

## **Global language management**

Translation and (remote) interpreting  
Innovative translation technologies  
Technical documentation  
(Online) language training



- Since 2019**  
Development of our own machine translation software
- Since 2014**  
Expansion of service portfolio with the addition of the area of technical documentation
- Since 2008**  
Development of customer-specific translation and terminology management portals
- Since 2005**  
Expansion through the incorporation of KERN Training with Germany-wide language training in the KERN Group
- Since 1997**  
First use of translation and terminology management tools
- Since 1983**  
Expansion abroad: Branches in Amsterdam, Paris, London, New York, Hong Kong and various other cities
- Since 1980**  
Expansion in Germany: Branches in Duesseldorf, Stuttgart, Munich, Hamburg and various other cities
- 1969 Founding**  
In Frankfurt am Main as a translation and interpretation office



**Over 60 branches worldwide**



**Over one million pages translated every year**



**Family business**

**KERN is certified:**



Certified quality management in accordance with ISO 9001:2015



Certified translation processes in accordance with ISO 17100:2015



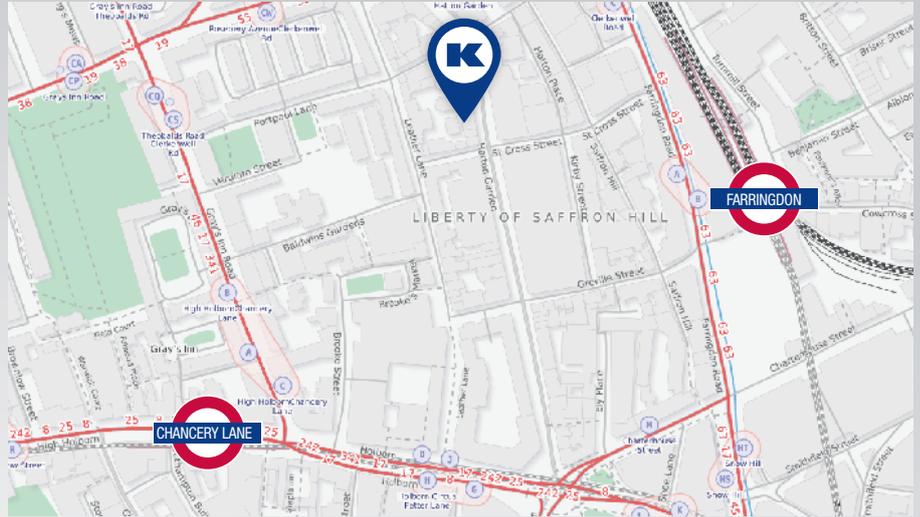
Post-editing of machine translations in accordance with ISO 18587:2017



Certified information security management system in accordance with ISO 27001:2017



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# KERN GLOBAL LANGUAGE SERVICES

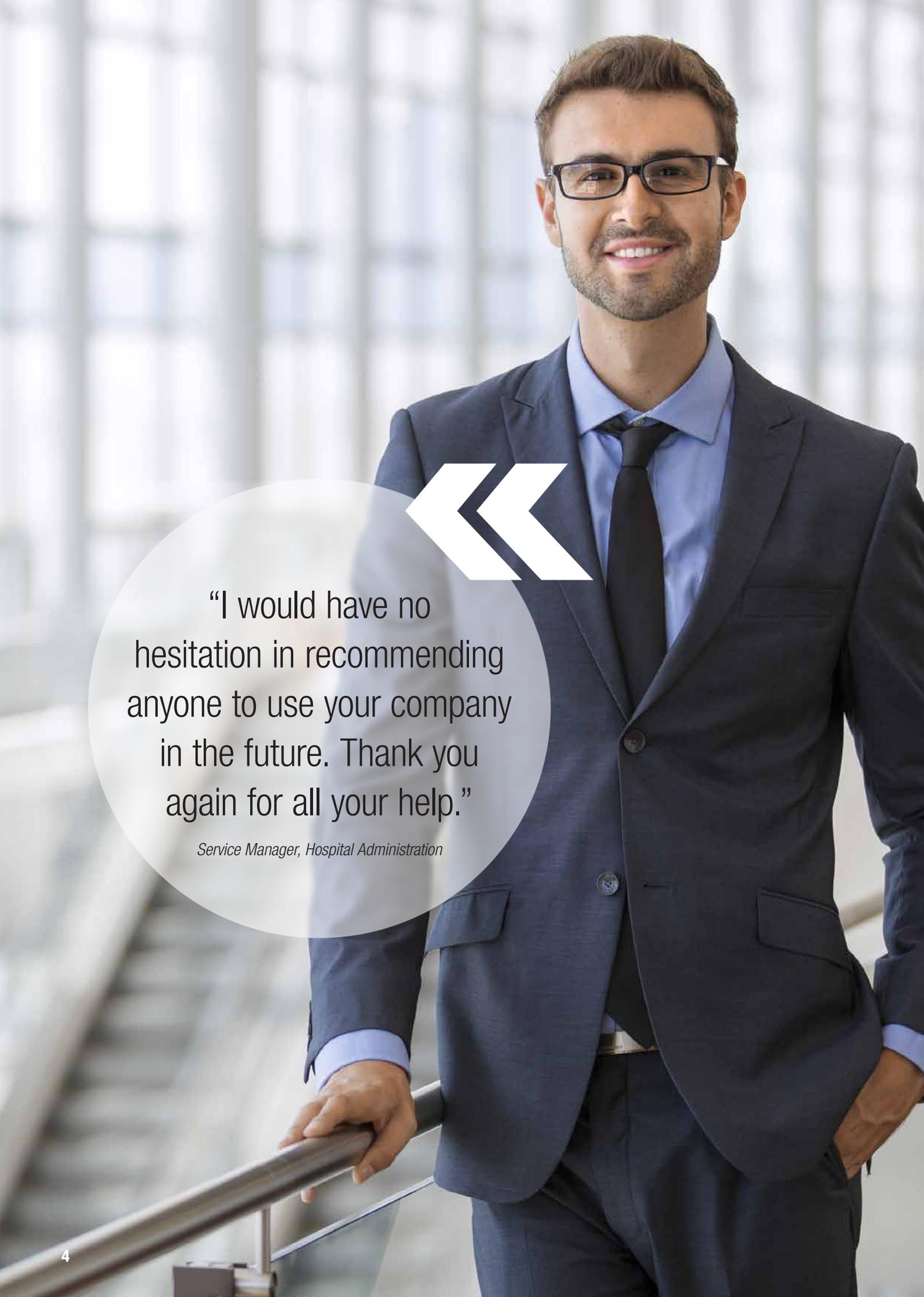
For over 50 years, we have stood for expertise and reliability in global communication

With over 60 branches located across Europe, America and Asia, KERN is a leading provider of language services. We've been successfully offering our comprehensive foreign-language communication services to the industrial, economic, political and cultural sectors for over 50 years.

Thanks to our organic and sustainable growth in all areas, as well as constant and innovative development of our systems and processes, we're able to meet the growing demands of the market and help our customers achieve their goals.



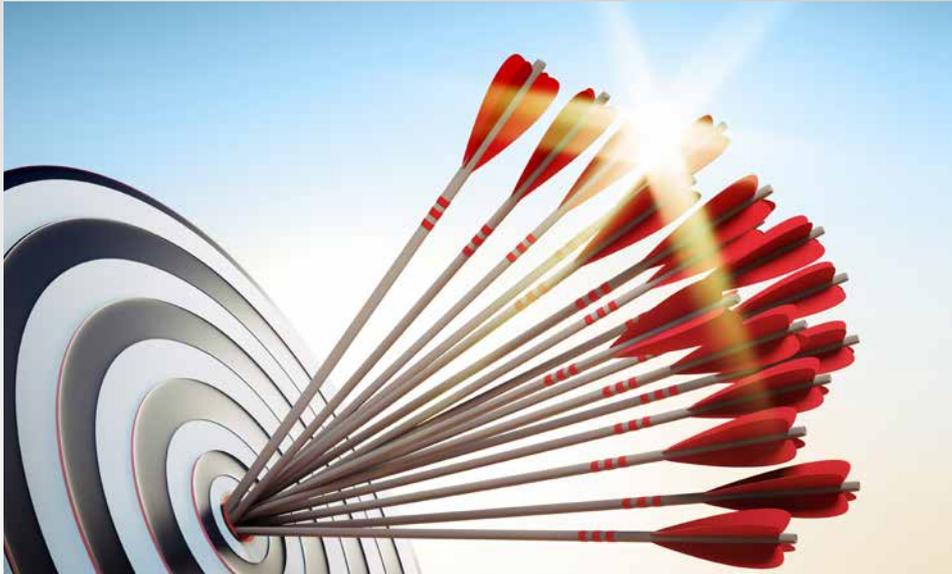
 Unique Selling Points (USPs)	5	 Portal solutions and terminology management	9	 Desktop publishing (DTP) and foreign-language typesetting	13
 Project management	5	 Machine translation	9	 Interpreting services	13
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“I would have no hesitation in recommending anyone to use your company in the future. Thank you again for all your help.”

*Service Manager, Hospital Administration*

# Unique Selling Points (USPS)



- ✓ Certified quality management in accordance with ISO 9001:2015
- ✓ Certified translation processes in line with ISO 17100:2015
- ✓ Full range of language services
- ✓ Personal contact person for every company
- ✓ Innovative, modern client and server solutions in the translation area and in the portal and interface area
- ✓ Knowledge of the industry
- ✓ We have short decision paths
- ✓ We are customer-oriented
- ✓ We are always closer to the customer thanks to our global presence
- ✓ Development of a global company strategy

## PROJECT MANAGEMENT

KERN's knowledge and experience guarantee the reliable management of your project

In times of increasing international trade, translation process management and project management are 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 workflows that must be completed before and after the translation and in which several people are involved. Project managers therefore require "signposts" and guidelines to coordinate their projects. Having been a partner to industry for many years now, KERN possesses extensive expertise in the area of project management for all kinds of multilingual translation projects.

### Seven steps to the successful realisation of your project



### Your benefits at a glance:

- ✓ Project evaluation
- ✓ Project calculation and setting of costs
- ✓ Project and data preparation
- ✓ Workflow optimisation
- ✓ Process automation
- ✓ Tool management
- ✓ Resource and staff management
- ✓ Progress control
- ✓ Question management and Q & A coordination
- ✓ Communication management
- ✓ Project coordination



“I am very impressed by the quality of the translation! Until now, I have never had the luck to read such a well written translation from someone who was not familiar with the text, the work that we do or the audience that we target. The writer found the right balance between sticking as close to the text as possible, but adapting it as much as necessary. From my own experience, I know how tricky translation from English to German can be – without using the same words over and over again. Well done, great job!”

*Marketing Director  
of a global business risk consultancy*

# SPECIALISED TRANSLATIONS

KERN translates over one million pages every year in various language combinations

## Professionality in all branches

KERN 's professional translators boast the necessary linguistic, technical and cultural expertise to translate your texts in a way that is appropriate for the purpose and target group in a wide range of fields, e.g. for:

- **Medicine, industry and technology:** Research documentation, operating instructions, data sheets, training documents, etc.
- **Trade and the public:** Business correspondence, press releases, annual reports, customer magazines, staff magazines, etc.
- **Media and tourism:** Foreign-language voice recording, dubbing, subtitling, information material, etc.
- **Law and patents:** Contracts, commercial register excerpts, writs, etc.

## Certified translations

KERN works with specialised sworn translators. The international network of branches guarantees that even documents intended to be translated for public authorities and institutions can be legally certified and – if necessary – apostilled to meet the laws of the target country.

## Text creation and foreign-language adaptation

KERN designs advertising and publication texts, slogans, press portfolios and presentations according to your specifications. Texts are translated to suit the target country and adapted to their target audience.



### Your benefits at a glance:

- ✓ Express translation service
- ✓ Specialised mother-tongue translators
- ✓ Quality control through the four-eyes principle
- ✓ Proofreading and editing
- ✓ Use of translation memory and terminology solutions
- ✓ SSL-encrypted portal solutions
- ✓ Confidential handling of your documents
- ✓ Knowledge of the industry

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# TRANSLATION TECHNOLOGIES

Innovative solutions for an efficient translation management

It is of particular importance for KERN to always offer the best possible service to its customers. By using the latest technology, we want to adapt to the changing requirements of our customers.

## Efficient use of translation memory systems in the translation process

KERN guarantees an optimised translation process through the use of highly developed translation memory systems and online portal solutions connected to translation memories, all while ensuring increased stylistic and terminological consistency and improved quality assurance.

In order to use a translation memory system, it is essential that the text that is to be translated is available in a machine-readable format and can be opened by the editor that is to be used. The team from KERN then checks whether processing your texts with a translation memory system is advisable and prepares the documents for the appropriate processing.



### Your benefits at a glance:

- ✓ Uniform company language
- ✓ Securing of a company's expertise
- ✓ Higher quality translations
- ✓ Increase in translation speed
- ✓ Process reliability through an efficient workflow



Technical solutions  
simplify administrative  
efforts and thus save  
time and money.

# PORTAL SOLUTIONS AND TERMINOLOGY MANAGEMENT

## Efficient translation management and customer-specific terminology

In the area of process management, KERN has developed the portal solution **portal4client™** with the aim of optimising assignment placement, communication, documentation and translation management processes by integrating all those involved. Especially with large translation volumes, using the server-based platform with translation memory connection is a viable option to facilitate centralised project coordination. The integration of the **term4client™** terminology portal makes it possible to manage specialised vocabularies in all languages and guarantee the consistency of translations.



### Your benefits at a glance:

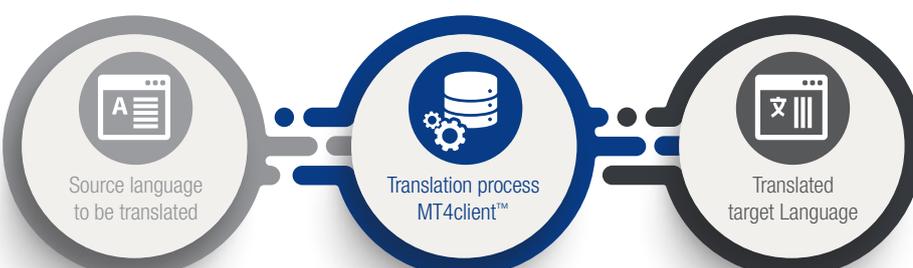
- ✓ Customer-specific solution
- ✓ Encrypted access
- ✓ Individual configuration
- ✓ Company-wide terminology access
- ✓ Individual assignment of rights and roles
- ✓ Interface connection through **API4client™**
- ✓ Real-time analyses and status tracking
- ✓ Browser-based, central and location-independent

# MACHINE TRANSLATION

## **MT4client™** – the machine translation solution from KERN

The machine translation solution from KERN – **MT4client™** – Based on the latest developments in artificial intelligence and hybrid technology. The system is tailored to the individual needs of our customers, which enables much better results to be achieved than with the usual translation tools that are freely available online, without losing sight of data protection.

For quality assurance of complex, machine-translated texts, we offer our customers post-editing. The machine translations are checked by a human translator in accordance with the ISO 18587 standard, saving time and money without sacrificing the quality of a human translation.



### Your benefits at a glance:

- ✓ Based on the latest developments in artificial intelligence
- ✓ 100% data protection and data security
- ✓ Quality assurance through comprehensive post-editing
- ✓ Integration into customer environment possible via API interface
- ✓ Connection to **portal4client™**
- ✓ Integration of terminology databases
- ✓ Online GIST translator



90%

of Internet users in the EU  
prefer websites in their  
mother tongue.

*Eurobarometer, European Commission*

# TECHNICAL DOCUMENTATION

Full service in the entire documentation process

The creation of legally compliant and high-quality technical documentation today involves more effort than it did a few years ago. With this challenge, we would like to offer our comprehensive support and therefore provide holistic solutions.

## Creation of

- User manuals and operating instructions
- Software descriptions
- Assembly instructions
- Spare parts catalogues
- Training documents
- Marketing material
- Product designs

## Services

- Process optimisation
- Document check
- Consultation and workshops
- Editing guidelines
- Content management systems
- Documentation according to the requirement specification
- Conformity assessment

## Five steps towards successful implementation



## Your benefits at a glance:

- ✓ Intelligent, target-group-oriented and legally compliant documentation
- ✓ High quality standards
- ✓ Wide range of knowledge in various specialist areas
- ✓ Creation and preparation of graphic content
- ✓ Editors with many years of experience
- ✓ Sustainable service

# WEBSITE AND SOFTWARE LOCALISATION

Localisation is more than just pure content translation

## The following aspects must always be taken into consideration during the localisation process:

- Texts in script files, e.g., Java or ASP script
- Creation of hyperlinks in the target languages
- Display of special characters and scripts in the target language
- Review of layout and fonts in the current web browsers and on various screen sizes
- Creation and editing of text in buttons and graphics
- Consistency of terminology and style

KERN upon request takes care of all the stages of the work processes that you require in the target-language and target-country localisation of your website or software, adapting this to the cultural and technical conditions of the target market so that your online presence is guaranteed success or your software can be successfully introduced to the international markets. KERN utilises state-of-the-art methods and tools to achieve this.



## Your benefits at a glance:

- ✓ Text extraction and re-integration, e.g. from software and websites
- ✓ Analysis of source data against international standards
- ✓ Resizing of user interfaces, e.g., buttons, dialogue boxes, menus
- ✓ Multilingual product texts for e-commerce, user interfaces, documentation, online support, etc.
- ✓ SEO conversion of website content in all languages, including text spinning, all in one place

A close-up photograph of a globe made of interlocking puzzle pieces, resting on a laptop keyboard. The globe is the central focus, with the keyboard keys visible in the foreground and background. The lighting is soft, creating a professional and thoughtful atmosphere.

“Language  
is the key  
to the world.”

*Wilhelm von Humboldt*

# DESKTOP PUBLISHING (DTP) AND FOREIGN-LANGUAGE TYPESETTING

Creating professional-looking multilingual layouts involves more than just formatting texts



## Your benefits at a glance:

- ✓ Editing of texts from DTP programmes
- ✓ Professional foreign-language typesetting directly in the files supplied by you or in layouts designed by KERN
- ✓ Conversion and capturing of texts
- ✓ Pre-press/proofs as required
- ✓ Printing process

KERN offers foreign-language typesetting and DTP in European, Oriental and Asian typefaces in all the current layout programmes and takes care of every step in the process of creating foreign-language documentation, such as operating instructions, annual reports, information brochures, catalogues or other documents.

## Online media systems

Creation and editing of DTP data in system landscapes (e.g. CODIN® and One2Edit®) and using translation management systems.

## Programmes and formats

InDesign, QuarkXPress, FrameMaker, PageMaker, Illustrator, FreeHand, Visio, CorelDraw, Quicksilver, PowerPoint, Word, etc.

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## INTERPRETING SERVICES

KERN offers innovative interpreting – whether online or on-site

## Areas of application

- Liaison interpreting
- Escort interpreting
- Conference interpreting
- Remote or on-site interpreting

Interpreters can be employed directly on-site or can dial in via telephone or remote interpreting platforms (VRI or RSI).

KERN hires out and installs tried-and-tested mobile infrared simultaneous interpretation equipment for international conventions and conferences, regardless of whether our technology is required by 30 or more than 3,000 participants.

## Types of interpreting

Depending on the type of event and its requirements, there are several techniques that can be used.

- Consecutive interpreting (time-delayed)
- Simultaneous interpreting (simultaneous)
- Relay interpreting (through a second language)
- Live written interpreting (written and simultaneous)



## Your benefits at a glance:

- ✓ On-site interpreting
- ✓ Remote interpreting
  - Video Remote Interpreting (VRI)
  - Remote Simultaneous Interpreting (RSI)
- ✓ Telephone interpreting
- ✓ Leasing and installation of conference technology



“Communication is always about cause and effect.”

*Paul Watzlawick, Scientist and Author*

# CONSULTING, TRAINING AND WORKSHOPS

For in-house translators, technical editors, project managers, specialised workforces and executives

Thanks to many years of experience with complex translation and localisation projects, KERN offers a comprehensive range of consulting and training programmes.

From training on theoretical basics to workshops and consulting services with a company-specific and individual focus: Our consultants will help you to assess how your global business strategy can be best implemented. KERN's trainers boast many years of practical experience in classroom teaching and online coaching and can share their knowledge of how to best carry out your translation and localisation projects.

- Centralisation of all translation tasks while maintaining complete transparency with regard to costs and processes
- Terminology and translation memory management, use of current DTP solutions
- System-independent comparison of diverse tools
- Simple and cost-effective processes to create and utilise foreign-language media



## Your benefits at a glance:

- ✓ Analysis and documentation of your company's foreign-language communication goals
- ✓ Process and cost analysis of various business areas of your company
- ✓ Outsourcing concepts, (partial-) automation of processes with the incorporation of portal solutions, etc.
- ✓ Implementation of new, company-wide and customer-specific workflows

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# LANGUAGE AND BUSINESS TRAINING

Tailor-made professional training offers – online and on-site



## Your benefits at a glance:

- ✓ Large selection of courses
- ✓ Personalised learning material
- ✓ In-house training
- ✓ Seminars and workshops
- ✓ Virtual training (**KERN Virtual™**)
- ✓ Language learning platform (**KERN Lingo™**)
- ✓ Individual placement test (**KERN Assess™**)
- ✓ E-learning tool (**KERN SkillsAcademy™**)
- ✓ Blended learning (**KERN Blended™**)

### Language training

KERN Training competently supports corporate as well as private customers with language training based on the CEFR (Common European Framework of Reference for Languages).

- Subject-specific training
- Industry-specific training
- Skill-oriented training
- International certificates

### Business training

During the business training, employees can learn various skills needed for their professional success.

- Personal and self-management
- Leading conversations
- Social skills
- Sales and customer management
- Leading virtual teams
- Intercultural training

## Global language management

Translation and (remote) interpreting  
 Innovative translation technologies  
 Technical documentation  
 (Online) language training



[www.e-kern.com](http://www.e-kern.com)

## OVER 60 BRANCHES LOCATED WORLDWIDE

... We're in your neighbourhood



[www.e-kern.com](http://www.e-kern.com)



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