

## CASE STUDY

KERN Global Language Services translates Schön Klinik's website, which is based on the Content Management System (CMS) imperia, into English.

[www.schoen-kliniken.de](http://www.schoen-kliniken.de)



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Heinz U. Sondhauß, E-Business Director

## Realization of Multilingualism with CMS Imperia

Nowadays, a multilingual online presence is a matter of course for international businesses, service providers and institutions. However, the cost of translation, administration and maintenance is often huge and requires considerable coordination. When, in 2009, Schön Klinik decided to have its website translated, it chose KERN. In March 2010, after only three months, the complex English website was ready to go live. The swift realization was made possible thanks to KERN and the application of the Content Management System imperia.

What was particularly special about the implementation of Schön Klinik's English website was the automated and simplified process from issuing the source text, through to the translation, the release process and to the adjustment to the CMS. The hospitals of the clinic group were directly involved in the editing process and the company had a constant insight into the status quo throughout every stage of the project.

“Schön Klinik's website is extremely multi-faceted with its five medical focal points and numerous subdivisions,” says Heinz U. Sondhauß, E-Business director of the Schön Klinik. “Without an automated, seamless workflow, the project would have barely been realizable and certainly not in such a short amount of time. We are very satisfied.”

### Seamless Workflow

As a first step, employees at several locations of Schön Klinik were appointed as “editors,” who submitted their texts, which was automated from the CMS imperia, via an FTP-Server and via e-mail notification to KERN. The translation engineers then prepared the XML files for an effective translation with a translation memory system.

The preprocessing of the XML files was a particular challenge for the translation engineers at KERN because of the infinite number of different days, since the maximum total number of possible XML elements in the multitude of databases was unknown.

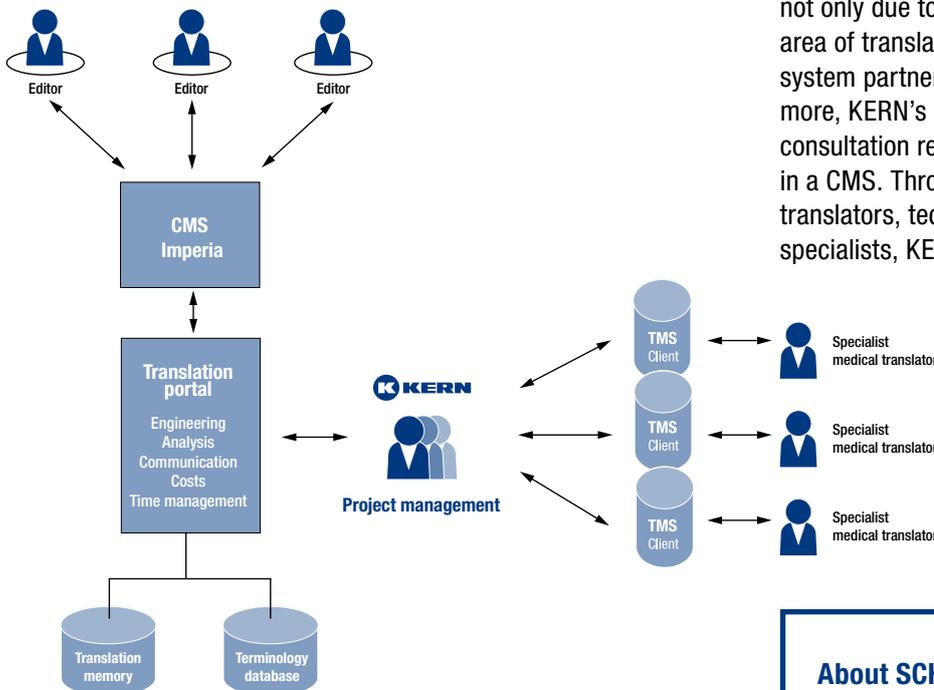
It had to be determined which texts needed to be translated using attribute values through conditions for each individual day. After the successful file preparation for the translation process, the documents to be translated were sent to the translator. In order to ensure the specialist quality of the translation, KERN appointed an experienced group of core translators, who possess the necessary specialist medical knowledge. After the translation, the conversion of the translated text takes place in the original XML format.

The translated text was subsequently sent back via an online interface and imported directly into the CMS of the Schön Klinik. In this way, a total of 3.5 million lines were processed in 1,500 databases. It was not only the finalization of the text that was completed in a remarkably short period of time. The release process with additional memory functions also made a decisive contribution to future uploads of files to the website.

### Linguistic Competence Teamwork and IT Expertise

The fact that KERN could carry out this large order is not only due to the expertise of the company in the area of translation. The choice of the suitable technical system partner also played a decisive role. Furthermore, KERN's clients increasingly desire a technical consultation regarding the implementation of projects in a CMS. Through a widely diversified team of native translators, technicians, translation engineers and web specialists, KERN can offer services in which both of

the following are intertwined: multilingual content and IT systems, which transfer content. The example of Schön Klinik shows that this concept hits the mark for businesses with an international presence.



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**About SCHÖN KLINIK**  
 SCHÖN KLINIK is a group of clinics, privately owned by the Dieter Schön family, which focuses on orthopedics, neurology, psychosomatics, surgery and internal medicine. With a total of 15 clinics in Bavaria, Schleswig-Holstein, Hessen and Hamburg, SCHÖN KLINIK boasts over 4,200 beds and employs over 7,300 people.

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