

## CASE STUDY

KERN Global Language Services is responsible for producing the software training material for Arrow Central Europe GmbH, from the translation itself, right up to its printing and delivery.

<http://www.arroweurope.com>



## Preparation, Translation and Production of Training Materials

KERN Global Language Services translated the roughly 200 extensive educational materials from English into German and prepared the translated version for the printing and distribution of school textbooks. The complete version now exists as an edition with around 300 copies or rather approximately 2,000 files for Arrow Central Europe GmbH.

The American parent group of the IT company, a global provider of products, services and solutions for industrial and commercial users of electronic components and Enterprise Computing Solutions made the training documents for recently introduced software available in English. For an optimal transfer of knowledge in Germany, Arrow decided to have the teaching material translated into German.

## Full Service for Complex Projects

After private discussions, a tendering process and a convincing test project, the translation service from Frankfurt was chosen. As a full language service provider for projects which are complex with regards to content as well as their creative aspect, KERN is in an excellent position.

The assigned account and project team, made up of several linguists, translation engineers, desktop publishers and production team carried out the project with 100% satisfaction for Arrow according to the guidelines of the training and milestone plan. Four specialised translators as well as two terminologists from KERN Global Language Services were involved in order to be able to translate the language components and company-specific terminology for the initial translation alone.

## Extensive technical terminology

The necessary IT and system expertise was agreed upon in the run-up to the project. This was the only way that the team could translate the large amount of text and ensure that the impeccable technical quality of the new material was maintained. Even before the actual translation, files were prepared by specialised KERN translation engineers for the use of a Translation Management System, which supported the whole translation process. In addition, the necessary technical terminology was prepared over the whole project cycle and regularly updated with the help of a terminology system.

## Glossary according to customer needs

The translation of the client-internal technical terms posed a challenge for KERN Global Language Service's multi-headed translator team. To make sure the terms were being used consistently, KERN Global Language Services appointed terminologists who translated the monolingual customer glossary that was

already available into a bilingual one. If necessary, the glossary was also developed within a terminology database. By working with the customer, an extensive bilingual terminology for the field of software was developed. All the definitions of terms contain information regarding their part of speech, preferred or undesirable synonyms as well as illustrative graphic material can now be used for further translations.

The texts translated by KERN Global Language Services were optimised by using outlines of the English originals and with the help of the DTP programme InDesign for the printing. Even before the training documents were made available in German, KERN Global Language Services delivered the translations and the graphically prepared documents to the customer. Only after a detailed assessment by Arrow and the KERN team were these given the all-clear to be printed. The final printed software training material guarantees the correct communication of training content and supports the companywide knowledge management. All training materials are available to the Arrow team as an online medium and as a printed reference work.

### The most important advantages of outsourcing-concepts for training materials:

- Central project management, time management, product management, unequalled supply chain management
- Translations produced in different languages that are adapted to the layout. (Corporate Identity is protected)
- Stylistic consistency and uncompromising quality as well as high acceptance and satisfaction.
- Total cost control by the highest possible transparency and fixed costs

[www.e-kern.com](http://www.e-kern.com)



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