

# KERN GLOBAL+



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## INSIDE+

Advantage ... through information!



Dear Readers,

With an ever-increasing trend towards international networking, it is as important as ever to integrate targeted communication with all of the relevant groups of people into the company philosophy.

In this issue, you can read how KERN AG shapes the technical documentation of companies and hence the communication with their customers, and also see which advantages emerge from this support. Using the example of the 2015 Milan World's Fair, we reveal the added value of good communication within companies. In addition, we look forward to presenting our personal progress to you regarding responsible corporate management.

Finally, I would like to draw your attention to two events where you can find us this year. We would be delighted to see you there.

Yours faithfully,

Dr. Thomas Kern  
Member of the board

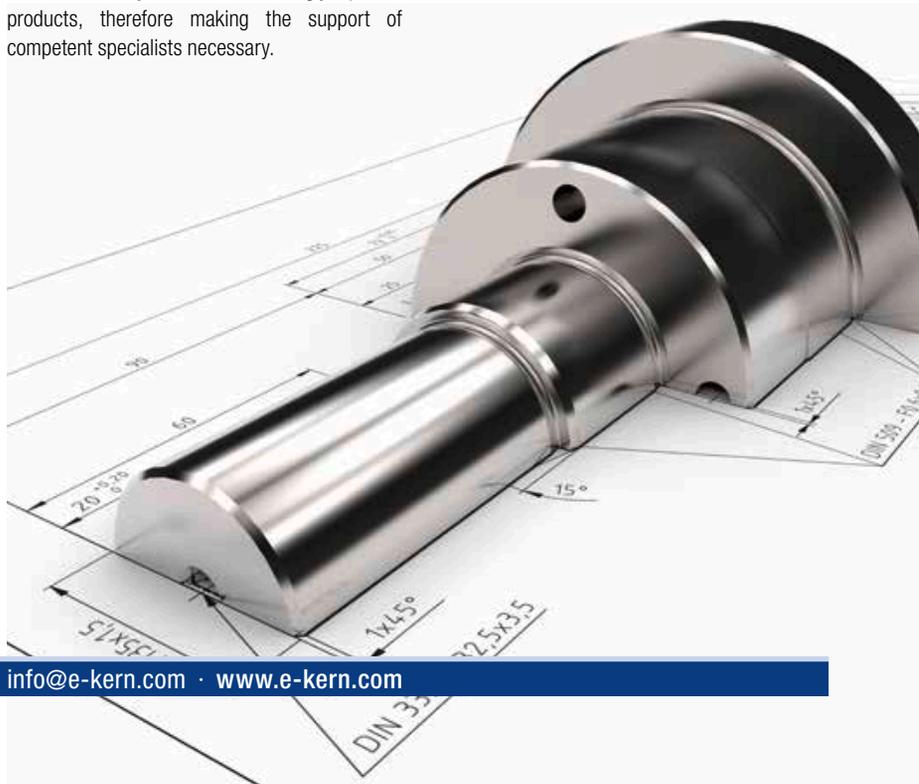
## DOCUMENTATION+

Comprehensive range of services as a decisive competitive advantage

More differentiated target groups, faster new technical and media developments and the fast-moving nature of economics increase the complexity of informal product support and therefore represent new challenges for companies.

Entry into the information age with increasingly shorter innovation cycles is leading to profound changes in the way that people act, communicate and consume. Alongside diverse possibilities and opportunities, however, manufacturers are also facing new challenges. Informative product support has become a highly complex task due to shorter lifecycles and increasingly specific products, therefore making the support of competent specialists necessary.

Diversified target groups require an intelligent information design; individual customer requirements must be weighted against the additional costs incurred by deviating from standardisation. Integrated approaches to solutions and the comprehensive processing of source material are our keys to success.



## Five steps towards successful implementation



As a full-service provider in the field of technical documentation and as a leading provider of global language management, KERN Global Language Services is the right choice for the comprehensive implementation of your documentation. Cross-sector knowledge and highly qualified editors provide for detailed, precise needs analysis and an appropriate requirement structure for simultaneous time and cost transparency.

In particular, multilingual processing and localisation represent an enormous effort for internationally active companies; the use of our comprehensive solutions leads to competitive advantages and conserves resources.

A leading provider of electrical appliances approached KERN AG regarding the launch of a new product. Initially, KERN was tasked with the translation of the instruction manual. During the collaboration, the KERN team noticed that there was room for improvement in terms of the structure and modularisation of specific layouts within the manual. Constructive proposals under the guidance of the KERN editors led to a group-wide reorganisation in the customer's documentation department. Through an optimised structure and an improved layout, requests for support were sustainably decreased, and time expenditure and costs were reduced. Moreover, an effective graphic design and a reduction in the number of chapters led to savings when manufacturing the manuals.

Sustainability goals, further innovation and ecological reasons provide for a consistently high product lifecycle speed, both today and also in the future. KERN AG is a competent partner that supports you comprehensively and works in consultation with you towards achieving the best results and a successful future.

# WORLD'S FAIR<sup>+</sup>

## How national networking creates international success

Communication and networking don't only have a leading role externally, but also internally – in particular for diverse companies. The 2015 Milan World's Fair was a welcome opportunity for KERN Global Language Services to impress with its professional project management.



**FIELDS  
OF  
IDEAS**

GERMAN PAVILION  
EXPO MILANO 2015

With over 21 million visitors and 145 participating countries, the 2015 Milan World's Fair quite rightly earns its status as a world fair. Major international projects of this sort require competent linguistic support, and KERN AG was tasked with various linguistic services relating to the design of the German pavilion.

In order to meet our requirements for perfect quality and timing, the translation orders were distributed to two closely cooperating locations. KERN AG's head office in Frankfurt translated the website, digital and analogue announcements for artists and musicians, press releases and the cultural programme. Translations for the general infrastructure, such as signposts, information boards and architectural descriptions, were produced in the Stuttgart branch and allowed for easy orientation around the extensive grounds. A considerable increase in efficiency was brought about by this thematic division, which is beneficial and in some cases even required for the realisation of major projects with tight time constraints.

The project management team must handle the increased requirements of globalised work processes with confidence and be able to guarantee perfect quality. With the distribution of projects across a company-wide network, KERN AG uses its available resources efficiently and can therefore respond to the most diverse of challenges in an appropriate manner.

The language service provider gave a flawless performance and made a significant contribution to the large and highly praised trade fair in Milan. This shows the high level of professionalism in terms of the initiation, planning, management and completion of complex projects. The comprehensive skills of the employees in terms of sector-specific knowledge and the crossbranch collaboration bring customers a decisive advantage and make KERN AG a strong partner in foreign language communication.



# RESPONSIBILITY<sup>+</sup>

## KERN Group membership in the UN Global Compact

Since 2015, the KERN Group has been a member of the United Nations Global Compact, the largest and most important global initiative for responsible corporate management. In particular, as a family company, the language service provider supports a fair and ecological company policy for a sustainable future.

In the course of the progress report, the full-service provider of global language management gives a detailed account of its activities in the current reporting year and again acknowledges, in the context of its ongoing commitment, the ten principles from the areas of human rights, labour standards, environmental protection and the fight against corruption.

As a single language service provider from over 13,000 companies and organisations from the fields of civil society, politics and science, the KERN Group supports the initiative's objectives, creates new framework conditions for compliance with the principles and makes an important contribution towards social and ecological globalisation.



## CONTACT<sup>+</sup>

### KERN Global Language Services on site in Stuttgart and Freiburg

The tekomp annual conference will welcome many well-known exhibitors and visitors to the Stuttgart fair grounds from 8 to 10 November 2016. As a full-service provider of global language management, the most important global event in the field of technical communication also ranks among our personal highlights of the year. We look forward to interesting discussions and will be providing answers to current foreign language communication issues in Hall 2 at booth D03.

You can also find us at the 12th Freiburger Mittelstandskongress (Freiburg Small and Medium-sized Business Congress) in the Freiburg Concert Hall on 5 October 2016. Under the motto "the driver of success", top-class guests speak about the resources of the future, the challenges of digitalisation and modern corporate management. Those interested are invited to come and see our innovative solutions to the issues faced by small and medium-sized businesses.



SAVE THE DATE:

**8 – 10/11/2016**  
Stuttgart Trade Fair  
Hall 2, booth D03



SAVE THE DATE:

**05/10/2016**  
Freiburg Concert Hall

## LEGAL NOTICE<sup>+</sup>

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