

ONTRAM at Klingel Group

Fast Implementation of Efficient Translation
Management in the Mail Order Business



hello localization

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Over the years, the medium-sized family company transformed from a textile retail business to the second largest traditional mail order company in Germany. The management-owned company, with nearly 2,000 employees, is currently represented in 12 countries in Europe, sends packages in the five-digit range daily, and generated sales of more than one billion euro in 2013.

Initial Situation

Internationalization is one of the key growth factors in the mail-order and online industry. In order to effectively take advantage of this international market via the Internet, companies need to provide a variety of promotional information in multiple languages. Companies often use product information management systems (PIM) to centrally administrate product information. In order to efficiently handle the volumes of content to be translated, it makes good sense to use a centralized Translation Management System (TMS) like ONTRAM.

Previously, due to the contextual information in the system, product information was translated directly in the PIM system. This process was not able to handle the enormous volume of translations required in the fashion industry. We, therefore, decided to implement a Translation Management System (TMS). After extensive testing with real data, Klingel Group decided to use ONTRAM as their central platform for translation processes.

Particular Challenges

The biggest challenge was the extremely short time period for integration of ONTRAM in order to go live and become productive. There were also specific functional requirements:

- Fast and convenient display of the contextual information for the translators/all users
- Product pictures including variants
- Supplementary and explanatory texts
- Fully-automated data exchange between PIM and TMS
- Daily new or changing data
- Automatic clustering of translation jobs by brands and product group
- More than 50 users in 12 countries had to be trained on the new process in a very short time.

Andrä Solutions Approach

Given the tight schedule, coupled with requirements that had not yet been fully defined, Andrä Solutions and Klingel Group agreed on an iterative procedure. After only three weeks, the context display, the workflow, as well as clustering according to brand and product groups were available. At the same time, user training and test runs in several countries were done in order to obtain feedback. Since then, hundreds of daily translation orders are automatically created, translated, and transferred back into the PIM system. Parallel the process was opti-

mized and expanded. The users were assisted directly via a live chat so that the team of Andrä Solutions.

Technically, the integration was achieved by creating communication between PIM and TMS based on standard building blocks which include the data exchange with the PIM and all customer-specific logic, and which address ONTRAM on its comprehensive and flexible web-based API. Thanks to ONTRAM's fully web-based approach and different hosting options, the customized instance of ONTRAM was available from the beginning. By supporting different browsers, no preparations except training were necessary on the side of the users.

Customer Results

By using ONTRAM, Klingel Group was able to meet the ambitious timetable for providing both the existing and the continuously-added product data from the PIM.

„We went live with ONTRAM in only three weeks, and now we translate approximately 1.5 million words per month. The translators work in an optimized environment and can thereby dramatically increase both the throughput and process quality.“, so Jochen Maier, CIO Klingel Group.

Additionally, ONTRAM's reporting capabilities have made the translation process transparent in one fell swoop and give all parties a permanent overview of the current state of a translation. The implementation of ONTRAM was possible with minimal demands on the IT resources of the customer and could therefore be made without affecting other projects. The „return on investment“ period lies far below one year.

CUSTOMER

K-Mail Order GmbH & Co. KG – Klingel Group

TASK

Translation of product data for all channels

SOLUTION

ONTRAM for a customer-specific integrated solution

SUCCESS

Very fast system implementation and large increase in process speed, leading to tremendous cost savings

FACTS & FIGURES

Using ONTRAM, Klingel Group achieved in the first project phase:

- 196 tasks per month and language
- 15 brands of Klingel Group
- 1,5 million words/month in nine languages



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