Fronius uses review to get a global grip on quality

When they looked at the review process, the global content division at Fronius did not take long to take a decision: Based on numerous PDF loops with sticky notes, change tracking in Word or commented screenshots, it was simply too complicated and error-prone. All the changes suggested by reviewers had to be inserted manually. Therefore this process had to be stopped and replaced with a modern and lean approach: The global market leader from Austria switched the process to globalReview and is now reaping the numerous benefits.

Thomas Niedermair, Head of Corporate Marketing at Fronius International GmbH sums up the advantages:
- Detailed and reliable data about translation quality enables strategic quality management
- Good overview and usability of the tool
- Integrated terminology for consistent branding
- Automatic application of all changes to the Translation Memory (TM)
- Ability to use globalReview offline

About the Project

„Our foreign-language product descriptions need to reflect the same high quality as our products themselves!" That was the goal Fronius International GmbH set itself when they set out to scrutinize their entire language processes. The result:

Kaleidoscope now supplies know-how and technology for the Austrian export giant which optimizes the translation and review processes, including active terminology management in 23 languages.

All business units were connected to the central project management at the language service provider eurocom: Starting with technical documentation and rolling it out step by step into business units such as Corporate Marketing and even into external PR agencies and system suppliers. All processes were checked, optimized, documented and linked to the central eurocom project management.

Global Review

Integrating the local subsidiaries into the centralized pro-

cess while giving them sufficient freedom and participation defining "their" local corporate language but also the content of collateral, manuals, marketing materials etc. was extremely important.

Kaleidoscope´s globalReview was therefore implemented as a central production hub. This directly connects the SDL Trados Studio production process to tie into web based review. On the other hand, all stakeholders - reviewers, translators and project managers - were united on one platform, thus enabling an efficient and effective review process
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Sampling as Initial Assessment

A significant step forward was to introduce sampling: globalReview automatically draws a determined sample from the entire text, which can be reviewed and adapted by the project managers. Reviewers then log in and assess the quality of the sample: Directly in their web browser, or offline, without any special software or know-how.

They assess the quality based on agreed criteria, assigning error categories such as terminology, meaning, style, grammar or spelling to their changes. This qualitative assessment of the sample enables the calculation of an error score and very quickly provides a realistic impression of the overall translation quality. A pass/fail benchmark allows a quick

decision as to whether any corrective measures should be taken, such as reviewing a larger sample or re-translating the document.

Objective and Subjective

Apart from this objective, calculated quality score, reviewers can add a subjective impression, such as suitability for the target market., in an additional quality form With these assessments, the quality feedback becomes strategic, actionable and provides objective insight into translation quality. globalReview thus enables an active quality management for the over 15 languages at Fronius. It also provides a direct feedback loop to the translators for ongoing improvement processes.

Usability confirmed

As with any process change, there was skepticism about the new approach, but reviewers were soon convinced by the usability of globalReview.

"One extremely important aspect for our reviewers was the integration of terminology into the review", says Klaus Fritsch, Team Leader Technical Documentation. This keeps the terminology up to date and also increases the reviewers´ understanding of the entire translation process.

About Fronius

Fronius has 3.400 employees in its business units Perfect Welding, Perfect Charging and Solar Energy. More than 90% of all products are exported.

Apart from the headquarters in Pettenbach and its additional Austrian locations in Wels, Thalheim, Sattledt, Steinhaus, Vienna, Salzburg and Innsbruck, Fronius is present internationally with 21 direct subsidiaries as well as sales partners and representations in more than 60 countries. The Fronius team is a truly global player.
The Perfect Welding Business unit sells products and turnkey solutions for manual and automated welding, including the respective services for its world-wide welding clients.

The Solar Energy Business unit has been at the forefront of innovation in the photovoltaic industry since 1992, developing and manufacturing high-performance inverters for grid-connected photovoltaic systems starting at 1 kW.

The Battery Charging Business unit is the oldest business unit at Fronius. Ever since it was founded in 1945, the company has been researching and developing charging systems. In the 90s, the inverter know-how was first applied to clocked battery charging systems for automobile starter batteries.
www.fronius.com

About globalReview

globalReview empowers translators, reviewers and project managers to efficiently and effectively collaborate on polishing and finalizing translation projects: Without special technological requirements, right in their web browsers.
In addition, globalReview enables quality tracking by having reviewers assess every type of change they make in the document according to customizable error categories, such as meaning, terminology, style etc.

www.globalreview.at

KALEIDOSCOPE

Taking Your Content Global Made possible by over 25 years of industry know-how, special software solutions and selected technology partners providing us with market-leading standard software.

We pair up with our sister company eurocom, Austria´s largest and most innovative translation services provider, to offer a unique combination of language and technology.

www.kaleidoscope.at   www.eurocom.at