



SAP Language Consultancy and System Translation for CLAAS

A Success Story

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1. At a Glance

Summary

CLAAS is a family-owned German company and one of the world's leading manufacturers of agricultural machinery. It employs more than 9,000 people and has numerous subsidiaries, including 14 production plants, around the globe, with total sales of over three billion euros. As a part of the SAP roll-out to a new sales company in Poland, the self-developed contents of the system needed to be translated into Polish.

Web Site

www.claas.com



Key Challenges

- » Project scoping with a high-level cost and time/effort estimation
- » Translation of large volumes within a short time frame
- » Maintaining translation consistency in a multi-system environment
- » Setting up processes for delta management

Services and Partners

SAP Language Consultancy Services provided by MorphoLogic Localisation Ltd.

www.morphologic-localisation.eu



SAP System Translation Services provided by Wratislavia Translation House Sp. z o.o.

www.wth.pl



Key Benefits

- » Reduced costs: up to 30% of the total volume was distributed automatically
- » State-of-the-art processes and quality of initial and delta translation

2. Introduction

CLAAS, as one of the world's leading manufacturers of agricultural machinery, with subsidiaries and production plants all over the world, faces the challenges of working in a multilingual and multicultural environment from day to day. Running SAP, available in over 30 languages, as their ERP system helps CLAAS in many aspects of their global business. However, like every company, CLAAS also has contents and processes which are not covered by the standard functionality of the system. The interface of these custom developments has to speak the languages of the end-users located all over the world. This was the situation CLAAS found itself in when the subsidiary in Poland was established. As part of the roll-out to the new sales organization, the custom developments had to be provided in Polish.

3. Project Organization

CLAAS invited MorphoLogic Localisation Ltd, a specialist in Language Consultancy Services for SAP systems as the main contractor, and Wratislavia Translation House, a specialist in SAP Translation from German into Polish as the subcontractor to complete the project.

4. Project Phases

Every SAP system translation project has three main phases: scoping, translation and maintenance. Each of these three phases requires a special mix of technical, consulting and linguistic knowledge to provide the best solution for the successful completion of the project. This brochure is aimed at giving an insightful view into the key factors for success of these individual phases.

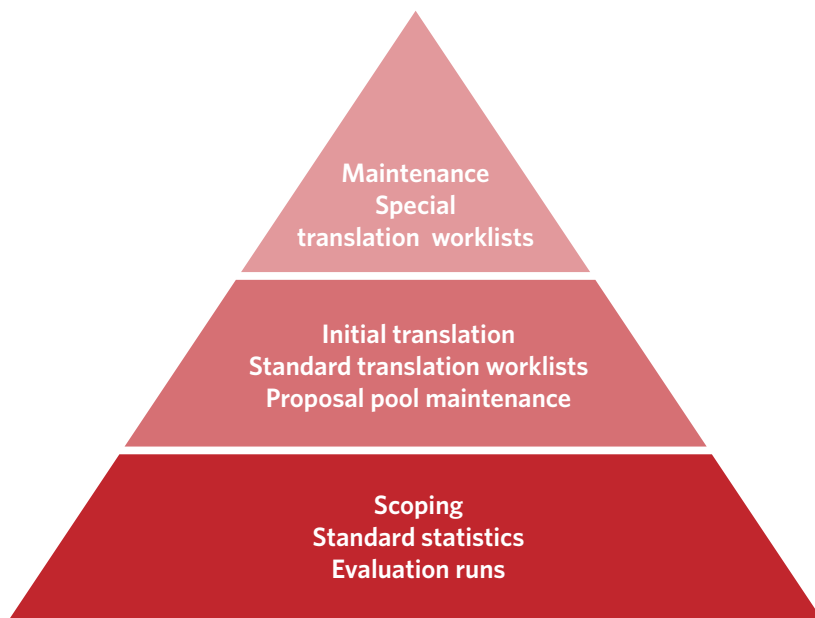


Fig. 1. Three main project phases

5. Project Scoping

Scoping is one of the key success factors for any project. For SAP system translation projects this means finding an answer to several technical and translation process related questions. Answering them takes time and requires strong co-operation between the parties.

6. Technical Aspects

A system landscape, a Basis release, transport methods, codepages, clients and SP levels are just a few keywords for all the aspects which can have a major impact on the project. Once they are clarified, the next step is to define relevant objects, object types and appropriate source language(s) for translation. Typical questions are as follows:

- » Are the objects located in development classes in the customer namespace or in transport requests?
- » Do we need only strings appearing on the user interface, or do we want to translate the F1 help and other kinds of help texts?
- » Do we have one or more source languages?
- » What is the status of development, is it closed or ongoing, what are the development cycles?
- » Which system should be used for translation?

Answering these basic and important questions delivers essential information on how the translation environment can be set up and what possible translation processes can be established.

7. Translation Processes

In the case of CLAAS, there were two different systems where translation had to be performed. After the volumes had been determined (the details of this phase is provided below), translation began with processing the frequently occurring strings in the system where the volumes were smaller. This was followed by an evaluation run with automatic distribution, which reduced the initial translation volume by about 30%. After the automatic distribution had been carried out, translation worklists were created and manual translation started. Once the translation work had been completed, the Proposal Pool was transported to the system with larger volumes. As a result, a high volume of translation could be recycled in this system even before a single word was entered by translators. The next step was the creation of translation worklists and the manual translation.

The difference in the process for the larger system was that the statistics and worklists were updated as part of a periodic job every week. This enabled the continuous distribution of the Proposal Pool entries marked by the translators during their work as candidates for automatic distribution and made newly developed objects available for translation.

8. Translation Volumes

Let's take a more detailed look at one of the most important phases of scoping, that is, determination of the number of lines to be translated and calculation of costs and number of days required to complete the translation. For the scoping phase, MorphoLogic Localisation Ltd. used the tools of the standard translation environment of the system and their self-developed tool named Advanced Translation Statistics (ATS).

	Total	New	Modified	Translated	U/Proposal
00035 00025 daDK END 11.03.2010 13:49:22	22.377	22.344	24	9	31
Lines	22.377	22.344	24	9	31
Objects	251	251	0	0	0
Domain(1)					
BC(Lines)	22.377	22.344	24	9	31
Collection(5)					
SAAB	581	581	0	0	9
SADP	14.240	14.245	0	3	16
Object Type(26)					
CA1	589	589	0	0	0
CA4	695	692	0	3	6
DOMA	157	157	0	0	0
DTEL	2.636	2.636	0	0	0
LDBT	4	4	0	0	0
MESS	1.098	1.098	0	0	0
RPT1	323	323	0	0	2
RPT4	1.741	1.741	0	0	6

Fig. 2. Standard statistics

After the SE63 translation environment had been set up, an initial evaluation run took place. This provided the project members with a bigger picture concerning the number of lines and some information about the technical details, such as the original language of the objects and the number of object types. This step was followed by some fine-tuning: some of the development classes were deselected, and the range of related object types was limited and finalized.

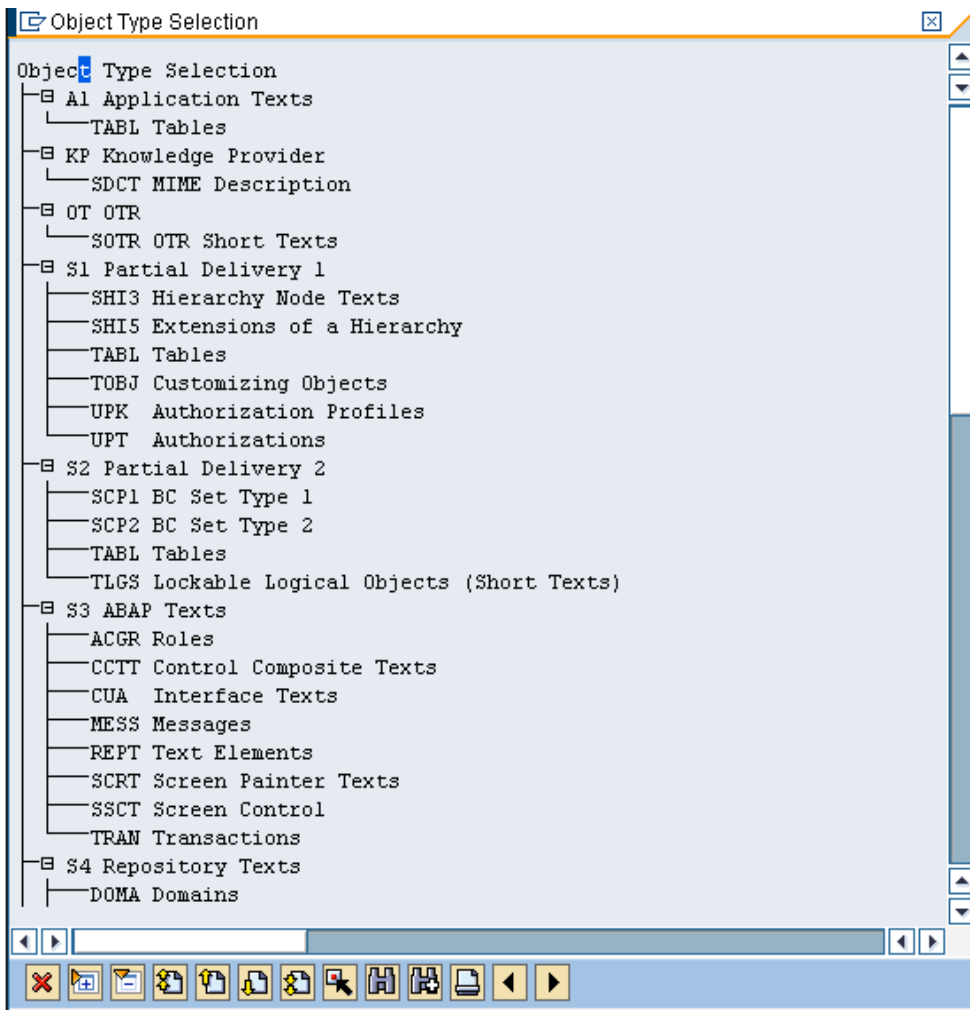


Fig. 3. Object types

The result of this step was the initial translation statistics for Polish. In order to get an even more detailed picture and to calculate the costs of the translation, the result was analyzed using the Advanced Translation Statistics tool. This tool provides two essential pieces of information that the standard statistics in the system fail to provide:

- » the number of internal repetitions,
- » the status of individual lines to be translated,
- » how many lines are candidates for pre-processing and automatic distribution.

9. Internal Repetitions

As an example, let's take a look at the breakdown of one particular development class. Fig. 4 shows that internal repetitions with an occurrence between 10 and 99 (e.g. the term 'Next page' occurs 20 times in the selection) made up 35% of the total volume, and strings with an occurrence above 100 (e.g. the term 'Cancel' occurs 300 times) accounted for 12%. Altogether, entries with internal repetitions occurring more than 10 times made up 47% of the total volume. The matrix created by ATS could also show how many lines could be distributed automatically by pre-processing these frequently-occurring strings (the so-called TopText process).

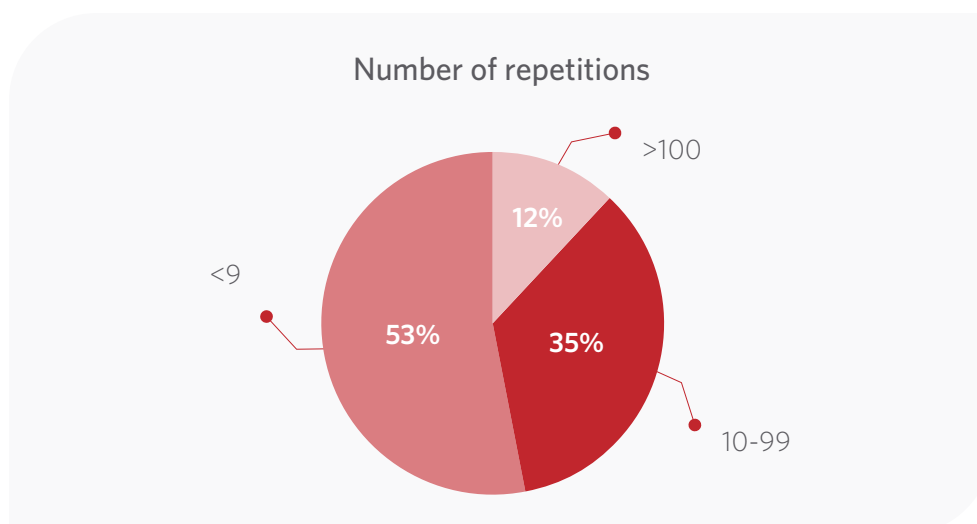


Fig. 4. Breakdown of internal repetitions

10. The Proposal Pool and String Statuses

To understand the importance of string statuses, the function of the so-called Proposal Pool (PP) has to be explained. This is a special translation memory in the SAP system which stores all the translations ever entered in the system. The Proposal Pool is maintained by the translators during their work. Once a string is translated and maintained in the Proposal Pool, the translation can be simply reused during translation or even automatically distributed. Therefore, the Proposal Pool is an essential tool for maintaining consistency, saving time and keeping costs down. Fig. 5 presents statistics created with ATS for one particular development class, showing the total number of lines with a breakdown to status level. A point of interest is the number of lines with Proposal Pool (PP) entries: these are strings where an appropriate translation is already available in the translation memory of the system. They can be distributed automatically before the start of the actual translation or copied during translation by the translators. The figure shows that about 10% of all untranslated or modified entries have a Proposal Pool entry.

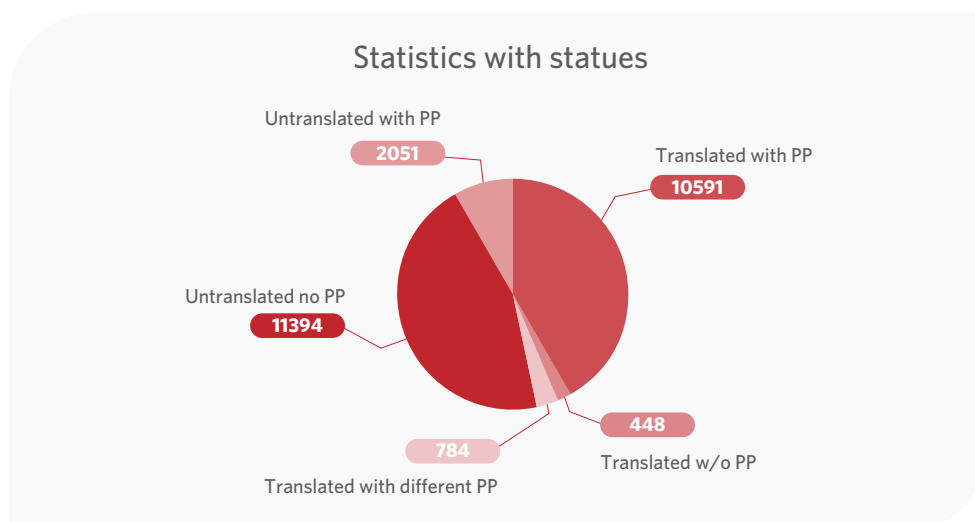


Fig. 5. Number of lines with string statuses

By combining this information with the figures of internal repetitions, ATS enables the project managers to make a very precise cost and time estimation.

The final result for CLAAS was that translation costs could be estimated within a $\pm 5\%$ range with a guaranteed maximum price. The reason for the $\pm 5\%$ range is that not all strings can be distributed automatically, even if the occurrence is very high: the string 'Document', for example, can be translated as 'invoice' and also as 'text file', thus it may not be distributed automatically.

11. Translation

Translating in an SAP system requires complex skills: translators have to be familiar with the processes and the standard SAP terminology in order to maintain consistency with the content delivered by SAP, the translation tools available in the system, the functions and appearance of individual object types, the QA tools and processes, as well as the way of maintaining the Proposal Pool so as to derive the maximum benefit from automatic distribution without generating translations in the wrong context.

As an experienced SAP translation partner, Wratislavia Translation House provided a team with all these skills. They supported the translation phase with excellent terminology maintenance, TopText processing and teamwork.

12. Pretranslation, Terminology, TopText

During the scoping phase, Wratislavia Translation House had already started building up terminology and pretranslating pieces of non-system content provided by CLAAS, which was later incorporated into the Proposal Pool. As a result, when the TopText worklist with the most frequently occurring strings became available, the team could start working on this very important list immediately, and proposals with important entries were already available in the system. The value of TopText processing was easy to recognize after the first evaluation run with automatic distribution had been completed: more than 30% of relevant strings throughout the system had already been translated even before the manual translation phase in the SAP system had started. The time invested during the scoping phase and TopText processing translated into real value as the total translation volume decreased dramatically.

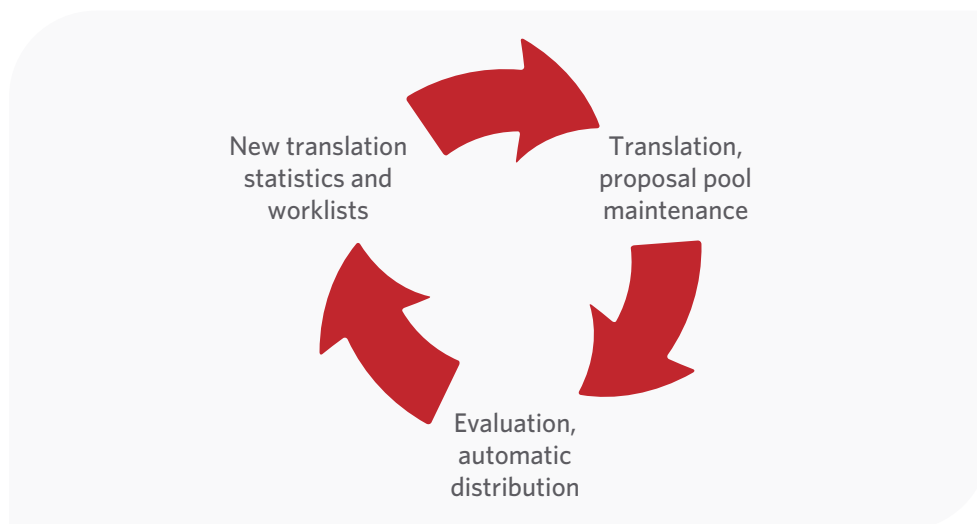


Fig. 6. The system translation cycle

During the main translation phase of the project, the translation experts of Wratislavia Translation House maintained the Proposal Pool on an ongoing basis, setting the status for automatic distribution whenever it was possible. In this way, with every periodic evaluation run, more and more translations were recycled to save costs and time. To maintain consistency and quality, all new terms, technical and source text related questions and answers were entered and collected in the Online Collaboration Portal provided by MorphoLogic Localisation. This ensured the availability of all this important information to each translator and project manager working on the system translation project.

13. Change Management

In system translation projects, work is not finished when translation has been completed within time and budget. The translated content has to be collected and distributed to the production systems, and processes for handling the translation of further developments have to be established.

An SAP system can never be treated as final and static: new features, new developments, new customizing and master data keep coming up and have to be localized. During a two-day workshop, key users of the project teams analyzed the requirements and drafted a process for synchronizing the translation workflow with development to maximize the efficiency of handling new and modified content.

In the case of CLAAS, the solution was to catch new objects through transport requests. Translating their content ensures smooth delta management without any significant, additional effort. The translation can be performed in the system using special worklists or outside the system by exporting the content into XLIFF files and importing the translations back with the help of the Object Translation Manager developed by Morphologic Localisation. The translated objects are then collected into language transports and moved from the translation system to the test and production systems.

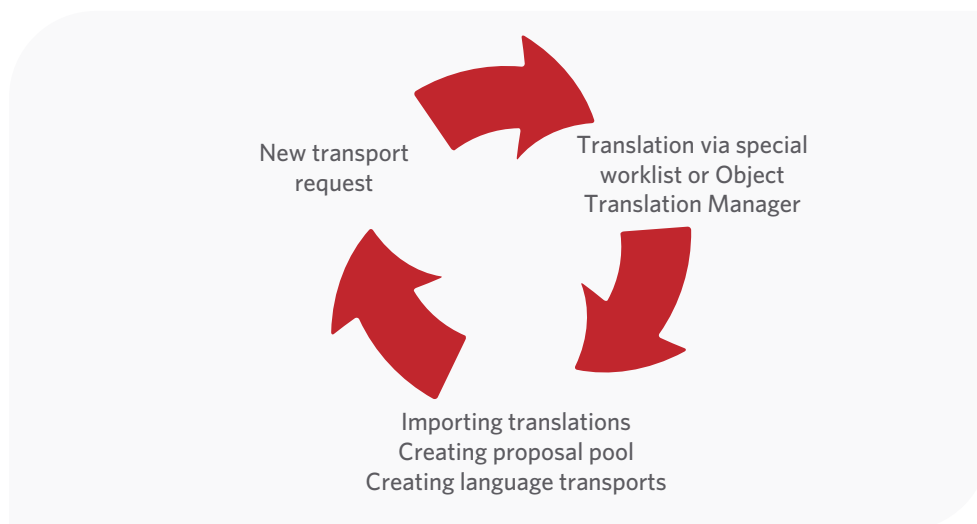


Fig. 7. The change management cycle

14. Conclusion

The combination of the Translation Services provided by Wratislavia Translation House and the Language Consultancy Services provided by Morphologic Localisation enabled CLAAS to roll-out their custom developments and system content to the new sales company established in Poland. The state-of-the-art processes used during the project provided CLAAS with a top quality translation, which was performed in line with SAP technical standards and aimed at providing the maximum efficiency at a minimum cost.



Partnership With SAP

MorphoLogic Localisation is an SAP Language Consultancy Partner and an SAP Language Service Partner. Wratislavia Translation House is an SAP Language Service Partner. Both companies have been involved for many years in the translation process of SAP software and solutions for SAP AG. They also provide their services for SAP Clients and Partners. Membership in the SAP PartnerEdge Program confirms the reliability of the translation services provided by the above mentioned companies, the competence of their translation teams and the ability to deliver value to SAP Clients.



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About MorphoLogic Localisation

MorphoLogic Localisation is a privately held Language Service Provider company specializing in software localization. As a certified SAP translation partner since 2006 and a PartnerEdge partner for language consultancy and translation services, Morphologic Localisation is committed to its mission of supporting its clients in all fields of SAP translation and to growing simultaneously with continuous investment in knowledge, technology and people.



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About Wratislavia Translation House

Wratislavia Translation House is a professional translation agency specializing in business, economic and IT translation, in particular in the field of SAP solutions and software. The company was founded in 2005. As an SAP PartnerEdge member Wratislavia Translation House provides professional translation services including SAP related translation for companies always on time and budget, and supports clients in making the right decisions at each stage of a translation project in order to ensure top quality service.