Improve your work processes with our all-in-one client solutions

Creating client-specific processes

In the age of increasing international trade, management of translation processes and projects is becoming ever more important. Translations into a growing number of different languages with ever-shorter time-to-market periods and increasingly complex document and system structures make it necessary to see translation projects not just as isolated tasks performed by individuals, but as a process – part of an integrated whole – involving specific work processes that must be completed before and after the translation.

KERN AG aims to work with you to develop flexible, customised processes, which concentrate the company's internal knowledge. From advice on writing and formatting in a translation-oriented manner, to the preparation, revision and maintenance of client-specific terminology, and the structure and maintenance of translation memories right up to the seamless integration of client-specific processes into a comprehensive workflow, we have a vast wealth of experience available to help you.

Process specifications and creation

The first stage of our co-operation entails recording and analysing current internal processes so that a plan outlining all steps in the translation process can be created. All those involved in the internal processes should participate in this analysis, which determines the standard procedure for the creation of translations. The workflow and concrete process specifications should be documented.

The objective is to improve work processes whilst taking the existing organisational structures into consideration and thus to standardise the creation of consistent foreign-language documentation for the introduction of new products. In this respect, it isn't only necessary to discuss the issues concerning the delivery of texts and the use of specific translators and editors.

Crucial factors such as how data is transferred between translation, editing, product information, media, content management and document management systems as well as issues related to the creation of consistent source texts and a uniform layout that takes into account the different text lengths in the target languages must also be considered. In terms of content, terminology lists and translations should be co-ordinated with internal employees and foreign partners to guarantee the seamless adoption of these specifications into the integrated terminology and translation memory databases.

We would be happy to help you automate work processes with translation memory systems such as Across and SDL Trados. Usage can be limited to the

translation of specific contents such as websites or catalogues, or also extended to other areas such as user documentation and printing materials, to allow for enhanced streamlining and increased consistency.

A schedule for the creation of the source file and translations, as well as for the layout processing, printing and any planned publication or release date must first be agreed.

We can assist you in the production of the origintexts and translations in parallel, as the original cannot be completed in advance due to its size. A standardised

Editing guidelines

Working together to create editing guidelines provides an additional resource for internal and external employees. These guidelines will outline all internal stipulations and specifications to be considered by editors when they compose documents. They establish, for example, linguistic specifications such as terminology and syntax, format specifications such as typography, layout and use of graphics, and corporate identity characteristics such as logos, company-specific fonts, and designations of responsibilities.
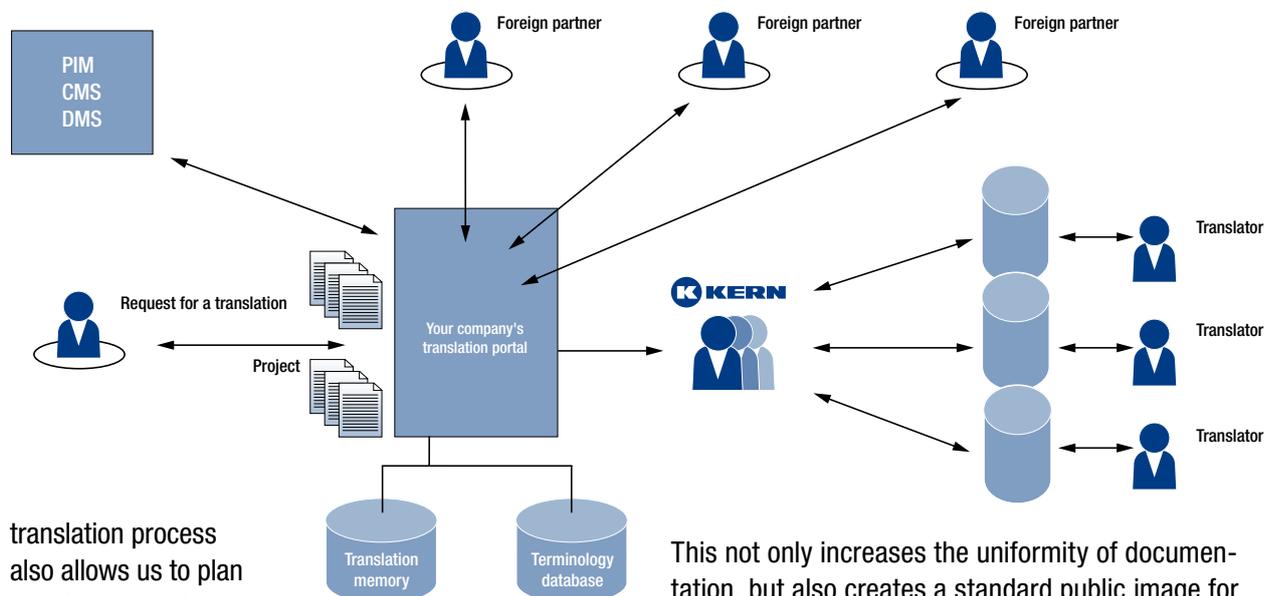
translation process also allows us to plan updates to existing instruction manuals and other technical documents and to implement them without delays due to missing interfaces or media breaks.

This not only increases the uniformity of documentation, but also creates a standard public image for the company.

Having been a partner to industry for many years now, KERN AG affords extensive know-how in the area of translation management. The experiences gained through countless projects with hundreds of different clients and the tools used for these mean we can offer an individual solution for every company. Come and see us; we'd be happy to help!

KERN Global Language Services

Kurfuerstenstrasse 1, 60486 Frankfurt / Main
Tel.: +49 (69) 75 60 73-0
Fax: +49 (69) 75 60 73-5649
kern.frankfurt@e-kern.com · www.e-kern.com

Amsterdam
Tel: +31 (0) 20-520 07 40
kern.amsterdam@e-kern.com
Berlin
Tel: +49 (0) 30 27 58 14 50
kern.berlin@e-kern.com
Cologne
Tel: +49 (0) 221 21 95 08
kern.koeln@e-kern.com

Hamburg
Tel: +49 (0) 40 65 06 79 90
kern.hamburg@e-kern.com
Hong Kong
Tel: +852 28 50 44 55
kern.hk@e-kern.com
London
Tel: +44 (20) 78 31 56 00
kern.london@e-kern.com

Lyon
Tel: +33 (0) 4 78 37 83 73
kern.lyon@e-kern.com
Munich
Tel: +49 (0) 89 23 24 90 80
kern.muenchen@e-kern.com
New York
Tel: +1 212-953-2070
kern.ny@e-kern.com

Paris
Tel: +33 (0) 1 53 93 85 20
kern.paris@e-kern.com
San Francisco
Tel: +1 415-433-5376
kern.sf@e-kern.com
Vienna
Tel: +43 (0) 1 58 12 83 40
kern.wien@e-kern.com