JONCKERS

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MASTERING WORKFLOWS FOR TECHNICAL LOCALIZATION FOR OVER 20 YEARS

MODEL:428

GMB

7239
572

20 YEARS PARTNERSHIP

CONSTANT IMPROVEMENT OF WORKFLOWS

INSTRUCTION MANUALS

USER INTERFACES

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EFFECTIVE WORKFLOWS ADAPT TO NEW TECHNOLOGICAL ADVANCES

For over 20 years, Jonckers has effectively handled the translation for a multinational company specializing in manufacturing equipment and devices. Jonckers has overseen the entire localization process of the instruction manuals and user interfaces for all the devices manufactured by this company, from office technology to consumer electronics. Working with the same company for two decades has allowed us to experience how the world of technical translation is evolving and has helped us to evolve and adapt alongside it.

As the manufacturing world changes, so too does the localization process. Machinery has become more specialized and complex, needing more complete and exhaustive instruction manuals. At the same time, the average lifespan of a device is just three years before it becomes obsolete. And, with each new product, a new user interface and a new instruction manual also need to be translated and released.

How can international manufacturing companies sell and service in the global marketplace, without allocating huge budgets to localizing their user interfaces and instruction manuals?

Automation

WORKFLOW

Process

Technology

Indicator

TECHNICAL TRANSLATION CASE STUDY

JONCKERS

SPECIALIZED TERMINOLOGY

DATA PROTECTION

**CHARACTERS & SPACE LIMITATIONS**

SHORT TURNAROUND TIMES

TECHNICAL TRANSLATION CHALLENGES

It goes without saying: localization is the key to introducing your products to different markets and increasing the selling potential of the products you're manufacturing. Users will not buy a product they don't know how to use, especially if they cannot understand the language of the interface or the instruction manual.

Technical translation comes with multiple challenges. The terminology is highly specialized. Synonyms cannot be used. For products to be efficient, and for instruction manuals to be clear and easy to follow, all features and functions must be called by their correct name. Moreover, translating user interfaces often comes with character limitations due to space restrictions.

Time is money. Companies need their devices to be launched in all markets simultaneously, so Jonckers' workflows must be effective and allow us the flexibility needed to meet such tight deadlines without risking quality.

Data protection is equally key for this customer, as Jonckers localizes the user interfaces and manuals before the product is released to the public. To avoid data leaks, we rely on an extra-secure environment that is only accessible to employees actively working on this project.
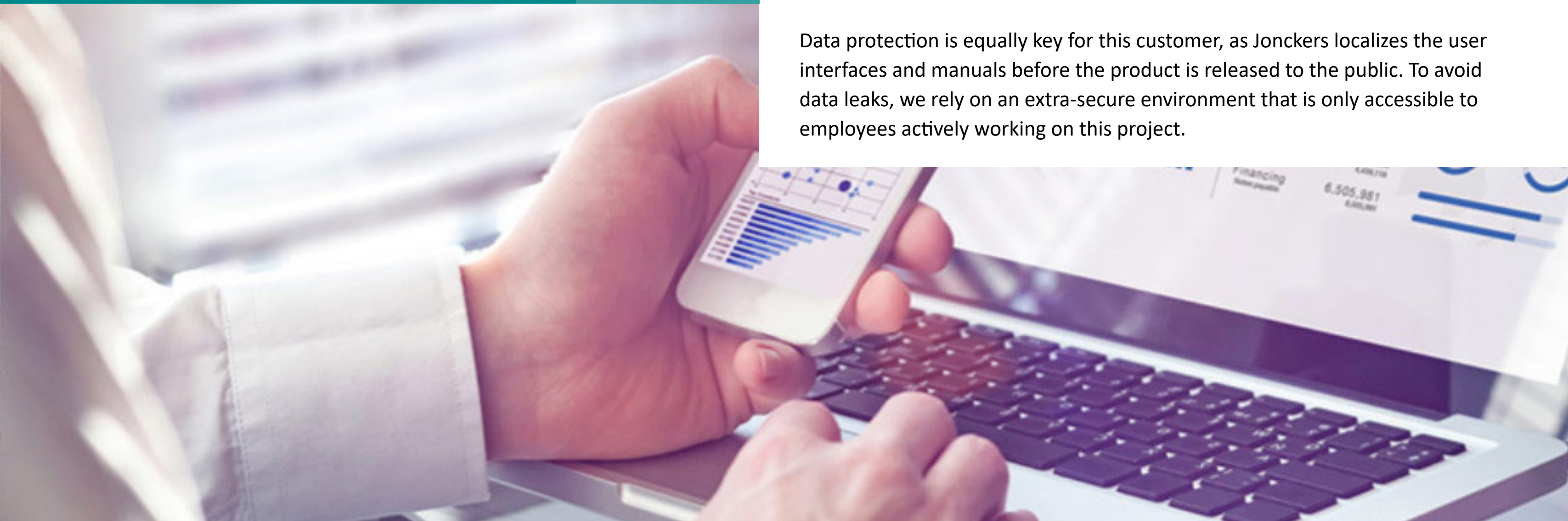
TECHNICAL TRANSLATION CASE STUDY

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HOW JONCKERS HELPED

The manufacturing revolution has changed the way new products are released, meaning the localization process of these products and their manuals also has had to be completely re-vamped.

User interfaces and instruction manuals require specialized technical translators to ensure the quality of the final translated product. Luckily, Jonckers boasts a huge pool of trained linguists that can cope with sudden, large volumes effectively and securely, all the while never compromising on quality.

In addition to our expert linguists, Jonckers also adapted and streamlined the translation workflow to reduce costs and turnaround times for our customer. We first translate the user interface elements and, once those terms have been accepted, we proceed with the localization of the instruction manuals, running extensive quality checks using multiple QA tools at all stages of the process.

Many of the devices released are just updates of a previous product, adding in key features and functionalities or fixing the bugs from previous versions. That's why Jonckers also makes use of the translation memories we've gathered over the two decades working with this client. These vast translation memories allow us to cut down on turnaround times and make our translations more aligned with the previous releases of similar products, as well as offering a huge cost reduction for our client.

Finally, Jonckers assists this manufacturing company with the strong support of our internal DTP team. Using programs like Adobe InDesign and highly specialized software products, our team puts together user manuals that are sometimes more than 1,000 pages long. This work is conducted in the 30 languages we cover, ensuring all translations are brought to life.

QUALITY ASSURANCE TOOLS

QUALITY CONTROL IN 30 LANGUAGES

PROFESSIONAL DTP SERVICES

SPECIALIZED TRANSLATORS

DYNAMIC WORKFLOWS

TRANSLATION MEMORY LEVERAGE

Discover

WORDSONLINE

▼ **Jonckers**

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time?

With over 25 years of experience in language services, Jonckers has developed reliable translation & localization services that are comprehensive and cost-effective, with incredibly fast turnaround times. Combining our pool of expertly-trained linguists, an extensive QA process, and our dedicated program management teams, Jonckers offers complete control, transparency, and scalability. Go global faster and on budget.

- In 2015 Jonckers developed a cloud-based AI platform called WordsOnline, created to reduce cost and translate big volumes, within a small timeframe.

- WordsOnline is a powerful AI translation platform, which enables translation at scale through a global network of linguists.

- Jonckers has a curated, trained, and managed multilingual community that can scale in size, domain knowledge, and skills. It deploys these resources to support companies that are going global or require multilingual expertise in developing AI solutions or data processing/analytics.

- Visit www.wordsonline.com to order a translation directly, with online payment. If you translate regularly, set up a monthly translation subscription to save time and administration.

- Visit www.Jonckers.com for company information and news.

DO YOU WANT TO STAY UP TO DATE?

Follow us on social media and visit our website for more information:

www.jonckers.com

THE RESULTS

As a result, Jonckers has remained the trusted localization partner for this multinational manufacturing company for two decades. Jonckers has grown with them and adapted to the rapid changes in the manufacturing industry. We can now produce faster translations and have developed a process that allows us to update the device user interfaces and instruction manuals dynamically and at a low cost.

"It's been a pleasure for Jonckers to grow next to this customer. In the later years, we've seen an increase in the need for the tasks performed by our DTP team and the range of the translation services they need. But it's always rewarding to see how we can adapt our workflows to the changes in the industry."

Chiara Raimondo, Chief of Customer Success at Jonckers