



acrolinx<sup>x</sup> case study



# GROB Group Optimizes Writing Processes with the Help of Acrolinx

## FACTS & FIGURES

(May 2015)

Terms in the database: **100,000**

Significant translation cost savings:  
partially up to **90%**



### THE PROBLEM

The company's goal was to create technical documentation, training material and design descriptions with a standardized terminology as a way to ensure a consistent and customer-oriented presentation on the international market.



### THE SOLUTION

By choosing the Acrolinx platform, the GROB Group went with the market-leading solution. Decisive factors included ease of use, broad functionality as well as fast and professional support from the provider.

*Using Acrolinx as a higher-level terminology and knowledge database helps us establish a consistent term base and optimize the way terminology is created and used.*



**Andreas Zeller**  
Translator, GROB Group



## A company-wide semantic network

Do the terms light grid, light curtain and light barrier refer to the same thing? And are cable tracks and energy chains the same as cable chains? GROB, a global manufacturer of machine and production facilities for the automotive industry, including international suppliers, as well as various metalworking sectors, was looking to standardize and simplify these and other terms that were coexisting in the company's content. The Acrolinx platform helped the company get closer to their goal of speaking with one voice.

In a big company like GROB, terminological inconsistencies are not really surprising, especially when there is no coordinated editing process or software in place which ensures terminological compliance and guides engineers, technical writers and other experts when creating content. With this in mind, GROB initiated a project to collect and manage all terms in a concept-oriented database.

## Towards a consistent corporate language

“Up until now, you could tell by the style and structure of the content who the author was, and we wanted to get past that,” says Manuel Hörmann, Project Manager for Terminology Management in the GROB group. GROB aimed for a consistent corporate language by realizing the motto of Acrolinx: speak with one voice. Reducing linguistic variation and lead times while strengthening terminological clarity and creating translation-friendly content was expected to lower translation costs in the long run. More precise and consistent source texts result in a reduction of unnecessary or duplicate translations and have a positive impact on the overall quality of the translated content.

For the duration of a year, GROB defined specific needs and goals, re-thought business processes and searched for technical solutions. As a result, GROB settled for the Acrolinx platform due to its leading position, ease of use, wide functionality and the fast and professional support of Acrolinx.

## Rule-based editing processes

Since September 2013, GROB has used the Acrolinx platform to register and manage terminology across divisions and departments and help writers use their terms in a standardized and consistent way. More precisely, editing processes have been based on specific rules, while style and spelling have been checked during the writing process. As the platform has proven to be helpful within Technical Documentation, GROB is planning to implement Acrolinx in their Engineering, Commissioning, Project Management and Sales departments as well. Even the company magazine GROB International is going to be checked with Acrolinx.

Initially, Peter Vogl, Vice President Engineering & Technology, wanted to unify dictionaries that circulated in different divisions. These Excel lists were originally based on one source, but during the years they came to develop a life of their own. “Uniting these dictionaries was not enough,” says Manuel Hörmann, which was why the company started a company-wide terminology project with members of different departments. Their



*Terminology costs money - no terminology costs more money.*

**Manuel Hörmann**

Project Manager for Terminology Management,  
GROB Group

first task was to investigate how many glossaries actually existed and to what extent the uncontrolled development had spread.

The team found that the most important source was a dictionary within the GROB Information System (GIS), a license-free Java application based on SAP. The Technical Documentation and Engineering department used the GIS dictionary as a basis for translating the German source texts to the 3 other company languages English, Chinese, Portuguese, and an additional 13 customer languages. The language service of the Technical Documentation department presorted these terms within the previous terminology database, which served as the basis for the new, consistent terminology database in Acrolinx.

## Higher-level terminology and knowledge database

Andreas Zeller, translator at GROB: “We will continue using the GIS dictionary because it is directly linked to the SAP material master data. Using Acrolinx as a higher-level terminology and knowledge database helps us establish a consistent term base and optimize the way terminology is created and used.”

When implementing Acrolinx, GROB was able to continue using existing systems to support writing processes. These systems subordinated to the new Acrolinx platform and adopted its rules. At this point, the Acrolinx database includes more than

100,000 terms in all languages, 15,000 of them being German. These terms are complemented by additional information such as definitions, multimedia content, comments, sources, context examples and links to other terms. Many terms are linked to antonyms and thus establish a vast semantic network. In addition to the default rule sets, GROB imported rules from their previous style guide, for example that sentences should only contain one abbreviation, or how to deal with non-breaking spaces.

The Acrolinx language check is integrated into MS Word, Excel, Outlook and PowerPoint. For software that doesn't have an Acrolinx integration, GROB is using the Acrolinx Desktop Checker. One example is the current editing system, which will soon be extended with a more powerful tool to fulfill the company's needs.

From creation to publishing, Acrolinx has covered the whole chain of content production. As a result, the translation management software GROB used to translate content into around 20 languages also needed synchronizing. In addition to introducing Acrolinx, the company also replaced the previous

translation memory system with the Acrolinx Language Server which is accessible to both internal and external translators.

## Targeting more than 1,000 users

At the first stage of the project, 30 editors from the Technical Documentation department are working with the automated language check from Acrolinx, but soon, the system is to be rolled out throughout the whole organization. Future users include more than 500 engineers and almost 400 employees in the Commissioning department. "This is one of the most creative departments where content covering new functions is created every day," Andreas Zeller explains. "Our colleagues from the Engineering and Commissioning departments are working with Microsoft Excel and will soon be able to use the Acrolinx language check as well." At the final stage, more than 1,000 users are supposed to create content with the help of Acrolinx. At this point, many employees are working with the Acrolinx Term Browser in the GROB intranet where the terms are available in the language of each location.

The Acrolinx platform enables GROB to create different types of content more efficiently. “Terminology costs money; no terminology costs more money,” says Manuel Hörmann. With a simple example he shows how beneficial Acrolinx is for GROB. In the past, the simple instruction “Prüfprotokoll erstellen” (“create test report”) required 8 variations, meaning that instead of 2 words, the company had to pay for 21. With average translation costs of EUR 0.2 per word for 20 languages, the costs added up to EUR 84. Today, the company needs to spend only EUR 8 to communicate this instruction to all users worldwide. The savings of 90 % speak for themselves.

## The Company

The GROB Group is an internationally operating family business with headquarters in Mindelheim, Germany, three manufacturing sites in São Paulo, Brazil, Bluffton, USA, and Dalian, China, as well as eight sales and service branches in South Korea, China, India, Russia, Great Britain, Hungary and Mexico. The product portfolio ranges from a universal machining center to a highly complex, automated manufacturing system, as well as assembly units in machining and fully automated assembly lines. With around 5,000 employees, the GROB Group generated a turnover of EUR 1 Billion in 2014. GROB has been family-owned since its founding in 1926.



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