Roto

Consistent terminology for clear, global communication

How did the introduction of WebTerm lead to improved global communication through consistent use of language throughout the company? Discover more about this success story in our Roto case study.

The company

Since 1935, the name Roto has stood for inventiveness and technological advancements in the development of system components for the construction industry. Today, Roto Frank Holding AG remains 100% owned by the descendent families of the company founder, Wilhelm Frank.

It functions as a holding company for all areas of the Roto Group: **Roto Frank Fenster- und Türtechnologie (FTT)**, Roto Frank Dachsystem-Technologie (DST) and Roto Professional Service (RPS).

The origins of Roto Frank Holding AG can be found in Baden-Württemberg; the company headquarters are situated in Leinfelden-Echterdingen, near Stuttgart.

More about Roto

The starting point

For many years, Roto Frank worked with STAR on the translation of **technical documentation, marketing materials and other data types**.

Terminology management became an increasingly important issue for the daily work at FTT, so the company began to search for a way to formalise a terminology process.

One of the aims was **uniformity of terminology in the source and target languages**, as well as the timely publication of validated terminology. For this purpose, new terms from the source language, German, needed to be translated into 12 languages and then checked and approved by contact partners at Roto.

When searching for a solution to this complex task, the project leaders turned to STAR.

STAR solutions

The consultancy and user support from STAR provided the best solution for the customer's needs. Now, FTT uses **WebTerm** from STAR for its terminology management requirements. This is a **web-based software solution**, which not only allows web access through an internet or intranet browser, but also makes it possible for the user to automate the whole process.

The software is particularly valued by translators and reviewers, because approved terminology is immediately available to all employees worldwide. New German entries are added with the status "to be translated". Using specific filters, the dedicated STAR translation team can see only those entries in WebTerm that have this status. The team enters the translation and the entry is given the status "unchecked". Roto employees also work in WebTerm. They check the filtered entries in their target language and the terms approved by them are given the status "checked".

WebTerm has led to a clear improvement in terminology consistency. This leads to increased rates of pretranslation, and therefore to cost reductions. The consistent use of terminology **has increased satisfaction within the markets and also among end customers**. Thanks to WebTerm, the process is now much faster and more efficient.

And that's not all; the company also benefited from improved global communication thanks to the uniform language used across the business and reduced translation times from project to project.

STAR in action

▶ Terminology translation in 12 languages: Chinese, Czech, English, French, Hungarian, Italian, Polish, Romanian, Russian, Spanish, Turkish

▶ STAR software products: **WebTerm**

Further information

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

STAR Deutschland

STAR Deutschland GmbH
Umberto-Nobile-Str. 19
71063 Sindelfingen

+49 7031 21 70-0

info@star-deutschland.net

STAR Deutschland GmbH
Schleißheimer Str. 282
80809 Munich

+49 89 35 89 81-40

info@star-deutschland.net