

# KERN GLOBAL+



WIR SIND AUSSTELLER DER  
**tekom-  
messe**  
2016  
STUTT GART, 8. - 10. NOV.

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## INSIDE+

Advancement ... through Information!



### Dear Readers,

With an ever-growing international network, it is more crucial than ever to integrate goal-oriented communication with all relevant groups of people into the company philosophy.

You will see in this monthly edition how KERN AG helps in shaping the technical documentation of companies, and thereby the communication with customers, as well as which advantages result from this support. We illustrate the added benefit of great communication in a corporation with the example of Milan's World Fair 2015. In addition, we look forward to presenting our personal progress regarding responsible business management to our readers.

To conclude, I would also like to point out that we will have representatives at two different events this year. We would love to meet you!

Sincerely,

Dr. Thomas Kern  
Member of the Executive Board

## DOCUMENTATION+

A Full Range of Service as a Crucial Market Advantage

Differentiated target groups, quicker new technical and media developments, and the fast pace of business increase the complexity of informal product support and thus raise new challenges for companies.

Stepping into the information age with shorter and shorter innovation cycles leads to profound changes in the way in which people negotiate, communicate and consume. In addition to diverse opportunities and chances, manufacturers are also confronted with big challenges. Due to shorter life cycles and increasingly specified products, the informational product support is a highly complex task, the completion of which increasingly requires the support of competent specialists.

Heterogeneous target groups call for an intelligent information design, individual customer needs must be weighed against the work effort that results from a deviation from the standardizations of products. Holistic solutions and comprehensive processing of the basic material are the key to success.



# Five Steps to a Successful Implementation



As a “one stop shop” service provider in the area of technical documentation and a major player in global language management, KERN AG Global Language Services is predestined for a thorough implementation of your documentation. High-quality skills in numerous fields and top-notch qualifications of editors provide for detailed and precise assessments of needs as well as an adequate classification of requirements for a simultaneous transparency of time and costs.

In particular multilingual processing and localization presents an immense effort for internationally operating companies, which results in market advantages and conserves resources by utilizing comprehensive solutions.

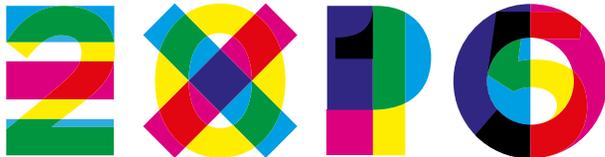
A leading provider of electronic devices entrusted KERN AG with the translation of a service manual during the course of its new product launch. During the collaboration with the electronics company, KERN AG noticed room for improvement regarding the structure and modularization of the specific layouts in the manuals. Constructive suggestions led to the reorganization of the customer’s entire documentation department under the expert guidance of KERN’s editors. With the introduction of optimized structures and an enhanced layout, time and cost efficiency improved while the frequency of support requests fell. In addition, a more effective graphic design and a reduction of chapters resulted in cost savings for the customer’s production of its service manuals.

Sustainability goals, further innovations and ecological factors provide for a continually high velocity of product life cycles, now and into the future. KERN AG provides you with comprehensive support as a professional partner and works diligently with you in order to reap the best results and secure a successful future.

# WORLD EXHIBITION+

## How National Networking Leads to International Success

Communication and networking are crucial not only externally, but also internally – especially in widely established companies. The Milan World's Fair 2015 was a welcome opportunity for KERN AG Global Language Services to convince with professional project management.



**FIELDS  
OF  
IDEAS**

GERMAN PAVILION  
EXPO MILANO 2015

With over 21 million visitors and 145 participating countries, the Milan World's Fair 2015 bore the name of world exhibition, and rightly so. International, large-scale projects such as these require competent language support and, for this reason, KERN AG was commissioned with providing linguistic services at the organization of the German pavilion.

In order to fulfill our claim of impeccable quality and the time-sensitive demands, the translation orders were distributed between two closely-cooperative locations: The KERN AG headquarters in Frankfurt was charged with the translation of the internet presence, digital and analogous announcements regarding musicians and artists, press releases, as well as the cultural program. The Stuttgart branch then produced the translations for the general infrastructure, such as guideposts, information boards and architectural descriptions to enable an easy orientation of the vast compound. This thematic distribution, which is conducive and sometimes necessary for the realization of such complex

projects with time-sensitive conditions, resulted in a remarkably efficient collaboration.

The project management team must be able to deal with the increased demands of a globalized work process in a confident manner and guarantee immaculate quality. With the project distribution over a company-wide network, the KERN AG efficiently utilizes available resources and can thus appropriately react to diverse challenges.

In the end, the language service provider contributed significantly to the highly-praised exhibition with its flawlessly executed products and services. This shows the level of professionalism regarding the initiation, planning, timing, and execution needed for such complex projects. The comprehensive skills shown by our employees in regards to branch-specific knowledge as well as the great collaboration displayed within the company provides customers with a considerable advantage and make KERN AG a compelling partner in the field of foreign-language communication.



# RESPONSIBILITY+

## Membership of the KERN Group in the UN Global Compact

Since 2015, the KERN Group is a member of the world's biggest and most important initiative for responsible business management, the United States Global Compact. Especially as a family-owned business, we apply a fair and environmentally friendly business policy as a language service provider for a sustainable future.

Over the course of the progress report, the "one stop shop" service provider renders a detailed account of its activities in the field of global language management during the report year and avows to uphold the ten principles of human rights, job norms, environmental conservation and the fight against corruption within the framework of continuous engagement.

As the single language service provider out of over 13,000 companies and political, scientific, and civil society organizations, the KERN Group strives to fulfill the goals of the initiative, succeeds in creating modern conditions for the compliance of its principles, and makes an important contribution to the social and environmental globalization.



## CONTACT+

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

The tekomp Annual Conference will welcome numerous well-known exhibiting companies and visitors on the fair grounds in Stuttgart from November 8th - 10th, 2016. As a "one stop shop" language service provider, the world's most important event in the field of technical communication is among one of our personal yearly highlights. We look forward to interesting discussions and will be presenting our answers to the day's most pressing questions in the field of foreign-language communication in Hall 2, stand D03.



SAVE THE DATE:

**November 8th -  
10th, 2016**  
Messe Stuttgart  
Hall 2, Stand D03

You will also see us on October 5th, 2016 at the 12th Annual Medium-Sized Business Conference in the Konzerthaus Freiburg. With the motto "The Engines of Success," top-class guests will speak about the resources of the future, and the challenges arising from digitalization, and modern business management. Interested parties are sincerely invited to attend and familiarize themselves with our



SAVE THE DATE:

**October 5th, 2016**  
Konzerthaus Freiburg

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**Graphics/Design:** Birgit Krüger

**Print Run:** 32,000 Copies

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