

success story



CLAAS PRINTED MARKETING MATERIALS

Translation and Review Processes

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The German family business CLAAS is one of the world's leading manufacturers of agricultural machines, with more than 9,000 employees and total turnover of approximately three billion euros. A global company with a broad product range, CLAAS regularly faces the challenge of translating a great number of marketing materials and adapting them to national markets.

Initial Situation

With a broad range of products and product groups, distributed worldwide, the translation and review processes presented the department responsible for marketing with ever greater challenges.

The outlay needed for the comprehensive processes of reviewing marketing texts with the national companies and importers, along with the cost and effort of monitoring the entire translation and review process, had taken on proportions that could no longer be managed without the support of an appropriate software tool.

At the same time transparency about the costs of translation was lacking, although it was clear that the potential for savings through streamlining was not being realized.

Particular Challenges

CLAAS's aspiration for a consequent and clear conversion of the entire process presented several challenges:

- a tight project schedule (a few months)

- conversion from QuarkXPress to InDesign
- direct integration of the national companies
- preparation of new brochure templates
- adjustment of the supplier spectrum for translating the core languages
- integration of the ordering process
- integration into the Extra.Net
- transfer of the existing brochures into a central translation memory

The Andrä AG Solution

Andrä AG and the team at CLAAS accepted the challenge and divided the project into several modules.

Various workshops were assigned the tasks of developing the future process, the workflows and the structure of the translation memory.

Andrä AG's rollout-team held training sessions for the data suppliers and other participants in the process and worked with the customer to prepare a concept for training the national companies and importers to use the new system.

The first pilot jobs were already being processed when the ordering system was set up.

This extension module allowed the marketing materials required for each market to be ordered, with CLAAS's central product marketing department determining and controlling the print run.

A single-sign-on connection to the CLAAS Extra.Net was implemented to grant users the simplest possible access to **ontram**.

Andrä AG's Multilingual Data Service supported the customer in transferring the existing QuarkXPress documents into the translation memory. This meant that the majority of the existing translations could be re-used.

The Outcome for the Customer

The direct integration of all participants into the process chain and the high level of integration with InDesign makes for more transparency and efficient review processes, and ensures that high-quality, multilingual marketing materials are made available as quickly as possible.

Within four months the rollout-team from Andrä AG succeeded in integrating the **ontram** workflow into the existing processes at CLAAS so that the first brochures could be sent to the printer.

„It was impressive to see how fast and flexibly the team from Andrä AG implemented the features we required. Using **ontram** we are able to create foreign-language versions more quickly, while improving the consistency of the texts, and to establish feedback processes that make for an improved overview of the project for all participants.

At a Glance

Customer	CLAAS KGaA mbH, Corporate Marketing / Communication
Task	Introduction of ontram for printed marketing materials
Solution	Integrated Process with integration of all participants
Success	Rollout in just a few months, transfer of existing translations, significantly streamlined processes

We expect significant increases in efficiency especially for next year's catalog production", elaborates Nicole Deppe, project manager at CLAAS, about the use of the translation management solution by Andrä AG.

Contact Details

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CLAAS's ontram interface

InDesign preview

Facts and Figures

Using **ontram** CLAAS produces in the first project phase:

- 56 brochures with each up to 124 pages
- more than 50,000 pages in 21 language versions
- with approx. 250 users and 5 printers