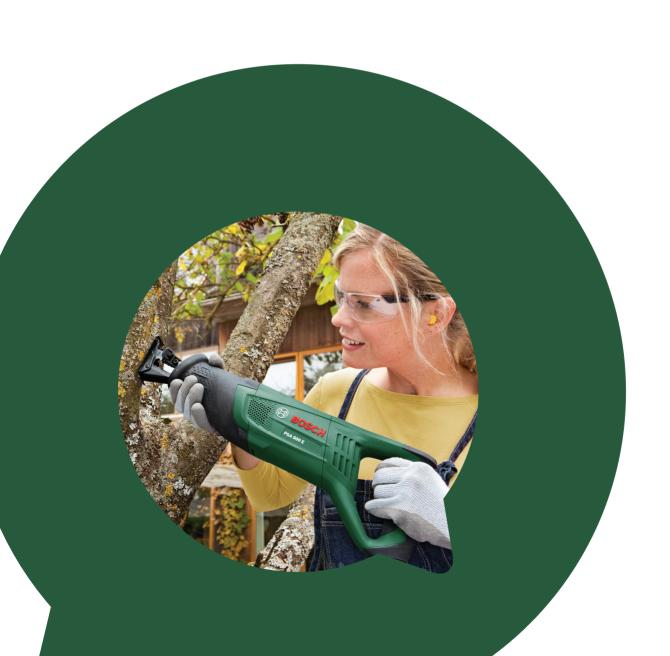# Ontram
hello world

Localisation of print media

Bosch Crafts and Industry
Bosch Electronic Equipment
Bosch DIY

hello localization
Localisation of print media

Bosch Crafts and Industry
Bosch Electronic Equipment
Bosch DIY

The Bosch Group is an international leading technology and service company. In the Business Units automotive and industrial technology as well as consumer goods and building technology around 260,000 employees realise an annual turnover of approx. 44 billion Euro. The Bosch Group consists of approx. 300 subsidiaries and regional companies in more than 50 countries.

Initial Situation

The previous localisation was time-consuming and carried out directly in the typesetting programme. Change requests and releases were sent by fax, PDF and handwritten emails. Due to the fact that not all characters of the target languages could be displayed with the fonts being used by the typesetting programme the production was very complicated. The coordination of the project participants was difficult because of the language barriers and required increasingly more error-prone proof runs.

Particular Challenges

The typesetting programme did not support any Unicode fonts and the utilized company fonts were only available as Type 1. Therefore a solution was needed that adressed all these requirements and provided a reliable process. Further requirements were:

- optimal segmentation of the source text in preparation for the translation process
- connection with the translation agency via XML exchange
- text preview in final layout (print proof)
- information about text overflow and formal quality checks
- workflow integration of all involved parties

The translated and released contents had to be automatically returned to the translation agency in order to be re-used. Further functions such as an intuitive and multilingual interface, the preview of target languages in the layout and a table editor were already offered by ONTRAM.

Andrä Solutions Approach

The consistent separation of the layout and contents enables a smooth transfer of XML data. The localised data are automatically imported into the system and therefore can be quickly accessed for processing. Upon release of translation for each language the changed XML data are returned to the translation agency – with control characters specific to its translation memory system. In future translations projects the change requirements of the local market can be considered already during the translation phase.

The layout in the target language can be previewed with corresponding fonts depending on the language. Contract proof PDF documents are made available to the user.

Low system requirements (no installation, PC/Mac compatible) allow the easy participation of all involved parties. Using a standard web browser the users log into the system with a user name and a password. Together with our partner »netzwerk P«, who had already implemented several ONTRAM-based solutions at clients, we developed a new process, that besides language translation also included the preparation of the source language, the process control and print production.

Customer Results

The consolidation of all persons involved in the translation and localisation ensures a transparent, high-quality and fast process. Correction loops, which require a lot of time and resources, are no longer necessary and the integrated change management enables a detailed process history. The time-consuming handling of target languages in a desktop publishing programme is made obsolete and carried out automatically by our ONTRAM-solution. All parties involved are permanently informed of the job status of the respective country versions. The client saves time and money due to the elimination of delays and idle time.

CUSTOMER
Bosch Electrical Equipment, Bosch DIY, Bosch Trade and Industry

TASK
Platform for the localisation of print media and link to the translation agency

SOLUTION
Supply of an interface to the translation agency including the presentation of the workflow until print release in the online system

SUCCESS
The cost for client reviews was reduced by more than half

FACTS AND FIGURES

For Bosch:
- 15,000 output pages are generated each year
- More than 25 catalogues are processed and printed
- Up to 30 target languages are required

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ontram

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