

Thinking outside the box

SEW, a world leader in drive technology, implements a global language strategy

“Time and again, I am impressed by the professional, organized way text&form completes our translations jobs. Even when the deadlines are tight or the jobs are complicated, we can rely on punctual, high-quality deliveries. It’s fun to work with text&form!”

Coordinator Information, Management & Documentation
SEW-EURODRIVE GmbH & Co KG

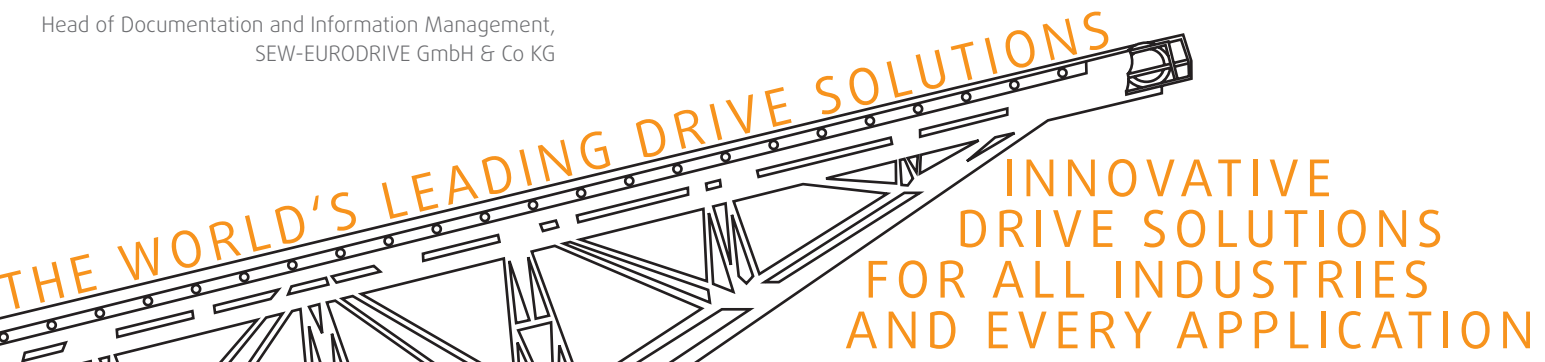
“It’s a good feeling when you can rely on a partner that combines innovation, know-how, and industry experience in such an outstanding manner. We know that text&form not only delivers excellent translation work, but is always intent on seeing the big picture as well. This is almost identical to our own corporate philosophy.”

Head of Documentation and Information Management,
SEW-EURODRIVE GmbH & Co KG

Long before the slogan “Think global, act local” came into widespread use, SEW-EURODRIVE, one of the global market leaders in the drive automation sector, had already adopted this principle. SEW-EURODRIVE assembly plants and branches around the globe are staffed by the specialists and experts of each country. This means that the expertise and services offered by a “global player” are further enhanced by the specific expertise of regional partners.

A few years ago, SEW-EURODRIVE made the strategic decision to consolidate its localization strategy and execution. Up until that time, each of its individual foreign SEW-EURODRIVE subsidiaries had sole responsibility for localizing the company’s comprehensive, sophisticated technical documentation.

To successfully achieve this consolidation, SEW needed a partner with significant experience in large, technical localization projects; one that could bring ongoing control, quality and consistency to its global documentation.



SUCCESS STORY

Language and technology – integrated perfectly

Based on these exacting requirements, text&form quickly rose to the top of the list of potential strategic partners. The deciding factor during the selection process was text&form's comprehensive concept for centralized translation management at SEW-EURODRIVE, which included proprietary technical workflow tools and solutions customized specifically for the organization to help streamline their entire localization process, while making it much more cost-effective. The concept and text&form's capabilities were then tested in a pilot project.

"text&form completed this test phase with a real flourish," recalls Stephan Schneider, Head of Documentation and Information Management at SEW-EURODRIVE. "We began with the three most important languages and then gradually increased the number of languages based on our positive experience with text&form."

Today, SEW localizes its technical documentation in up to 25 languages – depending on the requirements – and every year text&form generates more than 100,000 pages of foreign language documentation in the process. Using a secure Internet connection, text&form project managers log on to the SEW-EURODRIVE editorial system and download the XML files to be translated directly. At the end of the process, text&form delivers PDF files ready for printing or uploading to the Internet in all of the required languages.

Shaping tomorrow today

Most importantly, the two main technical workflow tools that were developed specifically for SEW's purposes – tf-term, an innovative terminology management system, and tf-publish, a one-step automated XML-to-PDF conversion tool – continue to sustainably improve the processes involved in creating, translating, and publishing technical product information at SEW-EURODRIVE, driving efficiency up and costs down.



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