

In Top Form: Meusburger Impresses in 21 Languages

Case Study



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Meusburger Georg GmbH & Co. KG

Industry: Die and mold making

Headquarters: Wolfurt,
Vorarlberg, Austria

Size (Group)*: Around 1,400
employees worldwide

Turnover (Group)*: EUR 270 million
(in 2016)

Founded: 1964

*Meusburger Group =
Meusburger Georg GmbH & Co. KG +
PSG Plastic Service GmbH

SDL Trados Studio, SDL MultiTerm and SDL Trados GroupShare are helping the specialist in high-precision standard parts deliver its message worldwide.

The Challenges

- There was no translation software in place. Translations and data management were maintained and updated manually.
- Translation throughput was steadily on the rise, with an increasing number of languages being added. Time spent by management on translation-related tasks continued to rise.
- Finding and comparing existing text elements was becoming ever more time consuming.
- Duplicated work was unavoidable.
- It was becoming increasingly difficult to maintain the consistency and therefore the quality, of translations across all languages at the required standard.
- Corporate terminology was inconsistent across translations.

Ever unscrewed a water bottle cap, played with a Playmobil toy or tinkered with the transmission in your car? If so, you will have frequently encountered products for which Meusburger Georg GmbH & Co. KG has quite literally laid the base. The Austrian company is a specialist in the field of standard steel molds. These standard die parts and molds are used by manufacturers worldwide to construct their tools and machinery, with one such example being the caps on drinks bottles.

It all started back in 1964, when Georg Meusburger set up his own one-man business in tool and mold-making. And this once-modest undertaking is now an internationally successful group, recording a turnover of EUR 270 million in 2016.

SDL*

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Birgit Lins,
Head of Translation
Management, Meusburger
Georg GmbH & Co. KG

One aspect that has remained constant throughout all the innovation and expansion is the passion for precision and a connection to home: the company's headquarters can still be found in the state of Vorarlberg in Austria, or more precisely in Wolfurt. Here and at other locations across the region, the market leader in the field of high-precision standard parts develops and manufactures its solutions, many of which are used in the 85,000 different items in the Meusburger online catalog.

Tradition is important at Meusburger and it continues to be a family-run business: In 2007, Guntram Meusburger, the son of Georg Meusburger, assumed management of the company, taking it to new international heights in the years that followed. Since 2010, the company has been founding a new overseas sales office virtually once a year — Meusburger now counts five offices: in China, Turkey, the USA, India and Mexico. The export share is around 93%. More than 17,500 customers across 66 countries around the world put their trust in Meusburger products, but the major markets continue to be in Europe. The number of employees has also seen a steady growth trajectory: a total of 260 employees worked for the company back in 2007, but this number had grown to an impressive 1,400 Meusburger Group employees in December 2016.

Initial Situation: No Central Translation Management

Understanding the customers and their needs is essential to the success of any company, which is why Meusburger places huge importance on speaking its customers' languages. However, this was becoming an increasingly difficult task for the translation team year to year. Until 2012, the team had no professional translation software and had no centralized system in place to manage and control its data.

The majority of translations are managed and translated by Meusburger employees. "We cover around 90% of our translation requirements in-house and only engage external service providers in exceptional cases, such as capacity bottlenecks," explains Birgit Lins, Head of Translation Management at Meusburger. To achieve this, some 40 native speakers from the sales team support the translation team of four headed by Lins.



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This team configuration was also one of the main reasons why the company turned to SDL, the world's leading language management provider, in 2012. "We primarily chose SDL due to the user friendliness of their software. Since most of the documents are translated by employees who are native speakers but are not professional translators, we needed the software to be as simple as possible." SDL Trados Studio and SDL MultiTerm in conjunction with SDL Trados GroupShare fitted that brief.

SDL Trados Studio is the leading translation software on the market. Translators, proofreaders and project managers around the world rely on this complete solution. SDL Trados Studio stands out by combining all translation, terminology and project management features in a single solution. It also features a powerful translation memory (TM) as its centerpiece. All terms, sentences and pairs of sentences that have ever been translated are stored in this intelligent database, making it easy to reuse content, either in part or in full, at a later date. New text is automatically compared against the existing content. The TM identifies content that has already been translated, so work is not duplicated. The perfect complement to the solution is SDL MultiTerm, which maintains and manages corporate terminology. Meusburger also opted for SDL Trados GroupShare, which is a server-based platform that hosts the translation memories, terminology and project files, allowing Meusburger to manage these centrally. Having this central repository makes teamwork across different locations easier.

Significant Time Savings Thanks to Translation Memories

Together, Meusburger translators cover 21 languages, into and out of which they translate content such as the online catalogue, which doubles up as the ordering software. The company website, monthly newsletter, product advertising, correspondence, press releases, documents and contracts, presentations and internal training documentation all end up on the translators' screens. "In short, everything relating to internal and external communication comes to us. All together, we translated around 600,000 words in 2016."

"By utilizing translation memories, we have been able to build an excellent base of translations, which saves us a great deal of time in translation management."

Birgit Lins,
Head of Translation
Management, Meusburger
Georg GmbH & Co. KG



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Objectives

- Centralized management of the entire translation process
- Reliable access to existing translations of text segments to prevent duplicated work, save time and reduce costs
- Standardized corporate terminology to ensure a consistently high quality of global communication
- Extremely user-friendly software solution

Solution elements

- SDL Trados Studio (translation software)
- SDL MultiTerm (terminology management solution)
- SDL Trados GroupShare
- Related training

"After German, English is the most important language for us, so this makes up a large part of our work," explains Birgit Lins, adding: "However, we are trying to offer product information in as many languages as possible. We want to serve our customers in their native language as much as we can." At present, the translation throughput is therefore increasing at an average rate of around 100,000 words per year.

With this in mind, CAT (computer-aided translation) tools have been indispensable for some time. "By having and utilizing translation memories, we have been able to build an excellent base of translations. It is always amazing to see how little text remains untranslated once we have compared it against what is stored in our translation memories. This saves us a great deal of time on translation work," explains Birgit Lins, who heads the translation team and also translates into Spanish and English.

Terminology Verification Enhances Text Quality

As well as achieving the expected reduction in the work required and preventing duplicated work, the quality of work has also been enhanced. "The integrated quality checker and the term recognition feature in particular, help us identify errors early on and ensure the consistency of our translations."

Corporate terminology plays a key role at Meusburger. "This is why we invest a lot of time and effort in keeping the terminology database up to date," Birgit Lins explains, adding: "We use the context image feature particularly often — after all, a picture is worth a thousand words. What's more, we add definitions and explanations to technical terms whenever possible." The SDL MultiTerm Widget also enables departments with no translation responsibility to access the terminology. "This search tool is useful for our Purchasing, Logistics and Accounting departments, for example, since they also communicate with customers in their respective languages."

Results

- Project management has been simplified
- Translation jobs are noticeably quicker and easier to create
- Duplicate translations are eliminated
- The time and money spent on translations has been reduced
- Translation consistency has seen a considerable improvement
- Terminology is also accessible to other departments

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