



Language management from a single source – TRACTO puts its trust in STAR

Manage over 15 languages efficiently,
ensure consistent terminology
and successfully implement
complex website localisations –
find out in our TRACTO case study
how STAR provides long-term support
for international communication.

TRACTO

A STAR success story with TRACTO

The company

[TRACTO](#), headquartered in Lennestadt-Saalhausen, Germany, is a global player in the manufacture of machines and accessories for trenchless underground pipeline installation and replacement.

TRACTO is the world's only full-service provider of trenchless construction, a truly cutting-edge technology that better meets the specific needs and requirements of our time than conventional construction methods. To establish this approach as a global standard, the company is setting its sights on international growth. Through a strong global network of sister companies in the UK, France, Australia and the USA, TRACTO is consistently driving forward the international expansion of trenchless technology.

The starting point

TRACTO engages in communication across the globe – with its international sales partners and its end customers. Consistent translation processes and high-quality translations in the required languages are essential when it comes to communicating effectively on a global scale.

STAR has been TRACTO's trusted translation management partner for many years. As a service provider and systems supplier with decades of expertise, we coordinate a broad range of translation projects – from brochures, presentations, technical documentation and database content to websites and contracts.

What is the basis of this successful collaboration? TRACTO and STAR Deutschland attribute great importance to a strong partnership characterised by effective communication, efficiency and quality.

Thanks to our many years of collaboration, we understand our clients' specific needs and are able to find the ideal solutions. Among other things, we offer advice on the use of new technologies and provide TRACTO with proactive support in this regard.

STAR solutions

STAR coordinates translations from German and English into more than 15 languages for TRACTO. The files handled by STAR include technical documentation, marketing, sales and legal texts.

Since the start of our collaboration, we have been using our proprietary TM system, [Transit^{NXT}](#), and are continuously expanding the translation memory. All verified content is stored in this memory and reused for future translations.

[Terminology management](#) also forms a significant part of our service portfolio for TRACTO. We maintain terminology databases and glossaries to ensure that the terms used remain consistent. We are also familiar with TRACTO's preferred corporate language and apply it consistently – for effective communication across the globe.





We have defined standardised workflows: clear processes and automation using [STAR CLM](#) ensure both transparency and traceability. Our project managers are the central port of call for planning, coordinating and undertaking all translation projects. They ensure that projects are delivered on time and to a high standard, check the finished translations and work in close collaboration with the TRACTO team.

TRACTO provides us with the content to be translated for the ongoing internationalisation of the company website directly from its PIM system. This content is then imported into Transit NXT using an import file that has been specifically customised by the STAR team. The major advantage of this approach is that translators can keep working in their familiar environment and benefit from a wide range of features as well as an intuitive interface.

As part of STAR CLM, STAR's web-based solution WebEdit is now also being used for [in-country review](#). The tool made its debut at TRACTO as part of the localisation of the website into Polish. To get the translation underway, TRACTO started by exporting the source-language data from the PIM system, [Pimcore](#), and passing it along to STAR, where it was prepared and subsequently imported into the Transit NXT translation memory system; it was then translated and, following export, imported into the STAR WebEdit interface. Following an in-person, hands-on introduction by the STAR project management team, the native-speaking employee from TRACTO's Polish office used the intuitive, web-based review tool to check and comment on the translation. All changes are clearly displayed and, once checked by professional translators, are automatically fed back into the translation memory. If preferred, terminology can also be displayed in WebEdit; furthermore, the synchronised PDF view allows you to always see the context of the segment currently being checked.

WebEdit does away with any need for a time-consuming approval process involving PDF comments and the associated significant volume of pre- and post-processing. Following the successful localisation of the website into Polish, it was translated into Dutch using the very same process.

An additional element of our translation process is [desktop publishing services](#) (DTP). Our in-house DTP team ensures that translated content is presented in a visually appealing and professional manner. On request, we can provide print-ready documents in all target languages.

STAR is also TRACTO's preferred supplier for [interpreting services](#) at international events. Our regular teams of interpreters have been contributing to the success of TRACTO events for many years.

STAR's interpreting service is an all-inclusive package that includes:

- ▶ Highly qualified professional interpreting teams: We work exclusively with first-rate interpreters who have relevant and proven professional and personal experience.
- ▶ The interpreting project team, which provides in-person, bespoke support for every event
- ▶ The specific mode of interpreting required in each situation

By remaining in close communication, TRACTO and STAR Deutschland are able to professionally implement the specific requirements and specifications in each case.

STAR in action

- ▶ STAR Transit^{NXT}
- ▶ STAR CLM WebEdit
- ▶ STAR interpreting service
- ▶ STAR CLM
- ▶ TermStar



TRACTO

"As a global brand-name manufacturer operating in a growing market, high-quality and consistent global communication is vital. STAR has been our trusted partner for many years and contributes to our international growth by providing consistently high-quality language services. The various tool solutions they employ are state-of-the-art, and the projects are carried out in a way that is both highly professional and down-to-earth. On a personal level, too, collaborating with the project managers and interpreters is a genuine pleasure."

