

Philips case study

Business



The complexity challenge Philips Consumer Electronics is one of the world's top three consumer electronics companies, and the largest in Europe. Luck De Eager, Senior Manager for Global Content Management, was faced with a complex content management chain involving many isolated processes. Over 9,000 communications were required to source content for product catalogs, translation of the same content was happening multiple times and it was taking over four months for new content to reach local websites.

There were 1,800 different logos and over 50,000 different product specifications, including over 10,000 different feature descriptions. With a requirement for web content in 19 different languages, catalogs in 28 languages and reduce leaflets in 35 languages, it was clear that a lot of time and money was being wasted. Increasing business demands Luck De Eager also needed to satisfy increasing demands from the business.

“ New products needed to be launched simultaneously across all markets for manufacturing, marketing and sales to operate as efficiently as possible.

In the world of consumer electronics, time-to-market can be a key competitive advantage, and our existing processes were introducing too many delays. Quality and consistency were also suffering, leading to poor communications with consumers and potentially damaging Philips' brand. Addressing the increasing complexity and demands from the business needed a fundamentally different approach. “ Our goal was to create a transparent and efficient flow of marketing product information with identified responsibilities to make that information available to the relevant people at

the right time in the right format,” explains De Iager. All assets should be created only once, to be used multiple times.

“ This new global XML initiative involved participation across the whole of PACE. Content management was moved from regional to global scope with the introduction of a global Content Management System (CMS) of promulgated content. New layout standards for content were introduced with the aim of providing “ one face to the customer. ” New processes for creating the content were defined and a new automated publishing system implemented.

Now 50, 000 different technical specifications have been reduced to fewer than 4, 000. SOL SOLUTIONS | OSDL Multi | ERM OSDL Translation Management System Standardizing translation processes In line with these global content initiatives, it was necessary for PACE to provide an efficient, standardized Global Information Management solution.

The new translation strategy had to ensure consistent and consumer-acceptable quality levels of localization while maximizing the efficiency of Global Information Management processes.

PACE had to reduce the time-to-market delays, translation costs and the overhead costs related to the publication of multilingual content. A truly global challenge OSDL teamed up with PACE to design and deploy a truly international Global Information Management platform. From a completely decentralized and fragmented translation approach, PACE has utilized the OSDL technologies, consulting and localization services to create a centralized, cost- effective, fast-turnaround translation delivery solution.

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Initially geared at streamlining multilingual translation and web content publication, this Global Information Management platform has been extended and tailored to support any type of content, including helpless and FAQ databases, catalogs, user documentation, leaflets, etc. Through a consistent and unified process, the OSDL solution is supporting the localization needs of more than 100 order givers within PACE and Philips Domestic Appliances.

Automating the translation process At the core of the solution is the OSDL Translation

Management System (OSDL TM'S), which centralizes and automates processes for the management and deployment of translation memories. Using its unique cascading features, OSDL TM'S maintains translation memories for each division and content type within Philips while leveraging translations across content, division and location. Seamlessly integrated with the Philips SMS, OSDL TM'S automates all management and administration tasks related to delivering translations.

Process automation includes packaging content for translation, routing content to OSDL, extracting translatable text, plying translation memories, analyzing translation assets and quoting, distributing content to translation and review resources, routing translated files to Philips' in- country reviewers, automating the client review process, updating translation memories, converting to original format and routing translated content back to Philips' content repository. OSDL TM'S supports the complete translation

review process with Philips' National Sales Organizations (INS) in more than 30 countries.

This solution provides over 60 Philips reviewers with a consistent, girlfriend's and lull-featured environment for the validation of translated content.

With OSDL TM'S, Philips and OSDL have Web Content P. S. SMS ledge Base Kina English XML Catalogue System TRIO Translated XML OSDL TM'S server Pre-processing Quoting Translation OSDL Publishing System Client Review PDF OSDL Translation Portal TM Update Delivery Power Point On-the-fly automated publishing shortened the complete review turnaround time, reduced translation costs by more than 30% and reduced the workload involved managing multilingual content by over 85%.

Automating the publishing process Philips uses XML throughout its content, knowledge, catalog and translation management systems. OSDL also developed for Philips an integrated and automated publishing system, which enables instant, on- demand PDF and Powering publishing from XML source and translated content held within the company's product catalog system. This unique technology provides PACE with a complete, integrated multilingual translation and publishing solution.

Delivering consistent terminology The company also turned its attentions to improving the quality and consistency of translations by managing its terminology. Philips deployed the OSDL online terminology management solution, seamlessly integrated with the OSDL TM'S. By providing access to approved corporate terminology via any web browser, the company has achieved more consistency in its branding on a large scale across all its

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global markets. Further, the terminology management solution has ensured an additional 17% savings on translation and review costs.