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

```plaintext
Collect content for translation

Prepare Translation Package

Windchill PDMLink /Arbortext Content Management

Generate export files

Import & associate translated files

Package (Source)

SME

Approve or request updates

Review translations

Package (Translations)

Deliver translation Package

Add translated files & update Package
```
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

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