

TMS on demand
New Communication uses ONTRAM's On Demand Model
for Producing International Catalogs



hello flexibility

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Translation and Review Processes

New Communication GmbH & Co. KG is Schleswig-Holstein's leading advertising agency. The 45 advertisers from Kiel belong to the Top 100 advertising companies in Germany. For more than 15 years, the mission has been: accurate communication. Among the customers are Stena Line, Hobby Wohnwagenwerk, Provinzial Nord-West, and the Nordkirche.

Initial Situation

New Communication (NC) regularly produces four product catalogs with its associated price lists for its customer Hobby Wohnwagenwerk. These are translated, coordinated and released in eleven languages. Before the introduction of ONTRAM TMS, the translations and reconciliations took place in Word, Excel, and PDF files as exchange formats, which were usually communicated and coordinated by e-mail. The translation offices communicated with sales representatives in the respective target. Various reconciliations and corrections repeatedly led to errors and time delays.

Particular Challenges

The biggest challenge was the integration of many different people in the production process in a very tight time frame. The optimal coordination of the projects was imperative. Extensive content and many technical tables had to be handled. Two other important requirements were a layout preview as well as the suggestion of pre-translated content using its own translation memory.

Andrä Solutions Approach

NC was looking for a solution for their customer to translate the catalog using a translation management system as needed, while remaining flexible both in time and cost. Following the needs and wishes of the customer, Andrä Solutions developed a concept for a new on demand model that met these requirements.

At the beginning of the introduction of ONTRAM, all process participants had a kick-off workshop. This was followed by a test run with representative existing data of the customer. After the successful test phase, these source texts and their translations were incorporated into the translation memory and have been available for new translation projects ever

since. Throughout the project phase, Andrä Solutions technical support was ready to answer all questions.

Customer Results

ONTRAM's fast implementation, the integration of all parties involved in the process, avoidance of unnecessary corrections, and the use of the ONTRAM layout preview, gave NC a new transparent, fast and cost-saving translation process.

Another great benefit for the advertising agency is that it can expand its range of services with translation services. The end customer, Hobby Wohnwagenwerk, was also satisfied with the smooth translation of their multilingual product catalogs.

The on demand model's advantage is that customers of this size benefit from not having fixed costs for user licenses. In addition, implementation can be done in a timely manner, as no special adjustments have to be made to the existing IT landscape of the customer.

"ONTRAM saved us a lot of time in catalog production", Mats Bauer, NC's strategic consultant, commented on the first production with ONTRAM TMS. "The administration of the InDesign documents works smoothly and the memory browser makes the otherwise expensive search of text sections unnecessary."

To become even more flexible it was worth for NC to upgrade their ONTRAM on demand to an ONTRAM subscription.

FACTS AND FIGURES

Customer produces with ONTRAM:

- 5 brochures with up to 94 pages
- More than 2200 pages in 11 languages
- Within three weeks from translation to print
- 10% page growth p.a. with constant capacity

CUSTOMER

New Communication GmbH & Co. KG for Hobby Wohnwagenwerk

TASK

Multilingual catalog and price list creation, reuse of existing translations, uncomplicated reconciliation process

SOLUTION

Catalogs and price lists as InDesign documents in the desired target languages

SUCCESS

Significantly faster translation processing, with easier handling and optimized workflow



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