

## Press Release

Technology Partnership between Andrä AG and acrolinx GmbH

### **tekcom 2009: Andrä AG presents link to a terminology solution with linguistic intelligence**

**Berlin, 4/11/2009 – At the tekcom Annual Conference (4 through 6 November), Andrä AG will be showcasing the integration of acrolinx IQ in its translation management system (TMS) ontram. This modular solution by the software manufacturer acrolinx helps companies to establish universal language standards and provide for consistent terminology and the intelligent reuse of texts. In the framework of their existing technology partnership, Andrä AG and acrolinx have developed interfaces to guarantee fully automated data exchange between the two solutions.**

ontram enables browser-based translation and editing of texts, independent of the file format of the source documents. The schedule control module integrated in ontram reports on the progress of a project and facilitates smooth cooperation among all project participants. All users access a uniform translation workflow and can generate live previews directly for the given target formats, check that texts are displayed correctly, and thus avoid superfluous correction loops. To ensure compliance with formal and textual quality guidelines, ontram supports its users with features like integrated change tracking, a translation memory, and a spell-check function available in over 30 languages. These quality assurance components are complemented with optimum support from the acrolinx solution.

The integration of the acrolinx IQ terminology manager with linguistic analysis technology provides for efficiency in extracting, reviewing, administration and searching within the terminology database. The major advantage for users is that the system analyzes texts not as sequences of characters, but as entire words and sentences, which are then analyzed in detail to ensure the greatest possible degree of linguistic consistency. The interfaces between the two tools make it possible to synchronize the databases continually. All users can access the acrolinx database during the translation process in the intuitively operated ontram user interface.

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"Our core competence consists in the comprehensive optimization of translation and coordination processes," explains Sven Christian Andrä, chief executive of Andrä AG. "We are pleased to be able to offer our customers considerable added value through targeted cooperation with specialists like acrolinx. Overall, this is a good example for a successful technology partnership between two innovative German companies."

### **ontram at the tekomp**

Andrä AG will be informing visitors about the entire range of functions of the web-based TMS ontram and further optimization potential in the area of translation management at the tekomp Annual Conference in the Rhein-Main Halls in Wiesbaden (Foyer, stand F13).

*2,679 characters (incl. spaces)*

### **About acrolinx:**

acrolinx concentrates on the optimization and quality assurance of technical texts. In 2002 the company spun off from the Language Technology Lab of the German Research Center for Artificial Intelligence (DFKI). acrolinx IQ suite is the only integrated solution for the structure, administration and control of terminology and language. With this tool translation costs can be reduced by over 20 percent. The software offers editors efficient support through interfaces in their work environments. More than 10,000 users all over the world in industries like IT, automotive, software and engineering rely on acrolinx. Its users include Motorola, IBM, Grohe, Philips, SAP, SEW Eurodrive, Siemens and SWIFT. In addition to the acrolinx headquarters in Berlin, the company has branch offices in the US and a distribution partner in Japan. For more information, go to:

[www.acrolinx.com](http://www.acrolinx.com)

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### About Andrä AG

Andrä AG is headquartered in Swabian Straubenhardt, and maintains branch offices in Berlin, Karlsruhe and Darmstadt. Since its founding in 1999, Andrä AG has established itself as an independent service provider and manufacturer of sophisticated software products and supported companies in the systematic optimization of translation and adaptation processes. ontram, the Online Translation Management Framework by Andrä AG, is a user-friendly tool currently enjoyed by more than 1,000 users to process over 10,000 translation tasks a year in any language. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables efficient translation management and market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH, CLAAS, Metabowerke, Herbstreith & Fox, and Raytheon Professional Services.

[www.andrae-ag.com](http://www.andrae-ag.com)

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