

Metabo

International Catalogs

Translation and Review Processes



hello localization

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Metabowerke GmbH, founded in Nürtigen, Swabia, in 1924, is a manufacturer of power tools for professional use. The corporation employs 1,700 worldwide, generating a turnover of 338 million euros in 2010. Its global presence, involving 25 distribution companies and over 100 importers, requires the regular translation of a high volume of marketing materials into as many as 20 languages and their adaptation to the market conditions in the given region.

Initial Situation

Professional users all over the world appreciate the high quality of Metabo's products. This is why the company's distributors have to speak the languages of many customers. For its catalogs this means that up to 400 pages have to be translated at regular intervals for all targeted markets. For many years these translation and coordination processes involved long routes and multiple coordination and approval loops. The catalog pages were exported from the existing product information management system (PIM) Viamedici EPIM. The texts were coordinated with the country subsidiaries inefficiently, using Excel as an intermediate format, supplemented occasionally by Word files or faxes. However, during the process there were often changes to the product specifications. Additional coordination loops were the result. The country subsidiaries often translated parts of the catalog texts in fragments, without any access to the context or previously translated contents. Last-minute changes and final coordination thus had to wait until layout of the catalog or flyer in Adobe InDesign, so that they were not implemented in the PIM system. Repeatedly, the result was situations in which central Metabowerke marketing materials could not be provided on schedule.

Particular Challenges

In view of this starting point, it was Metabo's goal to improve the efficiency of the catalog production processes and to tighten the interaction between the staff in the technical departments and marketing with the translators and marketing managers. The production times and coordination costs for marketing materials were to be reduced. For Metabo the following circumstances had to be taken into account:

- Integration of the EPIM solution into the translation process
- Simple handling to ensure high acceptance, especially by the users in the country subsidiaries of Metabowerke
- InDesign integrated into the translation process
- Concurrent translation and review in all countries using the German version as the source
- Future integration of TYPO3 into the new system
- Construction of a terminology database and its integration

Andrä Solutions Approach

Andrä Solutions, Viamedici and the Metabo team tackled these challenges together in close cooperation. Andrä Solutions consulted with Via-

medici to analyze and define Metabo's procedures and workflows, and then implemented the necessary customizations using ONTRAM's flexible import filter. The first step was to bind EPIM to ONTRAM to simplify and speed up the multilingual production of Metabo's catalogs. In a process developed jointly by Andrä Solutions and Metabo, support for InDesign was implemented in addition to the EPIM interface, so that both processes, translation and review, could be performed in a fully integrated workflow.

Customer Results

ONTRAM soon returned the customer's investment. Metabo benefits from the following advantages:

- More efficient cooperation between Metabo headquarters and country subsidiaries
- Exchange of contents across platforms
- Access to data and workflow information in real time
- High transparency, optimum coordination processes, fast adaptation to market conditions
- Avoidance of correction loops through the layout preview
- Consistent use of specialized terms through the terminology function
- Fast integration of new markets through the web-based approach
- Savings in catalog production and translation costs

FACTS & FIGURES

Metabo's translators and marketing managers have already used ONTRAM to process:

- over 250 jobs with over 2,000,000 standard lines
- in 20 different languages
- more than 100 international users processing orders

CUSTOMER

Metabowerke GmbH, Marketing

TASK

Implementing ONTRAM for translation of the catalog

SOLUTION

Integrated process with integration of all participants

SUCCESS

Savings in time and expenditure, efficient processes, clear order processing, data exchange across various platforms



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