



acrolinx^{case study}

SICK
Sensor Intelligence.

SICK Succeeds in Using Consistent Language and Terminology Throughout the Company

FACTS & FIGURES

(May 2015)

Terms included in the database: **3,500** in German; more than **19,000** in total

Users of author support: ca. **100**

SICK

Sensor Intelligence.



THE PROBLEM

At SICK, content is created across several departments and divisions. This has caused inconsistencies in the German source texts, which multiplied when content was translated into further languages. By means of various consolidation projects, SICK wanted to tackle this problem and speak with one voice throughout the company.



THE SOLUTION

The first milestone was to centralize translations. SICK set up a company-wide team to discuss terminology and introduced Acrolinx as a terminology database. Now product managers and technical writers in different divisions of the company are using Acrolinx to check terminology and ensure consistent content.

With the database project and the support for writers provided by Acrolinx, we are ready to extend our marketing content to different languages, which is definitely one of the key benefits of Acrolinx.

Clemens Meyer

Head of Content Management and Translation,
Global Marketing and Communication, SICK AG

The style of the content and the translation of terminology were often inconsistent. Sometimes the terms were even inconsistent in the German source text because it was written by different divisions within the company.

Gisela Holve

Quality Assurance Specialist, Global Marketing
and Communication, SICK AG

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Global sensor manufacturer SICK establishes a corporate language with the help of Acrolinx. The software supports the company in creating high-quality content across departments, which, in turn, simplifies translations into other languages and raises awareness of consistent terminology.

Prior to implementing the Acrolinx platform in 2012, SICK was looking for a solution to solve the challenges of inconsistent terminology and tone of voice, especially since content like product brochures, manuals, website content, and apps were to be translated within international subsidiaries. Experience has shown that inconsistencies in source texts often get multiplied during translation processes.

At SICK, technical writers, marketers, industry experts, and copywriters create content across several departments. In the past, the majority of SICK's content was created in German and then translated into English by translation agencies to be published later by national subsidiaries. “The style of the content and the translation of terminology were often inconsistent. Sometimes the terms were even inconsistent in the German source text

because it was written by different divisions within the company,” says Gisela Holve, Quality Assurance Specialist in the Global Marketing department at SICK headquarters in Waldkirch, Germany.

A first attempt towards a consistent use of terminology was to introduce a dictionary in Lotus Notes for everyone in the company. However, the terms in the dictionary neither had definitions nor were they effectively coordinated.

The next milestone was to centralize translations. SICK chose a translation provider who worked with a Translation Memory System. Additionally, the company set up a group of experts from various product divisions, communications, and the administrative department in charge of standardization to agree on a consistent set of terms. Since then, the members of the group meet every month to define, consolidate and expand upon the existing terms, paving the way for consistent translations.

Merging translations and terminology in the Global Marketing department also led to a new approach

on how to create content at SICK. “Working on terminology alone was not enough. We also wanted to improve the way we create content,” says Clemens Meyer, Head of Content Management and Translation in Global Marketing. The company needed a centralized terminology database and a software solution to help product managers and technical writers in each division create better content.

Acrolinx offers a wide range of functionality

As a result, the Acrolinx platform was introduced in 2012. “The software offers a wide range of functionality,” says Clemens Meyer. In addition to its terminology database, Acrolinx also offers several features to support writing processes.

Every translation starts with terminology

By March 2015, the Acrolinx database held 3,500 terms in the source language, of which 1,000 included a definition. Every week, the current database is

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Verena Rohkohl

Translation Management Specialist, Global Marketing, SICK AG

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exported and sent to the translation provider as a basis for ongoing translations. The terms are also progressively translated into further languages. “Acrolinx developed a style sheet for us which helps translators transfer the list to SDL Trados,” says Verena Rohkohl, Translation Management Specialist in Global Marketing. Translating terminology is the first step in the translation process.

After the translated terminology has been reviewed and approved by the national subsidiary, SICK imports the correct terms into Acrolinx and sends an updated file back to the translation provider for SDL Trados. Translators are therefore always sure to use the correct terminology. The terminology is available in the Acrolinx Term Browser for all employees of the company.

Helping writers create better content

Additionally, the software is used as support for authors. More specifically, everyone in the Global Marketing department who creates content or engages in quality assurance is working with Acrolinx. Within the divisions there are further local marketing teams and an increasing number of product managers who also take advantage of the author support provided by Acrolinx. In total, the number of users adds up to around 100.

Initially, the Acrolinx platform was integrated with common authoring tools like MS Word and Adobe InDesign. Verena Rohkohl said: “We are going to increase the number of authoring tools we use which

have Acrolinx checking integrated. That is why we purchased all available integrations for Acrolinx. Next, we are going to add MS Excel, MS PowerPoint, and Lotus Notes.” The company also started using the web-based XML content management system Smart Media Creator by Expert Communication for which Acrolinx provides an integration.

Currently, SICK uses the Acrolinx platform to review every piece of marketing content before it gets published. The same applies to content that is added to the central marketing database. Clemens Meyer said: “With the database project and the support for writers provided by Acrolinx, we are ready to extend our marketing content to different languages, which is definitely one of the key benefits of Acrolinx.” The software also significantly lightens the load of the company’s editors. Since the initial quality of the content is higher, the reviewing process is a lot faster. Similarly, SICK was also able to decrease translation costs. Overall, the introduction of Acrolinx led to a remarkably higher awareness of consistent terminology.

The Company

SICK is one of the world’s leading manufacturers of sensors and sensor solutions for industrial applications. In the 2014 fiscal year, the company had almost 7,000 employees worldwide and reached a revenue of nearly EUR 1.1 billion. The company was founded by Erwin Sick in Vaterstetten near Munich in 1946. In 1952, the company achieved its breakthrough with the serial production of the safety light curtain, which was presented at the International Machine Tool Trade Fair in Hanover. In 1956, the company moved from Vaterstetten to Waldkirch (Breisgau). With more than 50 subsidiaries and equity investments as well as numerous representative offices, SICK maintains a presence all around the globe. In 2014, SICK invested more than 10% of its revenue in research and development.

The product portfolio includes photoelectric sensors and light grids, inductive, capacitive and magnetic sensors, optoelectronic protective devices, safety laser scanners, vision sensors as well as identification and ranging solutions such as barcode scanners and

RFID readers, analyzers for gas and liquid analysis, and devices for gas flow measurements. The SICK STEGMANN GmbH based in Donaueschingen develops and produces motor feedback systems and encoders. Further subsidiaries of SICK AG include SICK Vertriebs-GmbH based in Düsseldorf and SICK Engineering GmbH based in Ottendorf-Okrilla (near Dresden).



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