

## CASE STUDY

Implementation of  
multilingualism of Content  
Management Systems for  
Heraeus Noblelight GmbH

[www.heraeus-noblelight.com](http://www.heraeus-noblelight.com)



# Heraeus Noblelight GmbH's multilingual website / CMS

From receiving the data to delivering the re-converted translated texts, the KERN team worked closely with the marketing team at Heraeus Noblelight.

As part of the progressive development of global markets, Heraeus Noblelight GmbH decided to expand their website further as part of a relaunch of the established multilingual standard. KERN Global Language Services has been a partner in foreign language communication for many years and is a specialist in the area of website localisation.

KERN was entrusted with the task of translating the company web pages of Heraeus Noblelight GmbH into six languages. Thanks to KERN's comprehensive workflows with regard to website localisation and the close collaboration of both companies, the complex implementation of this project was carried out quickly. The web page went online on the planned date.

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## The translation process in its entirety

The large volume of data (approximately 1,500,000 characters in total) proved to be a big challenge for the KERN team. The web page was translated into English, French, Italian, Spanish, Chinese (Mandarin) and Japanese. In order to ensure the consistent quality of the translations, KERN appointed a core group of translators with specialist technical knowledge of the text content delivered by Heraeus.

Firstly, the original XML files that were created by Heraeus Noblelight GmbH from the Content Management System First Spirit were converted. This step was necessary to distinguish the source code, which was not to be changed, from the content that was indeed to be translated for the translation process.

After the translation into several languages, the files were reconverted into the original XML format. After only three weeks, the majority of the translated and reconverted files were successively delivered to Heraeus Noblelight GmbH.

The exporting and importing of the respective XML formats was then carried out by employees at Heraeus Noblelight GmbH.

## A companywide symbiosis between manpower and technology

The KERN team worked closely with the marketing team at Heraeus Noblelight GmbH, from receiving the data right through to delivering the reconstructed translated texts. Every step in the process and technical questions from the customer, for example regarding importing data in the CMS, were dealt with quickly and in an uncomplicated manner in direct dialogue. The collaboration between supplier management, highly qualified native speaker specialist translators, marketing specialists and technicians stands symbolically for the innovative form of modern translation processes. Linguistic competency and technical expertise combine to form the basis for the transmission of company-specific content.

### Heraeus

#### About Heraeus Noblelight GmbH

Heraeus Noblelight belongs to the global market and technology leaders in specialist light sources and systems.

The Heraeus business division makes light with wavelengths from ultraviolet to infrared productively useable – for industry, science, environmental protection and health.

With sophisticated light sources, Heraeus Noblelight provides its customers with new competitive advantages and is always developing new uses.

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