important competitive factor in all industries. The technical editors and translators of Voith Turbo, a global player in the field of couplers and front-end systems, were also confronted with this challenge. In 2006 alone, the company's translation volume increased by almost 80 percent. Thus, the language specialists identified computer-aided translations in conjunction with seamless processes as the key to success. In line with this understanding, the Across Language Server of Across Systems has been in use since early 2007.

Due to the increased international activities, the translation volume has grown continually over the past years. In 2006, this development reached a peak, with an increase of almost 80 percent over prior years.

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Voith Turbo Scharfenberg manufactures automatic couplers, front-end systems, and control components for rail vehicles. Last fiscal year, Voith Turbo Scharfenberg generated revenues of approximately EUR 100 million with its staff of about 300. In view of the extensive production, the many documents that must be available in time when the products are shipped, often in several languages, play a major role. The documents cover a wide range: on the one hand, there are highly standardized manuals and operating guides that are characterized by a high degree of repetition. On the other, there are product-related information, specifications, and calculations for preparing quotations. At Voith, requests for needed foreign-language versions of these texts come directly from the sales and project departments. The company's internal eight-man team of editors and translators is responsible for English, Dutch, French, and Spanish. Eastern European languages are handled by an external service provider. For the Chinese localization, Voith cooperates with specialists on site.

„We faced the challenge of handling the increased translation volume with the same number of employees“, comments Olaf Hausen, responsible team head at Voith. Against this background, the language team started looking for a possibility of controlling the translation process with the help of IT in order to optimize workflows and reduce working time and costs. The previous translation system did not have a workflow component.

The central criteria for the selection of a Corporate Translation Management system were as follows:

- Powerful terminology solution
- Efficient workflow support in order to process translation assignments speedily
- Integration of external translators and service providers
- Central platform for all corporate language resources
- Simple way of processing XML data

The decision makers understood that the Across Language Server would fulfill these requirements. Another central argument in favor of Across was that the introduction of this new system would be less cost-intensive than an update of the previous translation system, even without adding a workflow component to the existing system.

Semi-Automated Translation Through Uniform Wording

By deploying the Across Language Server, Voith was able to further optimize the quality of the technical texts and wording. Existing translations and terminology were transferred from the former system to Across, where they can be further maintained, updated if necessary, and expanded with additional entries. Moreover, definitions, images, and additional details such as grammatical information about the term or notes regarding the correct use can also be stored for the individual terms. Meanwhile, Across serves as a central repository for all translations of the technical manuals and product



descriptions. The team members of the external language service provider also access the system in order to process tasks assigned by Voith. During the translation, the system displays wording proposals that can be adopted as they are or edited if necessary. Differences between the current sentence

and the entry in the translation memory are highlighted. So-called 100% matches – sentences that are identical in the source text and in the translation memory – can be directly inserted as pre-translations in the text to be edited. Thanks to this procedure, the technical manuals can be delivered almost simultaneously upon completion of the products. The customer already receives the preliminary version of the manual at the first article inspection. Taking the customer's comments into consideration, the documentation can be customized within a very short time, enabling the delivery of a customer-specific manual along with the product.

The Across Language Server is also very useful for the correct use of terminology. „Having our product terminology – which is very specific at times – under control is important to us“, explains Olaf Haulsen. „For example, the English equivalent for the German word ‚Kupplung‘ depends on whether the connection between trains (coupler) or the gearbox (clutch) is meant.“ To make sure he is using the correct word, the translator can use the concordance search, i.e. the search for specific text passages, to display sentences containing the required word from the crossTank translation memory. In this way, the translator can see the context in which a word was used in the past.

Seamless Processes for Short Reaction Times

With the help of Across, Voith Turbo Scharfenberg has implemented seamless workflows for processing the translations. The editors and translators are sent information about a new documentation project as soon as an order is received, as the compilation of the manuals takes place concurrently with the development and production. First, they receive a part list via the ERP system. Providing an overview of all components to be described, this part list constitutes the basis for the documentation. The resulting translation project is set up in Across, and the assigned translator is automatically informed by the system. The translator retrieves the task from the Across Server, processes it, and sends the translation back to the Across server. Subsequently, the Across server synchronizes the data.

Apart from the internal staff of Voith Turbo Scharfenberg, the external service provider who is mainly responsible for Eastern European languages has recently been integrated in the workflow by way of the collaboration tool crossGrid. This module enables direct interaction between the Language Server deployed at Voith and the Language Server of the language service provider. This approach allows shared use of language resources and seamless delegation and processing of projects. What is more, the project manager can track the current editing status of the translations and take action if necessary. „Meanwhile, we are able to react promptly to urgent requests of our project management and sales staff“, says Olaf Haulsen. „Within one week, they get the translated texts back.“

To further optimize the departmental workflows, Voith Turbo Scharfenberg plans to connect the XML-based editorial and content management system SCHEMA ST4, which is used for creating the documentation, to the Across Language Server. „The translation system of Across facilitates the handling of the XML data, enabling the efficient processing of the texts and contents“, says Olaf Haulsen. SCHEMA, in turn, has a filter that identifies the data to be translated and seamlessly forwards the data to the Across translation system via an interface. On this basis, the systems automatically initiate and control the workflow.

„The increased text volume threatened to impair the translation quality. By deploying the Across Language Server, we are able to provide our customers with high-quality translations in a short time. In the editorial and translation teams, staff numbers have remained unchanged“, says Olaf Haulsen and adds: „It would be nice to have the Across translation system introduced in the entire group. This would result in even more textual consistency and further facilitate the translation management.“

Voith sets standards

Voith Turbo, the specialist for hydrodynamic drive, coupling, and braking systems for road, rail, and industrial applications as well as for ship propulsion systems, is a group division of Voith AG. Voith sets standards in the paper, energy, mobility, and service markets. Voith was established in 1867. With approximately 34,000 employees, annual sales of EUR 3.7 billion, and more than 250 locations worldwide, Voith is one of the largest family-owned companies in Europe. Voith is an official partner of the „Germany – Land of Ideas“ initiative.

www.voithturbo.com

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