

Press release

Andrä AG enters the product business

New: web-based ontram software for professional translation processes

Berlin, 12 August, 2008 - ontram, the Online Translation Management Framework by Andrä AG optimises professional translation management. By means of intuitively operated software companies can make translation, adaptation and correction processes more efficient, more transparent and more economical. ontram has open interfaces for all customary file formats and can be simply incorporated in any existing system landscapes, such as Content Management Systems, e-Learning systems, databases, Product Information Systems and Enterprise Resource Planning Systems. As a result, the solution offered by Andrä AG enables contents, data and workflow information to be shared across systems, thereby generating significant potential savings by comparison with traditional translation processes.

The use of ontram is of advantage wherever contents have to be localised on a regular basis. Within companies this concerns in particular the areas of technical communications, documentation and product communications. And the software is also used by publishing houses, media production companies and translation agencies as well as free-lance translators to manage translation processes.

Independent, transparent and fully web-based

Companies, who use ontram for contents localisation, benefit from the advantages of consistently web-based applications. The document to be translated passes through a filter that separates contents and layout, which are subsequently fed back into the original format on completion of the translation process. The software comprises an integral spellcheck facility in more than 30 languages as well as a terminology function to ensure the consistent use of specialist terms, trade names and accepted expressions.

As opposed to a client based solution, ontram enables real-time access to current databases and the know-how of the joint Translation Memory whilst taking into account any user functions within a system. Costly local installations are therefore quite unnecessary as are individual licenses for different preview formats.

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Proven solution in three editions

Over the past ten years, the translation management solution by Andrä AG has been proven in practical application by clients such as Daimler AG and Bosch GmbH. In excess of 1,000 users now enjoy the benefits of ontram in the context of projects, annually managing over 10,000 translation tasks into any language. The complete solution is now available as a standardised software product in three editions: as "ontram Value", the compact and efficient version for process groups of up to 50 users, as "ontram Enterprise", a version that is finely tuneable to the individual requirements of comprehensive translation processes involving large user numbers, as well as the Application Service Providing (ASP) Edition "ontram ASP".

The customer portfolio of Andrä AG varies from small and medium-sized enterprises to large multinational corporations. Based on its comprehensive process expertise and long-standing experience in the field of internationalisation, the Black Forest based family company with its subsidiaries in Berlin, Karlsruhe and Darmstadt is in a position to quickly get a grasp of the most varied client needs and processes.

3,228 characters (including spaces)

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

About Andrä AG

Andrä AG, whose headquarters are based in Swabian Straubenhardt, and which has branch offices in Berlin, Karlsruhe and Darmstadt, was founded in 1999. Since that time, Andrä AG as an independent service provider and manufacturer of sophisticated software products has been supporting companies in the systematic optimisation of translation and adaptation processes. ontram, the Online Translation Management Framework of Andrä AG is currently enjoyed by more than 1,000 users in the processing of over 10,000 translation tasks a year in any language by means of this intuitively usable software. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables an efficient translation management and market adaptation in real-time. Reference clients include Daimler AG, Robert Bosch GmbH and Raytheon Professional Services.

www.andrae-ag.de

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