



Case Study

Rockwell Automation is focused on helping its customers meet their automation goals – whether that means decreasing time-to-market, lowering total costs, or integrating operations from the shop floor to the top floor. The company helps manufacturers meet these challenges through a unique combination of World-Class products, Integrated Architecture, Value Added Services & Expertise and Global Supply & Local Capabilities.

So, when Rockwell teamed up with SDL International to create a localized version of their software, the company's needs were clear. For Rockwell Automation to maximize the potential of the Global marketplace, it required a culturally acceptable, yet technically accurate translation.

Featured Solution:
Translation Management

Infrastructure – Global Reach

When Rockwell Automation’s customers use their products, they expect the same brand name professionalism, no matter the country in which they are located. For Rockwell Automation to recreate a local language version of their products, they needed to rely on a company with a similar vision and global infrastructure. With offices in all the major centres of the world, SDL met Rockwell Automation’s needs being able to communicate with Rockwell Automation staff in their own language.

Cost/Time Management

To meet the needs of their customers, Rockwell Automation has an extensive product range. Most of these products are regularly updated and released to the market to ensure that customers have access to the latest technology. It was essential that the localization costs were efficiently managed. From its technical origins, SDL has developed a suite of productivity tools to maximize the benefit of clients’ localization spend.

Translation Memory, SDLX, was employed to re-use any previous translations, reducing cost, turnaround times and maintaining consistency. TM technology is well established but typically ties users into one package. SDLX is the only TM product on the market that is truly portable (TMX, Level II compliant).

HelpQA was used to automate the testing of the Online Help and HtmlQA can be similarly employed for the web-based help. Working together for a long term solution to achieve the release dates and the level of quality required for a precision industry, all parties in the localization process must work together striving towards a common goal. By having a single point of contact in SDL, regardless of the number of languages required, Rockwell Automation can efficiently manage the complete localization team: Project Management, Engineering, DTP, as well as access to a tried and tested community of more than 2000 translators worldwide.

“The professionalism, experience and knowledge of localization that SDL has provided has been a very key component of Rockwell Automation’s goal for the localization of RSLogix into multiple language.”

- Program Manager Rockwell Automation

Challenges

- Culturally acceptable translation
- A need for technical accuracy
- Perform regular updates to an extensive product range

Benefits

- Effective cost management
- Translation memory employed to reduce costs and turnaround time
- Single contact at SDL increases efficiency