

Press Release

Automated Translation Processes and InDesign Link-Up

CLAAS localizing marketing materials with ontram

Berlin, 01-09-2009 – CLAAS KGaA mbH, one of the leading manufacturers of agricultural machines, is optimizing its translation and coordination processes for printed marketing materials with ontram, the web-based Globalization Management System (GMS) by Andrä AG. The emphasis of this cooperation was on creating multilingual marketing brochures and adapting their contents to the market conditions in the destination countries. For CLAAS ontram ensures consistent multilingual texts and provides for a uniform workflow that the translators, the national companies involved and the project managers can access in real time. At the same time the integration of the DTP application Adobe InDesign facilitates the seamless exchange of information and data without any change of media. The brief roll-out phase has been concluded and the first catalogs have already been sent to the printer.

CLAAS has been developing and producing high-quality agricultural machines for nearly 100 years, and now occupies 9,000 employees at 14 domestic and international locations. CLAAS products are operating in over 140 countries: Today nearly half of the combine harvesters sold in Europe come from this Westphalian enterprise. CLAAS uses the solution by Andrä AG to implement and manage projects to minimize its localization costs for brochure production. ontram allows the browser-based translation and editing of texts regardless of the file format of the source documents. The user is supported by features including translation memory, a terminology database, integrated change tracking, a spell checker available in more than 30 languages, and many other productivity functions. The integrated module for schedule control reports on the progress of the project and provides for smooth cooperation among all project participants. All users access a uniform translation workflow and can generate previews directly in Adobe InDesign, which monitor that texts are represented correctly to avoid unnecessary correction rounds. And all of this without any

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need for the user to install the software required for the preview versions on his own computer.

A link in the CLAAS Extra.Net provides for single-sign-on user authentication. ontram regulates the administration of rights and the assignment of restricted access options to ensure that tasks are allocated as required in a networked working environment. This structure provides for optimized exchange with external service providers and foreign subsidiaries. Translation jobs can be structured clearly and explicitly assigned to certain service providers, increasing transparency and streamlining coordination processes, while ensuring that high-quality multilingual marketing materials are made available as soon as possible. What is more, an ordering feature enables accelerated processes through which the national companies and importers can obtain the number of brochure copies they require.

Within four months the roll-out team from Andrä AG succeeded in integrating the ontram workflow into the existing processes at CLAAS so that the first catalogs 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. We expect significant increases in efficiency next year, especially for catalog production", elaborates Nicole Deppe, project manager at CLAAS, about the use of the translation management solution by Andrä AG.

3.771 characters (including spaces)

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About CLAAS

CLAAS, a German family enterprise, is one of the world's leading manufacturers of agricultural technology, with more than 9,000 employees and total sales of over three billion euros. Thanks to its many subsidiaries, including 14 production sites all over the globe, it is able to provide customer service all over the world. CLAAS combine harvesters are the leading brand in Europe, and its chaff cutters lead the global market. The company's product line also includes tractors, balers, forage harvesting machines, telescopic handlers and the latest agricultural information technology.

www.claas.com

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, Metabowerke, Herbstreith & Fox, and Raytheon Professional Services.

www.andrae-ag.de

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