

**CLAAS**

Harvesting the future with multilingual information management from STAR

How the professional project team at STAR added a significant contribution to the consistency and continuity of translation quality at CLAAS. Discover more about this success story in our CLAAS case study.

The company

CLAAS, a family-owned business that was founded in 1913, is today one of the world-leading producers of agricultural machinery. The company has its headquarters in Harsewinkel in Westphalia, Germany and is the European market leader for combine harvesters.

CLAAS is also a world market leader in the self-propelled forage harvester segment. The company is also at the forefront of global agricultural technology with its tractors, agricultural presses and grassland harvesters. Its product range also incorporates the latest agricultural information technology tools.

CLAAS employs over 11,400 people worldwide and in 2019 it produced a turnover of 3.8 billion euros.

www.claas.co.uk

The starting point

1 —
2 —
3 —

CLAAS communicates globally with end customers, sales partners and its own employees.

The creation of technical information such as operating manuals, repair handbooks and software texts was decentralised and spread across different locations and factories.

With the introduction of a centralised authoring and content management system, the company was for the first time able to organise the majority of its editorial work in a dedicated system and automatically publish it in over 30 languages. CLAAS wanted to use this opportunity to also centralise and professionalise its translation management.

STAR Deutschland GmbH was, and still remains, the ideal partner for the implementation of a professional translation management system, since STAR had already amassed 20 years of experience in the automotive and agricultural machinery industries by the start of the collaboration. The following factors were also decisive in STAR's favour:

- ▶ The STAR Group's international presence in over 30 countries
- ▶ STAR branches in the markets with international production plants and in target markets
- ▶ Many years of experience in dealing with complex editorial, translation and terminology solutions
- ▶ Clear pricing structure
- ▶ Ability to leverage existing translation resources

Last, but by no means least, were factors such as the expansive product portfolio and the growth-focused corporate strategy that acted in STAR's favour as a full-service partner. From the very start of the working relationship, pre-defined targets and the use of best-practice concepts successfully ensured the quality of the translations remained as high as ever, and that processes could be regularly evaluated and adapted as needed.

STAR solutions

For over 15 years, Claas and STAR Deutschland have been working together on the translation of predominantly technical documents.

For technical documentation, STAR coordinates translation of XLIFF files (XML-based exchange format) and XML files in more than 30 languages. CLAAS places great importance on continuity, meaning that **translators with many years of experience** should also be involved with new projects. STAR was only too happy to comply with this request as this corresponds exactly with STAR's successful concept of regular translators. There is also a global network of over 600 qualified specialist translators and language experts who are available as additional resources.

Right from the start of their collaboration, both sides profited from the integration of the translation memory system **Transit^{NXT}**. **By measuring KPIs, we have proven that this resulted in significant time and cost savings, as well as high consistency and continuity of translation quality.**

The STAR solution was to create a **professional, exclusive team of dedicated project managers for CLAAS projects**, offering:

- ▶ Extensive experience, many years of service with STAR, and continual support for CLAAS as one of our key accounts
- ▶ Stringent quality assurance processes on the final texts (proofreading), keeping quality as the first priority
- ▶ Thorough checking of customer corrections by language specialists
- ▶ Integration of the corrections into the translation memory
- ▶ Close collaboration and constant communication between CLAAS and STAR teams
- ▶ Regular scrutiny of workflows and processes leading to optimisation
- ▶ Consultancy and implementation services for new technology innovations

STAR works to cultivate customer relationships based on mutual trust and partnership. This forms the basis of the longstanding, constantly growing, and successful business relationship between CLAAS and STAR.



STAR in action

- ▶ More than 30 languages
- ▶ 4 source languages: German, English, French, Chinese
- ▶ Operating manuals, repair handbooks, systems engineering documentation, assembly instructions, software texts
- ▶ CLAAS locations: Harsewinkel (DE), Dissen (DE), Bad Saulgau (DE), Paderborn (DE), Le Mans (FR), Metz (FR), Chandigarh (IN), Gaomi (CN)
- ▶ STAR software products: **Transit^{NXT}**

Customer testimonial

Certified translator, Isabel Imbernón, Terminology and Translation Management
CLAAS Service and Parts GmbH

"STAR is a very reliable partner for us.

***Deadlines are always met, which is very important to us
when it comes to operating manuals. Our large translation volumes are no problem
for them and they can easily deal with the sizes of the files we send to them."***

Further information

We would be happy to provide you with additional information about our testimonials. Write to us or arrange a meeting.

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