That is why I believe that we should teach our children to disregard all personal considerations in whatever they undertake to do and to adopt a purely objective approach.

In other words, a man who builds a house should take secondary importance to the building of the house itself; indeed, the only thing of any importance at all is for the house to be completed, once its foundations have been laid.

In Search of Identity

Anwar el-Sadat

A Truly Global SME

Carsten Peters

What BAUR does...

Hardware Software Firmware

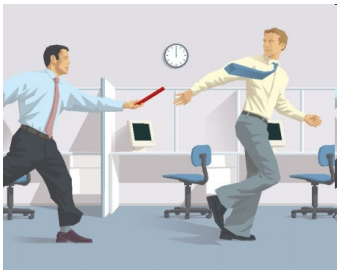
Process innovation enables you to localize into more than 20 languages

Localization is expensive and time consuming

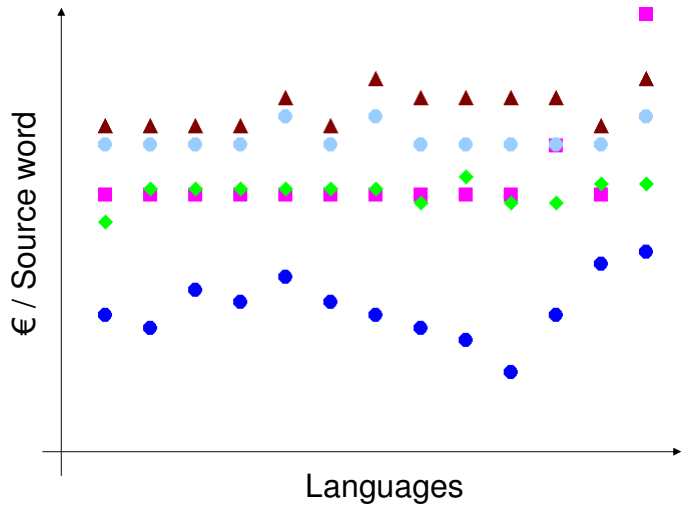
+

You save costs and reduce time to market

+



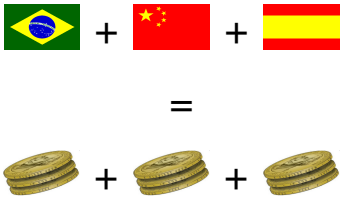
How much is it?

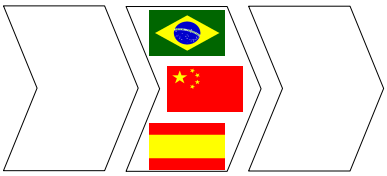


How much for technology?

10,000 €

Your costs will increase with each additional language

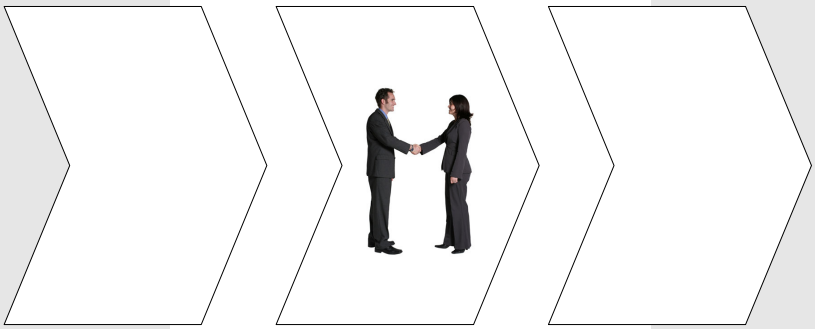




=

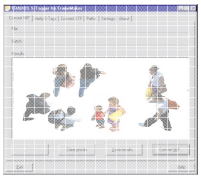
You will reduce costs by redesigning your processes

Set up the interfaces and
focus on the people



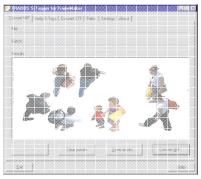
Working with freelance translators
makes translations transparent

Before

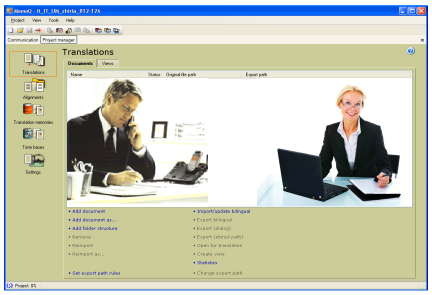


Working with freelance translators makes translations transparent

Before



After



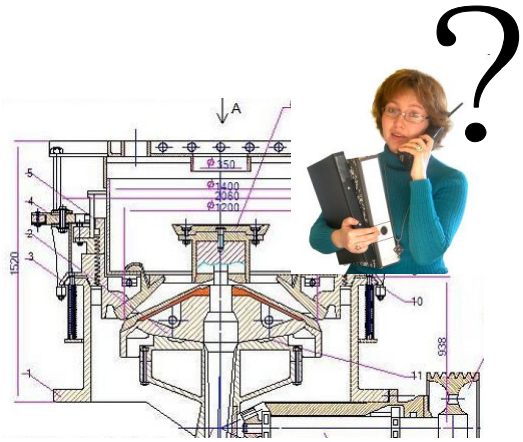
You are in touch with the translator without a language service provider

You talk to the translator on the phone

You

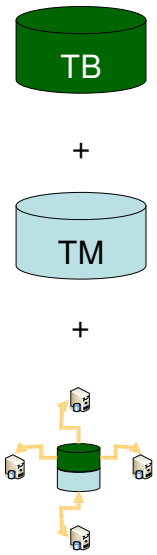
Translator

The translator asks you comprehension questions

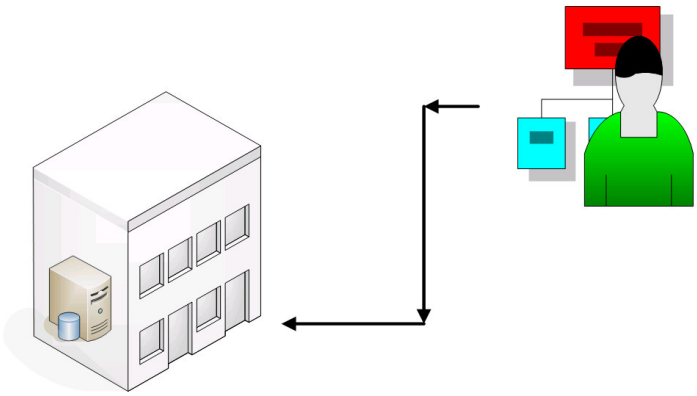


The translator pays you a visit

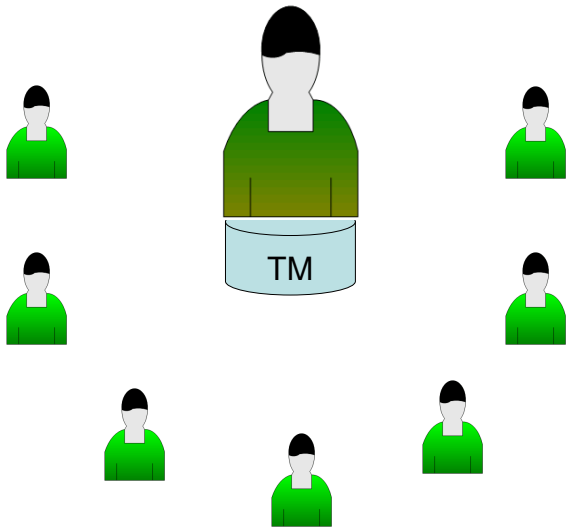
You will gain total control over the data



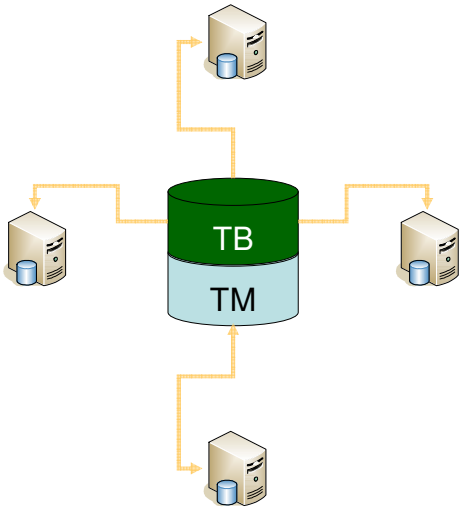
Terminology is stored in-house on your server



Translation memories are your intellectual property



Setting up interfaces to other systems has never been easier

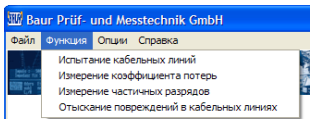


A centralized term base controls terminology throughout the company

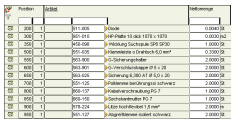
MemoQ™
Terminology Database

Firmware

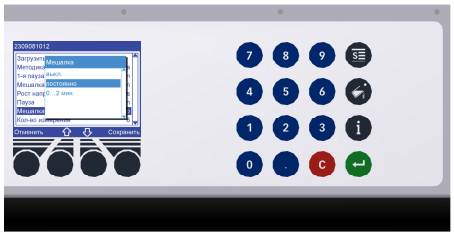
Software



ERP

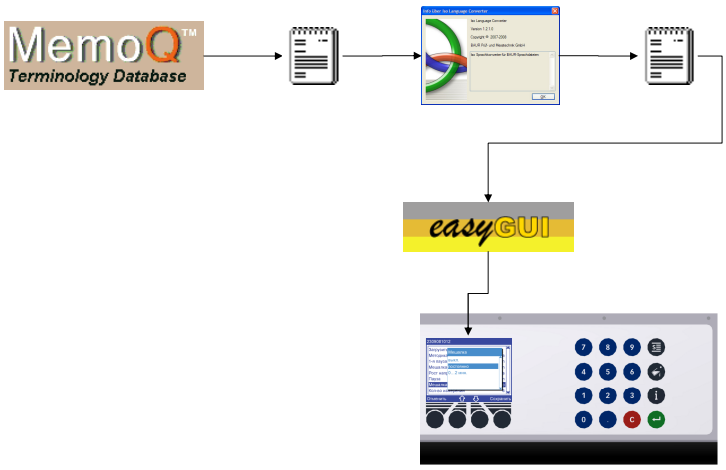


Single sourcing applied to firmware source code and screenshots

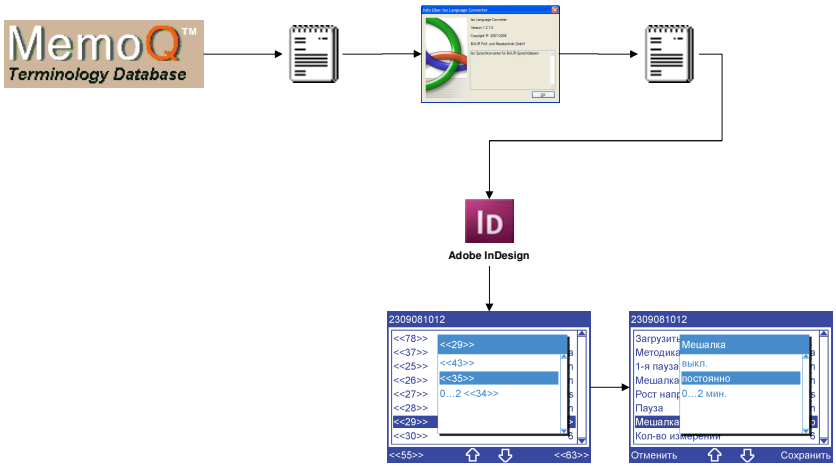


A converter tool checks the length of each term and reformats the file

The term base output feeds the programming environment

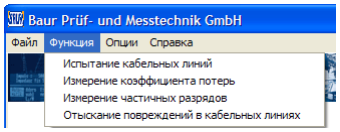


Adobe InDesign generates the screenshots



A term base export is used for localizing the PC software

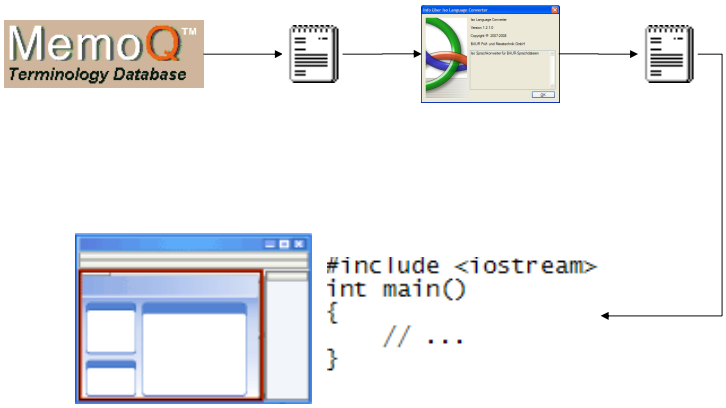
Software localization tools are of no use because all the texts are hard coded




```
#include <iostream>
int main()
{
    // ...
}
```

Texts are exported as a multilingual text file

A converter tool reformats the term base output for the programmer



Part names stored
in the ERP system are
handled by the term base

Position		Artikel		Nettomenge	
200	1	511-005	Diode	0.0040	St
300	1	951-010	HP-Platte 10 dick 1070 x 1070	0.0030	m2
350	1	450-098	Wicklung Suchspule SP8 SP30	1.0000	St
500	1	551-035	Klemmleiste o Drahtsch 6,0 mm²	0.3300	St
550	1	563-900	G-Sicherungshalter	2.0000	St
600	1	563-901	G-Verschlusskappe Ø 5 x 20	2.0000	St
650	1	563-025	Sicherung 6,300 AT Ø 5,0 x 20	2.0000	St
700	1	551-125	Polklemme berührungssi schwarz	2.0000	St
800	1	660-137	Kabelverschraubung PG 7	1.0000	St
850	1	660-150	Sechskantmutter PG 7	1.0000	St
900	1	578-224	Litze hochflexibel 1,5 mm²	2.0000	m
950	1	551-127	Abgreifklemme isoliert schwarz	2.0000	St

A new part is engineered in-house or bought
by the purchasing department

The ERP system assigns a unique ID number

Position		Artikel			Nettomenge	
200	1		511-005	Diode	0.0040	St
300	1		951-010	HP-Platte 10 dick 1070 x 1070	0.0030	m2
350	1		450-098	Wicklung Suchspule SP8 SP30	1.0000	St
500	1		551-035	Klemmleiste o Drahtsch 6,0 mm²	0.3300	St
550	1		563-900	G-Sicherungshalter	2.0000	St
600	1		563-901	G-Verschlusskappe Ø 5 x 20	2.0000	St
650	1		563-025	Sicherung 6,300 AT Ø 5,0 x 20	2.0000	St
700	1		551-125	Polklemme berührungssi schwarz	2.0000	St
800	1		660-137	Kabelverschraubung PG 7	1.0000	St
850	1		660-150	Sechskantmutter PG 7	1.0000	St
900	1		578-224	Litze hochflexibel 1,5 mm²	2.0000	m
950	1		551-127	Abgreifklemme isoliert schwarz	2.0000	St

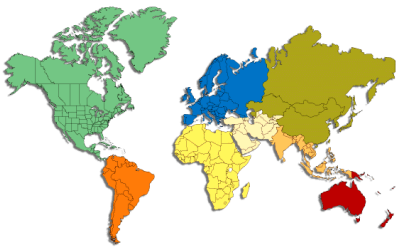
The term base imports the part list und provides the translations

MemoQ™ Terminology Database

Position		Artikel			Nettomenge	
200	1		511-005	Diode	0.0040	St
300	1		951-010	HP-Platte 10 dick 1070 x 1070	0.0030	m2
350	1		450-098	Wicklung Suchspule SP8 SP30	1.0000	St
500	1		551-035	Klemmleiste o Drahtsch 6,0 mm²	0.3300	St
550	1		563-900	G-Sicherungshalter	2.0000	St
600	1		563-901	G-Verschlusskappe Ø 5 x 20	2.0000	St
650	1		563-025	Sicherung 6,300 AT Ø 5,0 x 20	2.0000	St
700	1		551-125	Polklemme berührungssi schwarz	2.0000	St
800	1		660-137	Kabelverschraubung PG 7	1.0000	St
850	1		660-150	Sechskantmutter PG 7	1.0000	St
900	1		578-224	Litze hochflexibel 1,5 mm²	2.0000	m
950	1		551-127	Abgreifklemme isoliert schwarz	2.0000	St

Determine rights and liabilities of all people involved

Get the sales people from the local markets into the boat

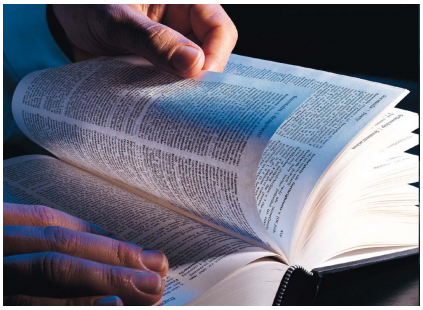


The translator gets in touch with the proofreader

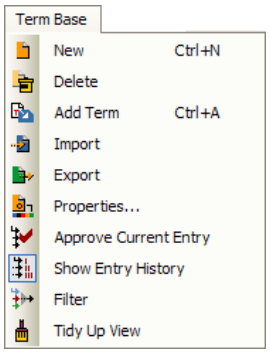
The proofreader has a deadline

The translator delivers a released translation

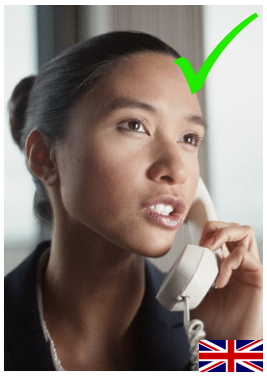
The translator is the leader in terminology management



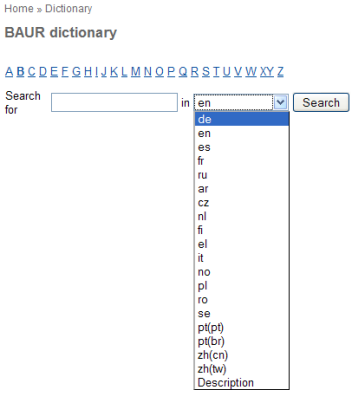
The translator creates and changes terms



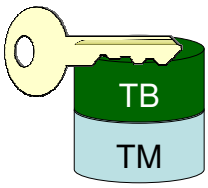
Sometimes the translator corrects the proofreader



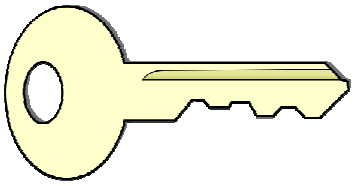
Terminology is available online



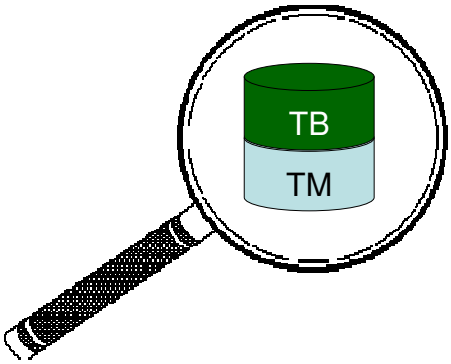
Trust the translator but check and back up the data anyway



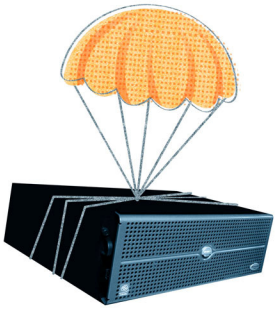
Give her the responsability she deserves



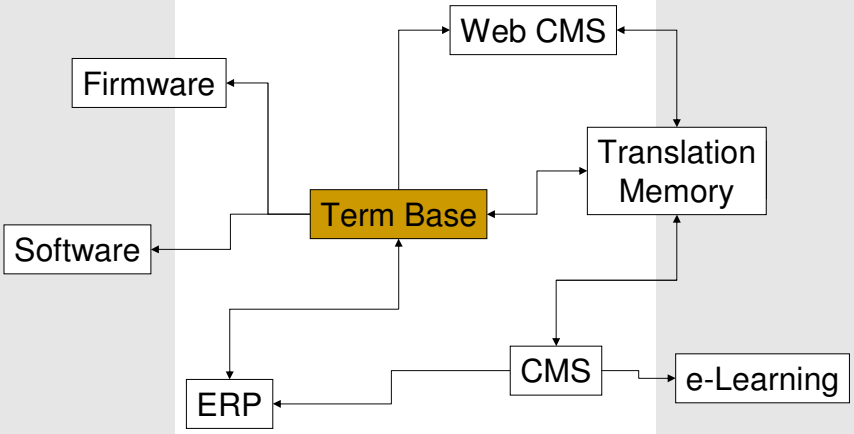
Check the data on a regular basis



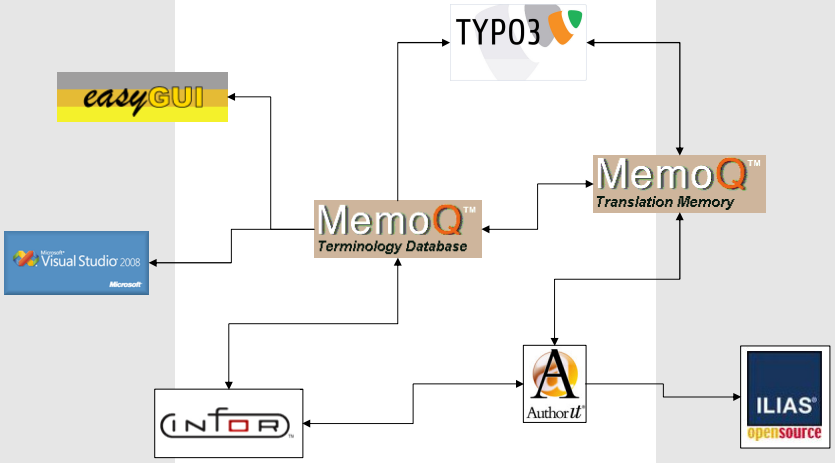
Do not forget to back up the data



Overview of Systems @ BAUR



Overview of Systems @ BAUR



That‘s it!

Thank you.

Carsten Peters