

Witt-Gruppe reduces costs by 30% thanks to efficient translation processes

Company requirement

The aim of **Witt-Gruppe** is to fundamentally streamline and automate the multilingual production of its marketing materials through one central partner. In doing so, the company strives to assert itself as a modern brand in the highly competitive, global multi-channel commerce sector for women's clothing and, at the same time, reduce costs despite growing internationalization.

Industry vertical

Multi-channel commerce

Witt-Gruppe, the globally active multi-channel retailer, has implemented an efficient production process for its marketing materials in nine target languages thanks to RWS. In the first year of cooperation, Witt-Gruppe were able to save 30% on translation costs while maintaining the same quality.

From a classic mail-order business to a modern multi-channel company

Witt-Gruppe, located in the Upper Palatinate district in Germany, has 3,700 employees and around 22 million customers. The company primarily sells women's fashion items via catalogues, shops, online shops and mobile apps in 10 countries globally. As one of the oldest mail-order companies in Germany, Witt-Gruppe, which unites well-known brands such as Witt, heine and Sieh an! under its umbrella, has developed into a global multi-channel retailer in recent years. The focus is on operational excellence, innovation and digital transformation. witt-gruppe.eu

With growing internationalization, the creation of multilingual marketing materials became an ever-increasing challenge for the company. All content had to be provided on time in both the German source language and the target languages, ensuring consistent communication in terms of images and text.

Solutions/products

Translation services

Translation memory and terminology database

TMS web portal (semi-automated file management)

Support with the transition from InDesign to XML for translation

“For further internationalization, we needed a faster, more cost-effective solution from a single source that could efficiently produce multilingual marketing materials, store them centrally and deliver translations to all channels as often as required.”

Michaela Müller

Head of department for Public Relations DTP, Witt-Gruppe

Witt-Gruppe quickly reached its limits with the initial localization process, which entailed individual translation service providers in different countries manually inserting the translations into InDesign or QuarkXPress files. “This was a very time-consuming and expensive procedure because we had to have lots of repetitions – which typically occur in the catalogue business – translated from scratch each time. On top of that, working directly in the layout resulted in enormous DTP costs – even higher than the costs for the translations,” says Michaela Müller, head of department for Public Relations DTP at Witt-Gruppe, describing the situation at the time. For further internationalization, Witt-Gruppe needed a more efficient and cost-effective end-to-end solution to produce multilingual content, store it centrally and deliver translations to all channels.

RWS: A partner that offers both technology and language services

In 2009, Witt-Gruppe began the gradual implementation of an efficient localization process for nine target languages in close cooperation with the translation and technology provider RWS.

The main goals were as follows:

- Timely, cost-efficient and consistently high-quality translations of all marketing materials (catalogues, websites and apps) from German into nine target languages, from a single source.
- High levels of quality assurance through certified and qualified translators who work together in established RWS translation teams and are familiar with ecommerce and the fashion industry.
- Time savings and reduced translation and DTP costs through:
 - Gradual transition from layout-centric working in InDesign to translation in XML files
 - Storage and use of previously translated content in a central translation memory
 - Terminology management in the MultiTerm database
 - Automated workflows for translation requests between Witt-Gruppe, RWS and the individual translators via the RWS TMS web portal

Witt-Gruppe reduces costs by 30% thanks to efficient translation processes

The success of Witt-Gruppe showed that by establishing this efficient localization process, including a translation memory, terminology management and TMS portal, the company was able to reduce translation costs by 30% in the first year of working with RWS.

At the same time, the gradual transition to XML files in the translation process also reduced DTP costs by 90%. Today, DTP accounts for just 5% of the total localization costs. Thanks to efficient and increasingly automated processes, the localization of marketing materials is becoming more and more efficient, which shortens the time to market – a key competitive advantage.

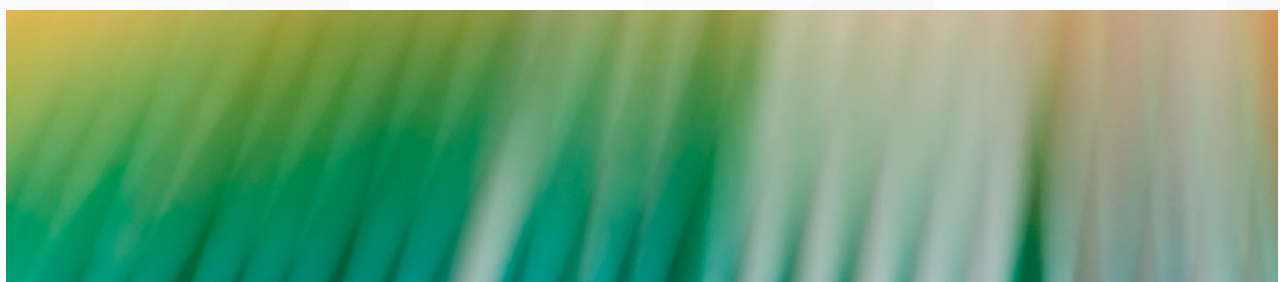
“Which product, which colour, which mix-and-match fashion is currently on trend? These are time-critical questions in the fashion mail-order business,” says Michaela Müller, describing the pressure of time. “And the longer it takes for the catalogue to reach the customer once we have decided what to add to the catalogue, the less likely we are to generate sales. Thanks to RWS, we now operate in a faster and more cost-effective manner.” Moreover, Witt-Gruppe will now be able to display its multilingual content even more flexibly in online shops, mobile apps and multimedia platforms in the future. Digital shopping channels are becoming increasingly important not only for the younger target groups, but also for targeting the over 50s.

Prepared for the future and based on partnership

The many years of successful cooperation with RWS are not only based on the expertise of the translation and technology provider – the human aspect and the commitment of the employees are also important factors for Witt-Gruppe.

“Throughout the many years of partnership with RWS, I have always found that we are interested in finding solutions together, even in the event of challenges which may arise,” the manager is pleased to note.

Michaela Müller also praises RWS's passion for innovation, particularly in terms of how AI can positively influence translation processes for Witt-Gruppe both now and in the future. Tests that have already been carried out show promising results. “RWS is always coming up with innovation proposals and is transparent about where we can make potential savings and about new discoveries, but also about what is not yet viable for our translation needs at the level of quality we require. We can be confident that, as a partner, RWS is genuinely interested in our success at eye level and will work with us to ensure that we remain up to date in terms of technology. The cooperation is based on partnership and characterized by mutual respect and sustainability. We look forward to continuing our cooperation with RWS.”



Business results

- **Translation costs reduced by 30%** in the first year of cooperation thanks to translation memories and cost-effective leverage of repetitions
- **DTP costs reduced by 90%**, and they now account for just 5% of total translation costs
- **Translation volumes have doubled** over the years with consistent translation costs, therefore reducing the effective price per word
- **Nine target languages** are localized using a single service provider, ensuring a uniform brand language
- **Time savings** with a single contact person, clear responsibilities and efficient customer communication in all languages and all channels
- **Agility** through flexible translation workflows for online and mobile-first strategies

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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. With our combination of AI-driven technology and human expertise, bringing together content transformation and multilingual data analysis, we help our customers grow by ensuring that they are understood everywhere and in every language.

Our aim is to promote global understanding. By combining cultural understanding, customer understanding and technical understanding, our services and technologies help our customers attract and retain customers, deliver engaging user experiences, ensure compliance with regulations and gain useful insights into their data and content.

Over the past 20 years, we have developed our own AI solutions and have helped our customers explore, develop and use multilingual AI applications. With more than 45 patents in AI and more than 100 expert-reviewed publications, we have the experience and expertise to support customers with AI integration.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 "Most Admired Companies" and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our customer base spans Europe, the Asia-Pacific region, Africa and North and South America. Our 65+ global locations across five continents support customers in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For more information, please visit: www.rws.com

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