



acrolinx^{case study}



KONICA MINOLTA

Creating Clear Display Texts With Acrolinx



THE PROBLEM

The Documentation department of Konica Minolta Business Solutions Europe GmbH receives English machine operation content from the headquarters in Japan for translation into up to 28 languages. In the past, stylistic flaws and inconsistencies raised a lot of questions that hindered the translation process. Linguistic inaccuracies led to higher translation costs and sometimes even delayed the product development process.



THE SOLUTION

The Acrolinx platform helps Konica Minolta avoid ambiguities in the source content and deliver translations on-time. With Acrolinx, the company decided for a scalable technology that fosters continuous learning for writers. Ultimately, this benefits the consumer who experiences a simple and consistent language when using Konica Minolta devices.



KONICA MINOLTA

The stylistically clean language in software and firmware content has led to significant cost and time savings in the translation process. Questions from translators have dropped to practically zero.



Rainer Lotz
Specialist Technical
Communication, Konica
Minolta Business
Solutions Europe GmbH

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For Konica Minolta Business Solutions Europe GmbH (Konica Minolta), optimized display texts in printing systems help raise customer satisfaction. Konica Minolta is a leading provider of complete solutions for IT and document workflows, and a top brand in digital production printing.

In millions of offices worldwide, Konica Minolta devices are hard at work every day. Users are operating the complex devices mainly via display, desktop application, smartphone, or tablet. Functions like creating a copy, printing and binding a multi-page brochure, or scanning and sending a document are all displayed in the printing system's intuitive control panel. To ensure that customers around the world can easily understand these functions, Konica Minolta relies on language technology provided by Acrolinx.

Employees in Japan create the textual content for the control panel (or “string tables” in the company's jargon) in Japanese, before it is translated into English and sent to the European headquarters in Germany. There, the Documentation department is working with translation providers to localize the content from English into up to 28 languages. Finally, the finished translations are compiled in Japan and integrated into the printing systems. Now customers can operate the system in their local language.

Acrolinx as a tool for software-based analysis and review

Before the string tables are sent to the translators, Konica Minolta examines the source content in an extensive analysis and review phase. The goal is to ensure seamless translation work and the highest degree of linguistic consistency.

“Without this analysis phase, the translation workflow is severely slowed down because if translators also act as editors, it prevents them from focusing on their actual task. To answer questions during the translation process requires an enormous amount of time and normally results in higher costs,” explained Rainer Lotz, Specialist Technical Communication, Konica Minolta. “However, you can’t perform the analysis phase without software support, given the amount of strings and fixed delivery times.”

For this purpose, Konica Minolta decided for the Acrolinx software, which proved to be flexible even when it came to very specific requirements. Rainer Lotz noted: “In terms of structure, tone,

and style, the control panel content only partly compares to the more elaborate content that is used in manuals, assembly instructions, training documents, and so forth. Machine operation content rather resembles newspaper headlines.”

Better user experience along with significant cost and time savings

For this kind of content, Konica Minolta needed to develop special checking rules. To do so, Acrolinx specialists analyzed around 100,000 existing pieces of Konica Minolta’s content to develop a comprehensive rule set helping the company use a consistent terminology. Additionally, the software identifies ambiguities or other issues that might confuse translators in advance, allowing editors to complement those strings with explanations.

Currently, the rule set is available in its second version and has achieved fully satisfactory results for Konica Minolta. “We’re recognizing around 90% of all potential questions from the translators. The rest requires common sense and experience,” said Rainer Lotz.

For our training sessions it's important that the content is clearly formulated, so that every participant can follow them with ease. It also has to be easily translatable because we're offering training in other European languages as well. The Acrolinx software is of great help when reviewing material of this scale.



Tim Woellenstein

Training Content Designer, Konica
Minolta Business Solutions
Europe GmbH, Academy

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Besides noticeable improvements of content quality and user experience, Rainer Lotz also sees a clear business value: “The stylistically clean language in software and firmware content has led to significant cost and time savings in the translation process. Questions from translators have dropped to practically zero.”

Acrolinx software ensures clear training content and a consistent brand image

In addition to supporting product content, Konica Minolta uses Acrolinx software to optimize technical training content for both internal specialists and resellers. Tim Woellenstein, Training Content Designer, Konica Minolta Academy. “For our training sessions it's important that the content is clearly formulated, so that every participant can follow them with ease. It also has to be easily translatable because we're offering training in other European languages as well.”

Created in Microsoft Word or Microsoft PowerPoint, the material for product, service, or sales training is about 100 pages long. “The Acrolinx software is of great help when reviewing material of this scale,” said Tim Woellenstein. Acrolinx ensures clear training content and a consistent brand image while providing writers with real-time feedback based on style rules and best practices. As a result, the software helps writers to develop their writing skills continually.

Convinced by the results in Europe, the Japanese headquarters started using Acrolinx software as well. To ensure group-wide brand consistency, the Acrolinx servers in Langenhagen and Tokyo have the same rule sets installed. In Japan, Acrolinx is used for checking the service manuals in Adobe FrameMaker but soon usage might be extended to software strings as well.



The Company

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly-owned subsidiary of Konica Minolta Inc., Tokyo, Japan, forming part of its Business Technologies business area. As a leading global services provider in the field of IT- and document processes as well as digital production printing solutions the company excels in services-led business consulting, implementation and management and provides a range of world-leading printing systems and solutions. In this context, Konica Minolta's Optimized Print Services concept (OPS) combines consultancy, hardware, software implementation, and operation in order to enhance business process efficiency and cost-effectiveness. To support customers optimally with powerful and sustainable solutions, technology leader Konica Minolta continuously invests in research and development work and regularly sets new standards.



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