

Press release

International Power Tool Manufacturer Relies on the Solution by Andrä AG

Metabo to translate multi-lingual catalogs using ontram

Berlin, 05-05-2009 – Metabowerke GmbH, one of the best-known manufacturers of power tools, will produce its future multi-lingual catalogs using ontram, the web-based Translation Management System (TMS) by Andrä AG. The catalogs will be produced via a direct connection to the ePIM product information management system of Viamedici GmbH. A collaboratively developed process has integrated the professional layout software Adobe InDesign, thus ensuring that the entire translation and coordination process is mapped continuously.

In future all staff of the specialized departments at Metabo involved in catalog production, as well as the marketing and sales divisions, will be interlocked more closely with external service providers like translators and market contacts in various countries. Users of the "ontram Enterprise Edition" have access to a unified translation workflow and can generate previews directly in Adobe InDesign. This means that an unlimited number of users on a wide variety of systems can exchange contents, data and workflow information and access a unified data pool in real time. To guarantee the hierarchies and allocation of tasks required for a networked division of labor, with ontram it is possible to grant user rights and restrict access options for individual users. Translation jobs can be structured clearly and explicitly assigned to certain service providers. This provides for a high degree of transparency, efficient coordination processes and rapid adaption to the prevailing market conditions.

The software comprises an integrated spell check function for over 30 languages as well as a terminology function to ensure the consistent use of specialized terms, trade names and accepted expressions. The fully web-based approach of ontram renders local installations superfluous and enables fully networked job sharing. As opposed to a client-based solution, users have real-time access to the latest available data and the know-how of a shared translation memory. This greatly reduces the cost of translation and exploits the cost-saving potential of reusing contents that have already been translated.

Metabo has been producing high-quality power tools for industrial users and ambitious do-it-yourselfers since 1924, and currently employs a staff of around 2,300 at production sites in Germany, France and China as well as 25 distribution companies. The products, including power drills and screw drillers, grinding machines and saws, are distributed in over 120 countries. Now Metabo is implementing ontram to minimize the cost of localization for catalog production, and to optimize the translation processes all over the world.

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"Deploying ontram will allow us to integrate our existing product information management system into the translation process. What is more, thanks to the integration with InDesign, we can use the direct preview function. We are counting on significantly shorter correction loops and faster coordination processes even right after the system is launched, and believe that faster times to market will be achieved in the long term. This is especially important for a global player like Metabo," according to Peter Hartung, Director of Marketing at Metabowerke.

3,227 characters (including spaces)

Ready to print photographic material is available on request or on www.andrae-ag.de/EN/press/

About Metabowerke GmbH

The Metabo Group is a medium-sized company positioned on the market as an independent, full-range retailer with a global orientation and premium-range products. The manufacturer of high-quality power tools, located in the southern German town of Nürtingen since its founding in 1924, can corroborate this self-portrait with the following figures: 404 million euros in sales in 2007, around 80% to export markets in over 120 countries, and a total of around 2,300 employees at production locations in Germany, France and China along with 25 distribution companies. The renowned "Made by Metabo" label stands for a broad and deep range of products for professional use.

The hand-operated products are displayed in green and the stationary products in blue. The main market for the brand manufacturer's complete product range is the industrial user, as well as ambitious do-it-yourselfers.

www.metabo.de

About Andrä AG

Andrä AG, headquartered in Swabian Straubenhardt with branch offices in Berlin, Karlsruhe and Darmstadt, was founded in 1999. Since that time, Andrä AG has been supporting companies in the systematic optimisation of translation and adaptation processes as an independent service provider and manufacturer of sophisticated software products. ontram, the intuitive, user-friendly Online Translation Management Framework of Andrä AG, is currently enjoyed by more than 1,000 users to process over 10,000 translation tasks a year in a wide variety of languages. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram provides for efficient translation management and market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH and Raytheon Professional Services.

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