

Implementing a translation management process

**Case study of a large heavy
machinery manufacturer**

Agenda

- Customer profile
- Business drivers
- Requirements
- Our approach
- Business benefits

Customer profile

Who are they?

Customer profile

- Founded in 1837
- A global presence:
 - 52,000 employees
 - 21 marketing offices
 - 16 main manufacturing sites
- Four major business units
- 2007 Net sales and revenues of \$21 Billion

Business drivers

Why they had to do it?

Business drivers

- Local opportunity was shrinking, so to maintain growth and increase revenues they had to look away from their home market
- Their products cannot ship until the documentation is ready
- Revenue cannot be recognised until the product has been shipped

High level requirements

What the solution must be able to do

Business

- Reduce translation cost through block level translations
- Reduce translation cost through re-use
- Reduce overall time to produce documentation

Technology

- Master language content must be linked to localised content
 - The organisation of localised content must be automatically driven by the master language structure
 - Changes in the master structure should be reflected in the localised structure

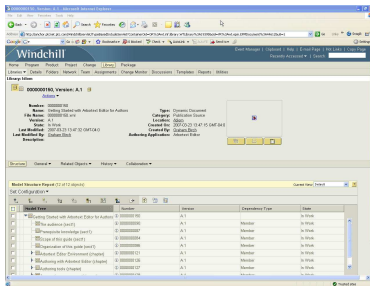
Technology

- Support translation ‘packages’
 - The format must not restrict the use of multiple vendors
 - Subsequent packages must contain what has changed rather than the whole structure
- Must be able to mark items in the structure that don’t require translation

Our approach

How did we solve the problem?

Translation management process



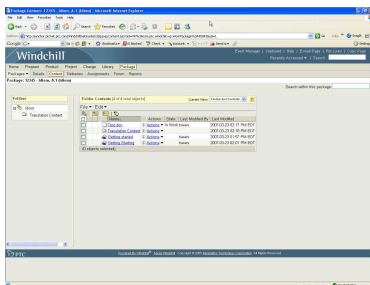
Windchill PDMLink
/Arbortext Content
Management

Collect content
for translation

Package
(Source)

Deliver translation
Package

Prepare
Translation
Package



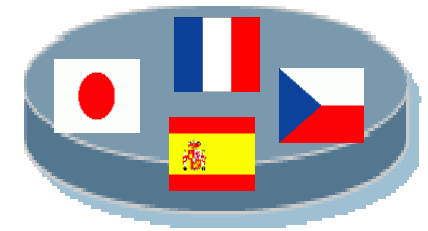
Generate
export files



Import & associate
translated files



Package
(Translations)



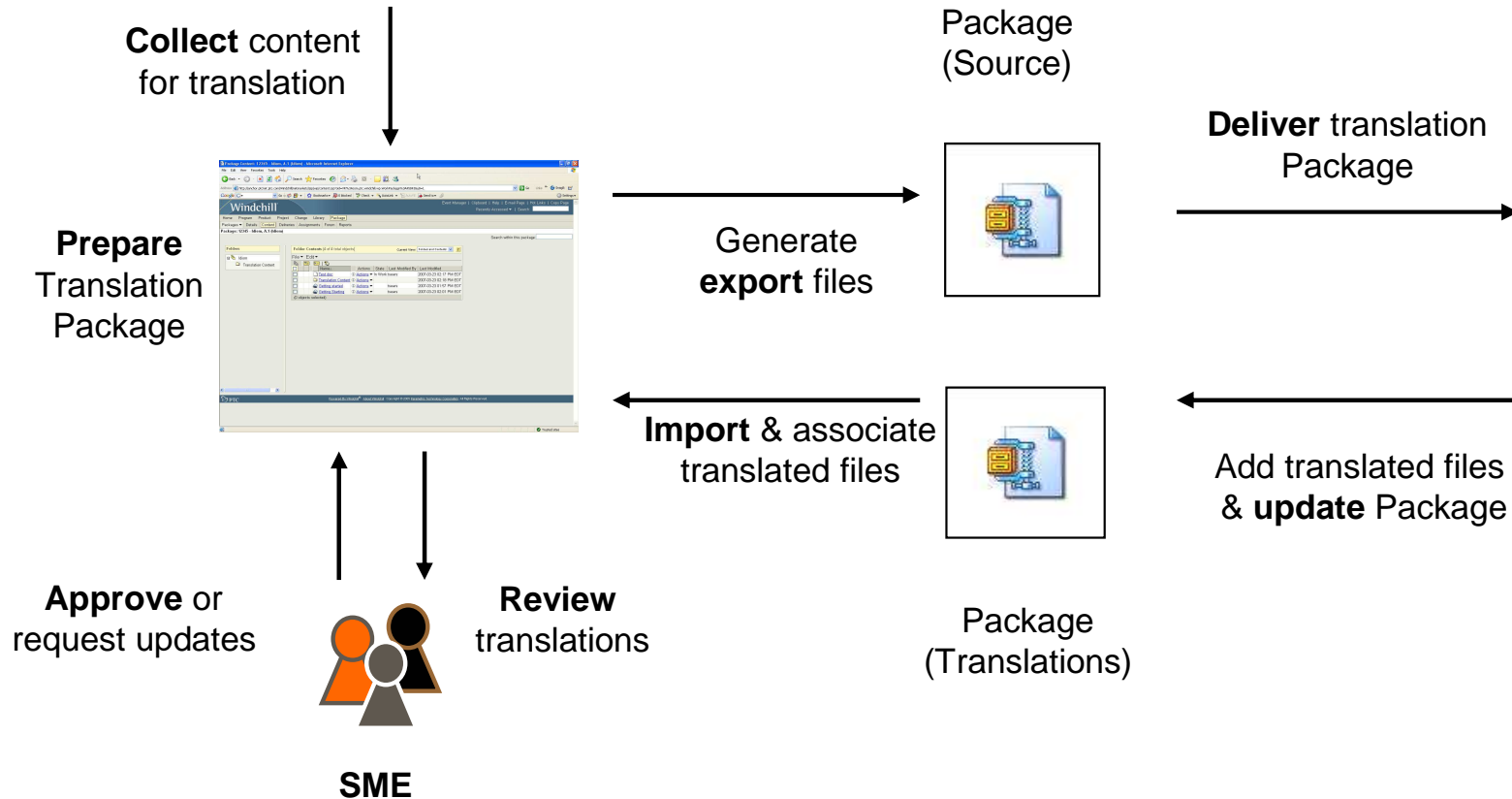
Add translated files
& update Package

Approve or
request updates



SME

Review
translations



Business benefits

The payback

Business Benefits

- Reduced translation cost from \$1.4M per year to \$200K
- Increased the number of supported languages by 5 now supporting 18
- The translation process can be started as soon as individual components are ready thus decreasing the overall time required

Futures

Version 2+

Futures

- Evaluate complimentary technologies and best practices as they become available
- Increase the number of languages supported
- Keep driving the cost down and the efficiency up!

Thank You

Peter Li
Principal Arbortext Specialist
PTC
pete.li@ptc.com
+44 (0)7753 915 609