



Fully-automated processes for a shorter time to market

How STAR CLM and CLM WebEdit made translation management more efficient through process automation. Learn more about the success story in our case study with Walter.

The company

For over a century, **Walter** has stood for competence and quality in the field of machining technology. Founded in 1919 by Richard Walter, the company is headquartered in Tübingen, Germany. Walter's portfolio includes precision tools for milling, turning, grooving, drilling and threading, as well as individual special tools and technology solutions required within the process chain.

Employing 4,400 personnel worldwide, and with production sites in North and South America, Europe and Asia, numerous subsidiaries and sales partners, Walter enjoys a global presence and has customers in more than 80 countries around the world. Alongside Engineering Kompetenz, the corporate culture promotes diversity and a sustainable company strategy.

www.walter-tools.com

The starting point



Walter AG, along with its subsidiaries and sales partners, looks after customers in over 80 countries across the globe.

High-quality translations of marketing materials, websites, app texts and software strings as well as user documentation are a significant success factor for this business group.

STAR has been the trusted translation management partner for Walter AG for over 15 years.

Their collaboration began with the **production of the multilingual Walter catalogue – which sometimes contained over 2600 pages**. The complete catalogue weighs in at 4.5kg and is a Walter flagship, bringing together 40,000 products from the company's three brands: Walter, Walter Titex and Walter Prototyp. This demanding project involved **translation into 17 languages** over a period of 9 months, and was handled by STAR both carefully and confidently.

STAR has been a reliable partner for Walter AG during the ever-evolving challenges they have faced and has been at their side as they transitioned into the digital age. In recent years, the focus of their partnership has been the **migration to two new content management systems**.

STAR solutions

Fully automated workflows lead to increased productivity and retention of expertise

The **STAR CLM** platform is an **intelligent translation management system that links seamlessly with the Walter content management system**. All it takes is one click of the mouse for the **interface to exchange translation data between the two systems**. All notifications are automatic, as is the download and upload of files. There is no need for e-mails in any of the data processing steps.

The **individual workflows** mean that users only need to intervene in the system when their expertise and experience is needed. The **automated translation workflows from STAR** have been optimised so that everyone involved in the process is saved manual effort and time – and all of the resources that have been developed over the years can continue to be used.

STAR is responsible for all translation management for Walter; translating in 21 languages and looking after all translation requirements, whether that be small projects with a couple of pages or highly complex orders.

The close collaboration between the marketing, press and technical departments at Walter along with our experienced project managers has enabled the **creation of a standardised, consistent terminology database**. Strictly regulated processes and the use of qualified specialist translators ensure that we always provide the highest quality work.

STAR has introduced a global **in-country review process** within Walter subsidiaries whereby translations are approved by a market representative on the customer side. Walter contact partners across the world can quickly and easily enter their requested changes into the CLM WebEdit interface. This helps us to always strike the right tone.



STAR in action

- ▶ 21 language combinations
- ▶ Over 160 projects per year
- ▶ Catalogues, brochures, advertisements, press releases, online content, internal communications
- ▶ STAR software products:
TransitNXT / CLM WebEdit / STAR CLM

Customer testimonial

Mr Ehsan Akbari, Manager Content Marketing

What was your original problem when it came to translation management?

Our main problem for translation management was that we were using manual processes to exchange translation data between our own content management system and other systems. This led to inefficient workflows, time-consuming work and the potential for errors when transferring data. It was also difficult to ensure that we had consistent terminology and quality in our translations.

How were your expectations met?

Our expectations were met by the implementation of the STAR CLM platform and our collaboration with STAR Deutschland. The fully automated workflows and the seamless integration with our content management system allowed direct exchange of translation data and automatic notifications. This led to a significant reduction in manual effort and a clear increase in productivity. Now, our employees only need to intervene if their specific expertise and experience are needed. The close collaboration with the experienced project managers at STAR Deutschland has helped us to build a standardised and consistent terminology database and thus guarantee high-quality translations in the long term.

How would you describe your collaboration with STAR Deutschland?

The collaboration with STAR Deutschland has been and still currently is very successful. We were able to establish close cooperation between our marketing department and the STAR project management team. In turn, this enabled us to develop consistent terminology within our translations. The qualified specialist translators from STAR in combination with the closely monitored processes have ensured the highest level of translation quality.

In particular, the global in-country review process where Walter subsidiaries can input their desired changes into CLM WebEdit has proven to be particularly efficient. The regular involvement of the reviewers in Walter subsidiaries and the customer satisfaction surveys has ensured that customer requests and suggestions are shared and acted on in good time. In addition to this, DTP specialists from STAR are playing an important role in our print and online production projects. After translation into the target language, they make sure that the document meets our high standards for design. Overall, the relationship with STAR Deutschland has been and remains being professional, dynamic and of high quality.

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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