



ONTRAM and PIM Systems





hello data

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General

In recent years, significant savings have been achieved in cross-media publishing, mainly by centralized data management through product information management systems (PIM). With a PIM system, catalogs and price lists are created in much shorter time, and product websites and shopping systems provide the latest product information. A PIM system unlocks even more potential by providing information to the target media in multiple languages. In PIM systems, the information is managed with all available languages and used for communication. While administration and maintenance of (multilingual) content is an integrated feature of a PIM system, managing the translation process falls within the domain of translation management systems (TMS). A TMS accelerates the translation processes, and the quality of translations is increased.

ONTRAM

- ONTRAM is the web-based translation management system of Andrä AG. It enables browser-based translation and editing of text, independent of the format of source documents.
- The integrated scheduling module in ONTRAM provides information about the project progress and enables seamless cooperation of all stakeholders.

- All users are integrated in a unified translation workflow and can create live previews directly for the respective target format. They can verify the correct layout and avoid unnecessary rounds of editing.
- ONTRAM provides an integrated change tracker, translation memory, and spell checks in more than 30 languages, thus supporting compliance with formal and content-related quality guidelines.

Example: Viamedici EPIM

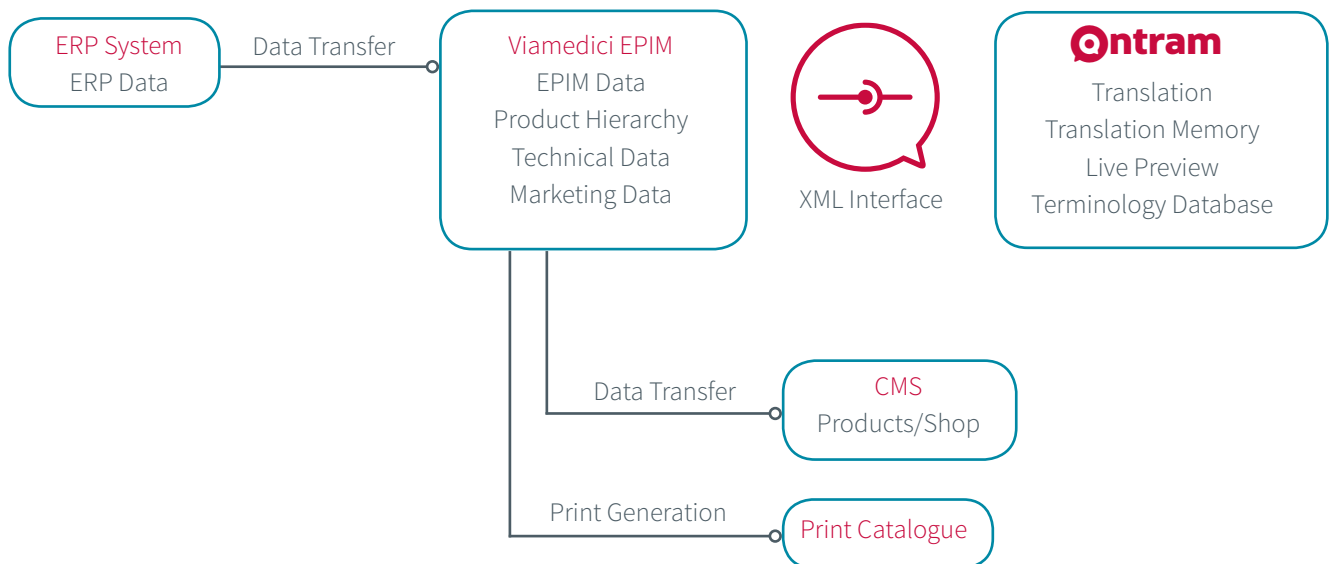
Viamedice EPIM, the Enterprise Product Information Management system of Viamedici Software GmbH, is the central communication platform for product information. It supports companies in publishing different print and online media from a consistent database.

Viamedici EPIM offers several functionalities to make translations of product information easier. The EPIM has a dictionary, supports language comparison, and allows for export/import of translatable content. However, the EPIM does not have a translation memory that supports consistency for future translations. This is the domain of ONTRAM's translation memory system.

ONTRAM Interface



The connection between EPIM and ONTRAM is realized via an XML interface. An ONTRAM installation on the computers of EPIM users is not necessary, since ONTRAM is fully web-based. As part of an implementation project, the company-specific translation processes are analyzed. This also applies to third-party systems (e.g., Web-CMS, ERP, Learning Management Systems). Supplying third-party systems with translated data can be carried out fully by the EPIM. In this case, the entire translation management takes place between ONTRAM and EPIM.



In a further scenario, third-party systems can be connected directly to ONTRAM. ONTRAM can also manage the translation processes of data from these systems, such as press releases, presentations, training materials or web sites.

Advantages of ONTRAM and PIM at a Glance

Advantage	Description
Cost Savings	<ul style="list-style-type: none">Translation costs are reduced by using previously translated texts throughout the companyProject management is simplified by monitoring and controlling functions in an integrated systemTranslation costs can be analyzed, which increases cost transparency on translation service providers
Increased Translation Quality	<ul style="list-style-type: none">Central Translation Management System ONTRAM increases translation quality throughout the companyPreview Function Enables Layout ViewCompany-wide, unified terminology increases text qualityAll translation service providers can access a continuously updated central translation memory and terminologyRepresentatives in local subsidiaries, who are responsible for translations and language in their respective country markets, can be included in the translation process
Improved time-to-market in product communication	<ul style="list-style-type: none">Direct availability of a translation management system increases translation speed in all marketing publicationsAutomated handover of translations reduces throughput timeThe central Translation Memory allows for consistency across locally translated texts
Maintain Independence	<ul style="list-style-type: none">Independence from translation service providers through the company-owned TM-SystemPreserve intellectual property in-house with translation memory and terminology



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