

success story



GLOBAL BUSINESS MANAGEMENT

Mercedes-Benz International Corporate Website

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Daimler AG is an international car manufacturer, which produces more than 2 million vehicles per year, employs more than 250,000 workers and realises a turnover of approx. 100 billion Euros.

For its core trade mark Mercedes-Benz, Daimler AG operates a transnational and cross-boundary platform with »eMB« (electronic Mercedes-Benz) since 2004 for the construction and maintenance of websites.

Initial Situation

A key requirement for the choice of a Content Management System to maintain the »eMB«-website was the support of language-dependent and country-dependent contents, where the total structure should be based on the consistent inheritance of the German source until the obtained result.

Despite these measures, the actual translation process was costly and time-consuming. Very quickly it became apparent that the solution was not efficient enough.

These findings were the reason that the concerned department contacted the language department of the company, which already deployed a solution based on **ontram** for other processes.

Together with the experts of Andrä AG, the situation was analysed and a solution-oriented concept was developed.

Special Challenges

A more efficient process had to be developed as the existing CMS did not support any external translation processes.

The system had to solve the following problems automatically:

- Which pages have to be translated?
- Which individual web components are translation-relevant?
- What is the maximum length of the texts to be translated?

Moreover, the further processing of the contents in the »eMB«-specific workflow had to take place automatically after the translation.

The integration of the company's terminology database and the linking of the content to other translation processes had already been guaranteed by the use of **ontram** in other business units.

The Solution of Andrä AG

Andrä AG was of the opinion that an import module based on customer needs had to be developed.

The efficient and media-neutral import and export interface of **ontram** provided the desired functionality without any changes to the base system.

The customer can individually control all relevant parameters and process operations via a web-based management interface and independently:

- initiate translation processes
- adapt the scope proposed by the system to its needs
- control the automatic generation of translation packages with related pages
- manage its own text pool
- adapt the proposed maximum text length proposed by process administration
- prepare detailed information for internal cost accounting
- carry out detailed analyses of processed text volumes
- display process-based savings

The entire »eMB« translation process is managed and controlled by **ontram**. After the processed content has been sent back, the further processing in the CMS-specific workflow is initiated via the control interface.

At a Glance

Customer	Daimler AG, Global Business Management, International Mercedes-Benz website
Task	Optimisation of the translation workflow and integration into the existing CMS structure.
Solution	The customer directly coordinates the workflow and content components of the translation process via an individual control platform.
Result	Cost savings of 50% to 90% and in particular less time until the translations are made available for the international markets.

Result for the Customer

The department responsible for the localisation of Mercedes-Benz websites can carry out cross-sector translation processes with our solution while saving on cost, resources and time. The preparation and post-processing times for translation operations were considerably reduced so that the information could be made available to the international target markets much faster.

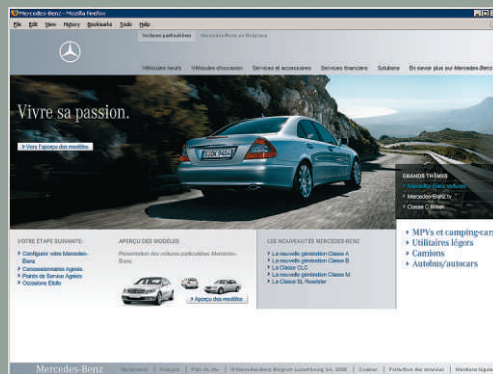
Contact Details

Andrä AG

Please contact our sales hotline for further information:

+49 30 | 3360440-07

Email: sales@andrae-ag.de
Web: www.andrae-ag.de



Facts and Figures

»eMB« (electronic Mercedes-Benz) has been using **ontram** since 2004 to:

- process more than 500,000 standard text lines per year
- carry out more than 300 translation jobs per year