

# Transline

Translation – key to understanding.

Case Study



**BAUHAUS is one of the biggest players in the DIY store sector.**

“The goals we defined at the start were fully accomplished. We have significantly reduced the ‘time to market’ – where it used to take up to ten weeks, we now usually get our webshop content back translated into both target languages after just one week.”

**/ Stefan Schenkel,**  
**Head of Webshop at**  
**BAUHAUS**

**Streamlined translation process boosts BAUHAUS operations**

The Challenge



For more than three years, the experts at Transline have been translating item descriptions for the online shops of BAUHAUS in Switzerland – from German into Swiss Italian and French. The challenge at the start was to translate a lot of texts en bloc. Jakob Fuchs, Senior Key Account Manager at Transline: **“BAUHAUS supplied us with several thousand item descriptions four to five times a year. These large volumes resulted in a processing time of six to ten weeks.”**

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////////// *If you want to reach people, you have to speak their language*

## Case Study

# Streamlined translation process boosts BAUHAUS operations

## Sales increased due to significantly reduced “time to market”

### The result



*BAUHAUS is one of the biggest players in the DIY store sector. The company is constantly expanding the product range in its online shop, much of which is seasonal. BAUHAUS, in collaboration with its translation service provider Transline, has now streamlined the translation process for its online shop in Italian- and French-speaking Switzerland, significantly shortening its time to market in the process. This increased speed is an essential factor for the success of the trilingual webshop.*

### The problem



For more than three years, the experts at Transline have been translating item descriptions for the online shops of BAUHAUS in Switzerland from German into Swiss Italian and French. The challenge at the start was to translate a lot of texts en bloc. Jakob Fuchs, Senior Key Account Manager at Transline: “BAUHAUS supplied us with several thousand item descriptions four to five times a year. These large volumes resulted in a processing time of six to ten weeks.”

The procedure had one serious drawback: The time span between the purchase of new products and the start of distribution was too long. “For example, when project management bought products for the gardening season in January, the item descriptions had to be prepared and translated for the webshop,” continues Jakob Fuchs. Every day spent doing this is, of course, a day missed by BAUHAUS in downstream online sales. And especially with seasonal items, too much delay can have a significant negative impact on sales opportunities.

#### Declared goal: streamlining processes

Against this background, the experts from BAUHAUS and Transline jointly developed a new procedure for the translation work. The declared goal was to streamline processes and shorten the “time to market”.

The result is a highly automated routine process where the language experts at Transline translate smaller packages of around 200 item descriptions every week, using machine translation. The projects are handled without exception by the Transline Group, by Transline Deutschland and two sister companies in France and Italy.

In addition to their qualifications as specialised translators, the proofreaders employed there are particularly trained in the area of postprocessing machine-translated texts (full post-editing). Sophisticated tools, such as the MemoQ translation database and a neural translation engine, support them in their work.



# The solution



Use of machine translation

High quality through full post-editing

Reduced "time to market"

"We were able to implement BAUHAUS' requirements quickly and effectively thanks to our new process approach."

**/ Jakob Fuchs,**  
**Senior Key Account**  
**Manager at Transline**

## Machine translation: How good is the quality?

The first step in the project was to check the quality of the machine translations. To do this, the experts from Transline had some item descriptions pre-translated by the engine and scrutinised the results together with the clients from BAUHAUS. "It very quickly became apparent that machine translation is well suited to support the translation work for this text type," says Jakob Fuchs. "However, in order to achieve the desired result – a high-quality, correct translation into the target languages – so-called full post-editing was and is necessary, i.e. post-editing by a trained human translator."

As of March 2019, the new process has been running with Transline continuously translating smaller amounts of text. The incoming item descriptions are first imported into MemoQ. The system compares the texts with all texts translated for BAUHAUS in the past three years and provides results for all segments for which a translation is already available. The text segments that are not processed are then passed on to machine translation. This results in preliminary texts that have been completely translated by means of computer programs.

## Decisive step: full post-editing

Now comes the decisive step for quality: full post-editing. Human translators check the clarity, correctness and quality of the translation, compare it with the source text and add the finishing touches to the texts. In this step, they also access the central terminology database and other reference material to ensure that translations of terms that repeatedly appear do not vary but are consistent.

In order to process the high volume as quickly as possible, several post editors are used in parallel in a project. Jakob Fuchs: "Our system is designed so that everyone involved in the project can see the complete context. In case of questions or ambiguities, a proof-reader can then find out how a colleague has solved an identical or similar problem. This provides additional security and increases efficiency and quality."

The last step is for quality assurance. Here, Transline uses a special checking program that checks all texts formally, for example for completeness, punctuation, correct numbers and decimal separations.

## Goals fully accomplished

Jakob Fuchs answers the question about his experiences with the new translation process without hesitation with a clear: "Very good. We were able to implement BAUHAUS' requirements quickly and effectively thanks to our new process approach." And Stefan Schenkel, Head of Webshop at BAUHAUS, adds: "The goals we defined at the start were fully accomplished. We have significantly reduced the "time to market" – where it used to take up to ten weeks, we now usually get our webshop content back translated into both target languages after one week. As a result, we are now much more flexible, have significantly more sales time and achieve higher sales." And all this without any additional effort for the customer.

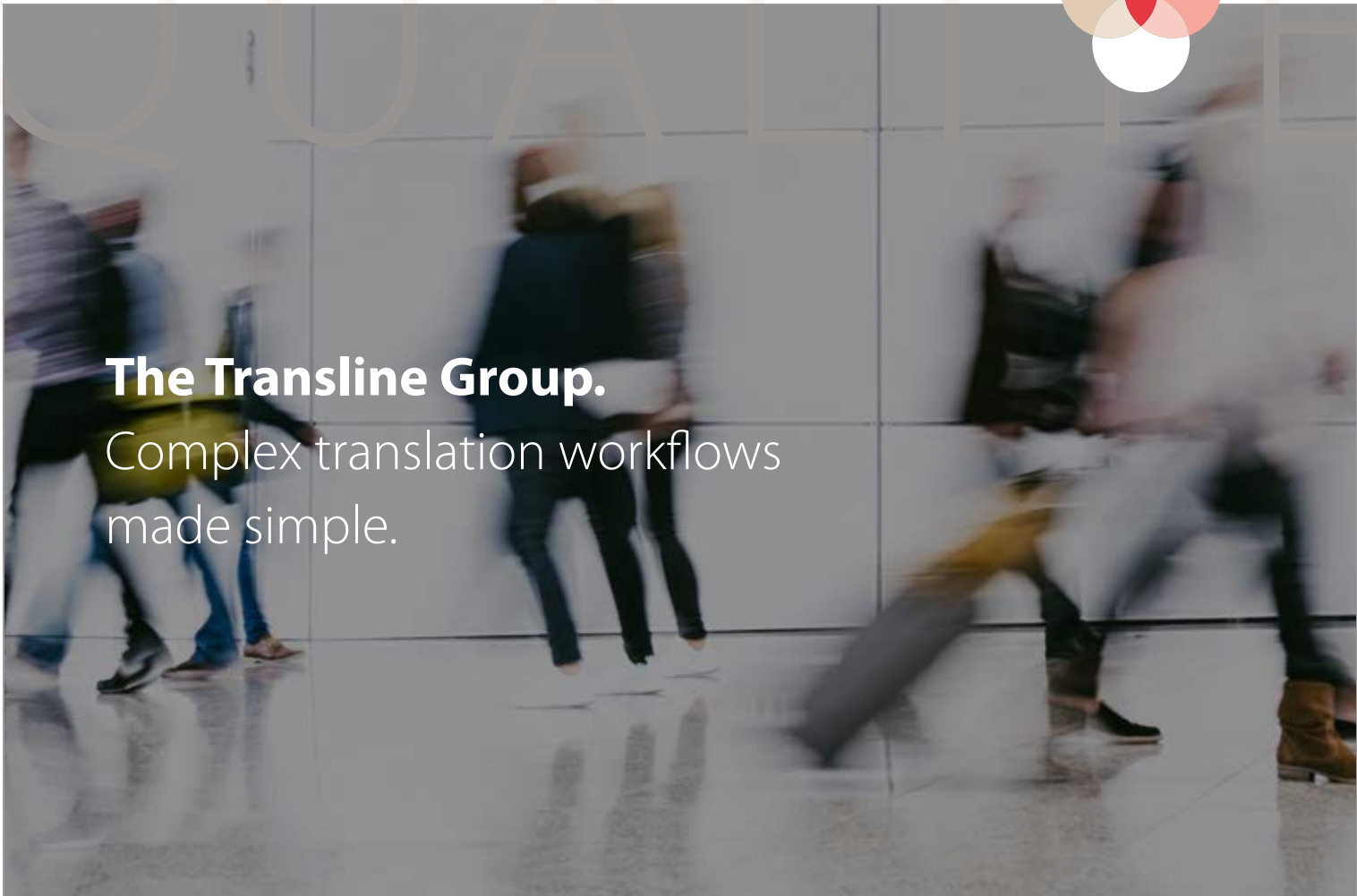
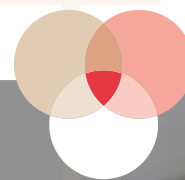
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If you have questions regarding the Bauhaus case study, don't hesitate to get in touch. We look forward to it.

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**The Transline Group.**  
Complex translation workflows made simple.

**Which are the most widely spoken languages in the world?** Chinese, Spanish, English, Hindi, Arabic, Portuguese, Bengali, Russian, Japanese, German, Marathi, Korean, French, Turkish, Tamil, Vietnamese, Urdu, ...? **e-commerce**

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# Transline

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Case Study



**TeamViewer:**  
the world's leading  
supplier of secure  
remote connectivity  
solutions

## Transline and TeamViewer optimise processes for website translations

The  
challenge

Before collaborating with Transline, TeamViewer's IT team manually exported HTML texts from the company's website for translation. The translators then delivered the completed texts in the same format. Afterwards, in-house and external experts checked the translations. Any necessary corrections were then entered by developers at TeamViewer using copy and paste. **The amount of coordination required was immense – and expensive, as the IT team had to both export and re-import the texts for translation.**

"The workflow for translating our website texts has improved enormously."

**/ TeamViewer**  
translation team

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## Case Study

TeamViewer offers over 30 languages for its software and support

### The result



### The problem



# Transline and TeamViewer optimise processes for website translation

## Going live faster, thanks to high-quality translations and a smart portal solution

*TeamViewer is a global technology company and leading provider of a connectivity platform to remotely access, control, manage, monitor and repair devices of any kind – from laptops and mobile phones to industrial machines and robots. Since the company's foundation in 2005, TeamViewer's software has been installed on more than 2.2 billion devices around the world. The company is headquartered in Göppingen, Germany, and employs more than 1000 employees globally. Through its collaboration with Transline, TeamViewer has streamlined what were formerly laborious manual translation processes. The effective centralised quality management system reduces the time required for internal reviews, while a convenient portal solution ensures reliable processes.*

#### Extensive amount of work required in-house

Before collaborating with Transline, TeamViewer's IT team manually exported HTML texts from the company's website for translation. The translators then delivered the completed texts in the same format. Afterwards, in-house and external experts checked the translations. Any necessary corrections were then entered by developers at TeamViewer using copy and paste. The amount of coordination required was immense – and expensive, as the IT team had to both export and re-import the texts for translation.

Furthermore, the corrected passages weren't sent back to the translators – meaning changes weren't transferred to TeamViewer's translation memory (TM). As a result, incorrect entries and inaccuracies in the translation were repeated and the subsequent need for editing remained high. Consequently, TeamViewer couldn't benefit from the valuable cost savings that a well-populated and well-maintained translation memory usually provides.

#### The goal: an efficient translation process

"TeamViewer's list of requirements included easier processing of website content and an optimised translation workflow. Our common goal was to reduce the time and costs involved as far as possible by implementing a new workflow," reports Georgios Tsouknidis, who is Key Account Manager for TeamViewer at Transline. TeamViewer also wanted to simplify the complex review process, supported by a well-maintained translation memory and high-quality translations. This would free up and better utilise internal resources.

# The solution



Smart portal solution with WPML

Qualified regular translators

Specific corporate terminology

“Our collaboration with Transline has enabled us to optimise both our processes and our quality. Our workload has been significantly reduced and we can now go live with translated content much faster.”

**/ TeamViewer translation team**

## Transline

## Smart workflow with a web-based portal

Thanks to the close collaboration between Transline and OnTheGoSystems, TeamViewer now uses WPML to process its website texts for translation. The key advantage of the multilingual plugin for WordPress is that texts requiring translation can be freely defined and uploaded to a portal as XLIFF files – without any detours. Once the translation is finished, Transline uploads the texts – and TeamViewer can insert them directly into the right place on its multilingual website.



**The portal solution with WPML saves TeamViewer resources, time and money. Data no longer needs to be manually extracted and – as was the case previously – laboriously postprocessed.** “The workflow for translating our website texts has improved enormously,” says the translation team at TeamViewer.

Another benefit is that source texts exported for translation are now automatically labelled accordingly. This ensures that they are not changed during the translation process. The TeamViewer team is very satisfied: “The portal solution recommended by Transline has saved us an enormous amount of time – and also gives us more certainty that the source and target texts do not differ.”

## Centralised translation and quality management

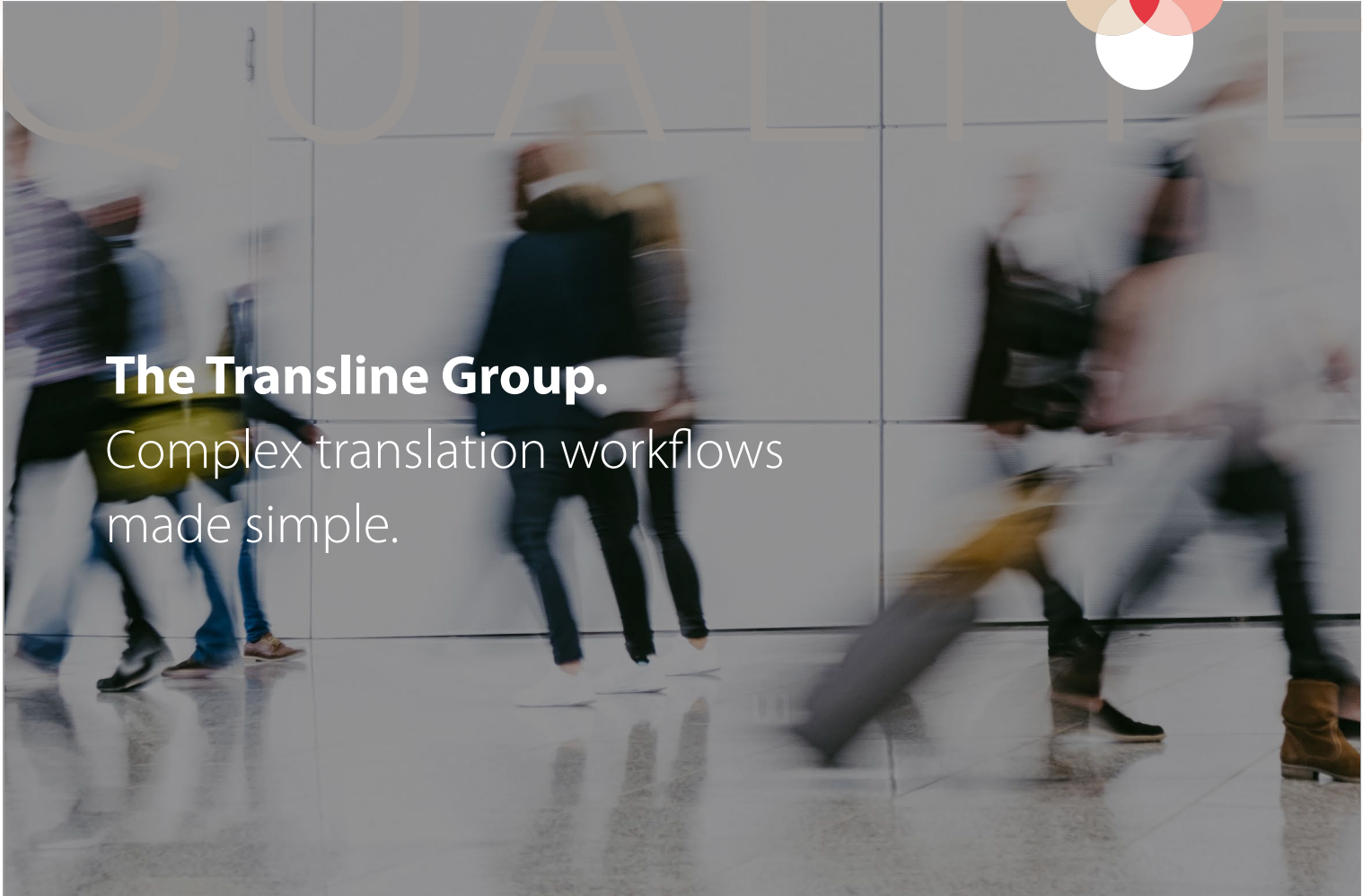
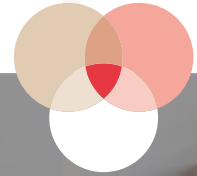
Today, all the various elements of the multilingual translations converge centrally at Transline. Using regular translators who are qualified for each specialty and language ensures consistently high quality and uniformity in the target texts. All translators receive a detailed briefing, an introduction to the products and access to demo versions. A consistently managed translation memory, combined with the development of customer-specific terminology in all languages, guarantees that the defined quality goals are achieved.

**With reliably high-quality translations, TeamViewer saves significant amounts of time and money. Thanks to the significantly reduced time spent on reviews, the texts also go live much faster.**

Our Transline team strives to perfect your workflows.  
If you have questions regarding the TeamViewer case study,  
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