



This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Linde Material Handling

Linde MH takes writer productivity and documentation quality to a new level

www.linde-mh.co.uk

Industry: Automotive

Founded: 1904

Headquarters:

Aschaffenburg, Germany

Employees: Approx. 13,945

Handling increasing complexity in technical documentation and translation

Linde Material Handling (Linde MH), a member of Kion Group, is one of the world's leading manufacturers of industrial forklift trucks. Headquartered in Aschaffenburg, Germany, the company has manufacturing sites in Germany, France, Czech Republic, USA and China and is represented in approximately 100 countries. In the 2015 fiscal year, Linde MH's 13,945 employees generated EUR 3.4 billion in sales.

Solution elements:

Tridion® Docs

Translation Management

Translation Services

MultiTerm®

Linde MH currently produces operator manuals and technician training materials in 26 different languages. Until 2005, the company produced its product documentation using off-the-shelf desktop publishing software. The technical writers would directly draft their documents in this application, occasionally copying and pasting identical text passages from previous manuals, provided they were able to locate them. Translations into foreign languages were handled by local contractors.

As Linde MH continued expanding its range of brands, models and product customization options, and product life cycles kept getting shorter, this process reached its limits. Not only was it impossible for the technical writers to keep up with the sheer volume of new text needing to be created, but it became obvious that much of their work was pure duplication and the cost of producing product documentation was soaring.

Consistency was also a problem, not only for the German technical writers but for the translators whose quality was not always satisfactory. As the number of languages continued to increase, Linde MH decided to look for ways to automate its translation process and cut costs. "Our customers expect us to deliver a carefully authored operator manual that lives up to the premium brand Linde MH. This includes supplying high-quality documentation in the customer's own language," says Thomas Oswald, Customer Interface and Central Customer Service Manager.

Facts and figures

- Translation time reduced by 90%
- Translations into 26 different languages
- 5 to 7 million words translated per year of which 1.5 million is new
- 28 Smart Query translator inquiries per week
- 6,000 terms in MultiTerm database
- 1 translation correction workflow per month and author

An integrated solution for text reuse, workflow guidance and language management

Linde MH needed an integrated, company-wide authoring and content management system that would allow it to reuse content systematically and streamline the authoring process. After searching the market for appropriate solutions, Linde MH chose RWS as a full-service provider covering all aspects of the documentation process. Partnering with third-party developers, RWS was able to offer authoring and content management applications, as well as language services and technology, to support and streamline the full documentation production cycle.

In 2006, Linde MH decided to outsource its language translations entirely to RWS and implement RWS's component content management (CCMS) and the structured content management capability of Tridion Docs – as well as Arbortext® Editor as an authoring tool, and MultiTerm as a bilingual terminology management application. The common, integrated authoring environment RWS built for Linde MH and several of its sister companies within the Kion Group was internally named Setix. It uses a custom structured content architecture tailored to the needs of Linde MH.

How it works

It was a big change for the technical writers, says Thomas Oswald, but soon they began to recognize and enjoy the numerous benefits of this comprehensive solution.

The entire content of the company's technical documentation is subdivided into small text modules, each relating to one particular technical feature or function. Since components and features are frequently common to an entire model range or even several model groups and brands, these text modules, stored in the CCMS repository, can be reused easily.

Linde's technical writers populate predefined document templates with existing text modules wherever possible, and write new content using the Arbortext editor. Following a quality check using Acrolinx, a tool from an RWS technology partner of the same name, they discuss each new draft module with the relevant engineering expert, make the necessary adjustments, and flag the new module as final.

The text module is now ready to be inserted into the new manual and reused by other technical writers in future documents. When a manual is fully assembled and has been quality checked by the technical department, it is released for translation with a simple click of a button. "This standardized process makes it very easy for our technical writers to generate new documentation because they are told by the CCMS system how to proceed. There's hardly any way to take liberties or make mistakes," explains Oswald.

“What truly minimizes processing time and personnel resources,” says Oswald, “is the fact that all text modules flagged as final in the CCMS can be reused indefinitely without ever having to be checked again.”

Thomas Oswald
Manager,
Customer Interface,
Central Customer Service

Translation made easy

Four times per day, the Translation Management System (TMS) automatically exchanges files with the RWS component content management solution. Manuals that are ready for translation are automatically uploaded to the TMS servers, and translated copy is downloaded to the Linde systems. The entire translation process is handled by RWS's own dedicated project management team using the TMS application, which provides comprehensive project management, collaboration and process flow functionality. The RWS translators use the powerful translation memory functionality in Trados Studio® to avoid the duplicated effort of translating the same phrase again.

TMS simplifies translation of repetitive documentation enormously while ensuring consistency and cost savings. All translations returned from RWS undergo final approval by local technical Linde staff. “What truly minimizes processing time and personnel resources,” says Oswald, “is the fact that all text modules flagged as final in the CCMS can be reused indefinitely without ever having to be checked again.”

To make sure RWS translators use the correct technical terminology, the technical writers at Linde MH enter new terms into MultiTerm, a terminology management system. First implemented by Linde MH in 2006, the company added MultiTerm Workflow in 2016, a tool that streamlines the entry, translation, verification and approval of new terms. MultiTerm also functions as a common terminology reference for the entire Kion family of companies.

Close partnership improves service delivery

Translators need to understand what they translate, and the equipment manufactured by Linde MH does have its technical intricacies. “A key feature of our cooperative partnership with RWS are our technical courses for RWS's translators,” says Oswald. “We invite them to come to our training centre at regular intervals to familiarize them with basic technical concepts relating to our forklifts and their function. They learn what components are called and how they interact. This is invaluable for translation quality.”



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It is this unique combination of technology, services and specialized knowledge sharing that enables RWS to provide a true solution that supports the unique requirements of Linde MH.

Integrated process delivers productivity improvements

Thanks to the simplified, guided workflows provided by the RWS solution, writer errors have decreased and consistency has improved dramatically. What is more, instead of wasting time with organizational tasks, authors can fully focus on delivering well-written user instructions. "The productivity improvements enabled by RWS allow us to accomplish more in less time," Oswald emphasizes.

Entrusting the entire translation process to RWS has been a great relief for Linde MH. Pain points such as quality issues are a matter of the past, and the occasional terminology correction, which is inevitable in any translation process, is handled in a routine workflow. "What tops it all is the quick turnaround time," Oswald points out. "RWS usually delivers translations within 10 days or less. In the past this used to take 2 to 3 months, longer than the authoring process itself. It really impresses me that I can simply transmit our documentation to RWS and receive it back in any language a few days later – at a quality level that satisfies the in-country reviewers."

Linde MH currently produces roughly 130 different documents per year, and without the working environment, services and prompt support provided by RWS, this would be an impossible feat, notes Oswald. "Cooperation with RWS is incredibly smooth, and we are able to use our resources that much more efficiently. What this all amounts to is that we are able to deliver product manuals that match the quality of our forklifts – and in a fraction of the time."

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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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