



acrolinx case study

 PEPPERL+FUCHS

# How Acrolinx Is Helping Pepperl+Fuchs Increase Content Quality

## FACTS AND FIGURES

Acrolinx users: **33**

Number of terms: **23,070** (head terms: 3,200)

Number of style guidelines used in technical documentation: **129** for German/**71** for English

Number of style guidelines used in marketing: **57** for German/**68** for English

Reduction of translation costs: Up to **33** percent



## THE PROBLEM

German process-automation company Pepperl+Fuchs creates content – that is translated into up to 22 languages – for more than 20 product groups. One of its biggest challenges is ensuring that it uses terminology consistently in its source languages (German and English) as well as its various target languages. Pepperl+Fuchs needed a software solution to help its writers check and standardize its terminology during the content creation process.



## THE SOLUTION

Using Acrolinx, authors can be sure that they're working with the correct terms while creating their content. This increased consistency directly impacts translation costs, which Pepperl+Fuchs has reduced by one-third. Plus, using Acrolinx has led to a company-wide awareness of Pepperl+Fuchs' branding and terminology. Checking its content with Acrolinx ensures a positive customer experience and provides authors with the required level of security even when writing legally sensitive content.

*For people who work on legally sensitive content in particular, Acrolinx ensures that they're using the right terms, which saves a lot of time. All in all, there is a lot less friction and discussion.*



**Susanne Farsch**  
Technical Writer,  
Pepperl+Fuchs

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For German process-automation company Pepperl+Fuchs, consistency and compliance are the keys to creating the compelling product and corporate communication the company needs to create great customer experiences.

Pepperl+Fuchs is a leading manufacturer of industrial sensors and sensor systems with more than 5,600 employees worldwide. The company initially creates its content for over 20 product groups in German and English before translating it into up to 22 languages. As such, it's essential for writers to make sure that their technical content is fully compliant with internal and legal regulations prior to translation.

Keeping the company's terminology consistent has long been one of the biggest challenges that Pepperl+Fuchs' authors, editors, and translators face. When the company recently merged two editorial teams and implemented a new translation management system, it became clear that its terminology, which had once been managed manually and now was in a database, was highly inconsistent.

With this insight, Pepperl+Fuchs started looking for a software solution that could help writers check and standardize their use of terminology while creating content.

“The problem was mostly caused by the use of unofficial terms in different departments,” explains Susanne Farsch, Technical Writer at Pepperl+Fuchs.

“Sometimes writers wouldn’t even be aware that a term wasn’t part of the official company language. We needed a system that would make terminology easily available and help writers immediately recognize inappropriate words.”

## Acrolinx’s integrations, adaptability, and system stability offer clear advantages

Pepperl+Fuchs decided to introduce Acrolinx because of the key functionality the software provides. “Acrolinx not only offers integrations with all kinds of platforms, but also allows us to specify custom grammar and style guidelines,”

says Artur Bondza, Head of Product Information Management at Pepperl+Fuchs. “This is attractive for our branding and, in the long run, allows us to support various content types. Other reasons why we chose Acrolinx included ease of use, an intuitive back end, and system stability, which, unfortunately, isn’t the standard with platforms of this scale.”

As part of adopting Acrolinx, Farsch worked on cleaning up Pepperl+Fuchs’ English and German terminology, which at that point included around 11,000 terms (2,500 term entries) and has more than doubled since. Her efforts quickly paid off. The terms were imported into Acrolinx and, through integrations, made available in almost every authoring tool that writers at Pepperl+Fuchs use to create content, including the editing system Noxum Publishing Studio and applications such as Microsoft Word, Adobe InDesign, and Adobe FrameMaker.

## Continuously evolving company language

When implementing Acrolinx, Farsch and Bondza made a conscious decision that using Acrolinx would be optional, rather than mandatory. And it worked. In fact, the approach proved so successful that now all technical writers at the company's headquarters in Mannheim, Germany, are using Acrolinx to check the terminology and style they use in their content. Not only that, the editors at the company's subsidiary in Twinsburg, Ohio, are using Acrolinx during their review process as well.

Additionally, more and more team members from product development, quality assurance, internal communications, and marketing are starting to take advantage of the content optimization software.

According to Farsch, one of the biggest advantages of using Acrolinx is the transparency and security that comes with Acrolinx's terminology management. "For people who work on legally sensitive content

in particular, Acrolinx ensures that they're using the right terms, which saves a lot of time," she says. "All in all, there is a lot less friction and discussion."

## Significant translation cost savings

Enhancing the quality of its content with Acrolinx also had a significant impact on the quality of the company's translations. To make work easier for translators as well, once a month Pepperl+Fuchs exports its termbases from Acrolinx into its terminology management system, SDL MultiTerm. Because the content is more consistent, words and phrases that have already been translated can be reused, helping the company to reduce its localization costs by one-third.

"We're translating data sheets in up to 22 languages," says Bondza. "Adding it all up, you can clearly see the savings that result from using our terminology consistently. Acrolinx paid for itself in just three years."



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## Support for regulatory compliance

According to Bondza, the value of Acrolinx clearly exceeds the cost savings. “Today, using a corporate language platform is almost inevitable,” he says. “To meet the challenges of a diverging market and requirements related to legal systems, EU directives, or certifications such as the China Compulsory Certification (CCC), investing in a solution such as Acrolinx is practically mandatory to compete on an international level.”

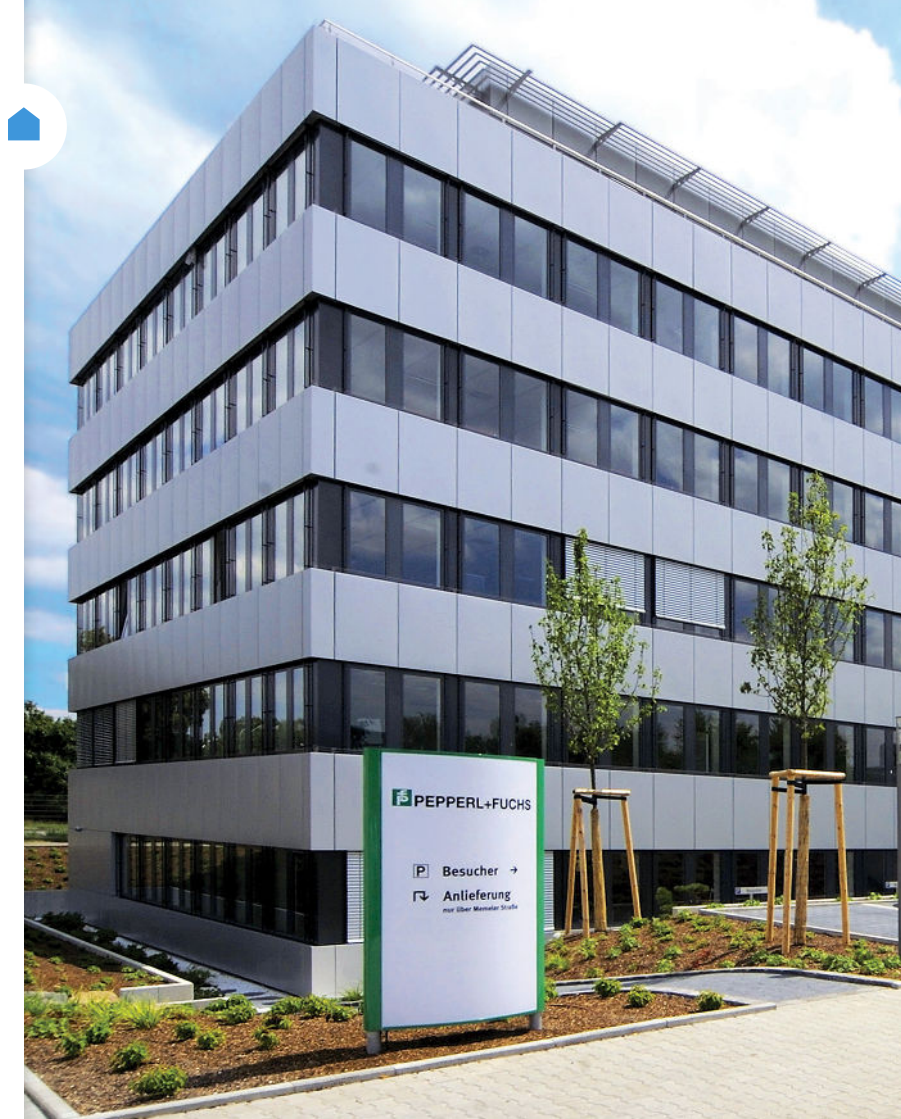
Working with the Acrolinx team has also proven to be a great experience, which is all the more reason for Pepperl+Fuchs to be happy with their choice. “The project went really well,” says

Bondza. “We were on-budget and on-time and have reached all the goals we had set.”

Farsch is particularly impressed by the technical support Acrolinx provides. “Our inquiries are always promptly addressed and employees are always thinking ahead. That’s worth mentioning because I’ve had very different experiences with other software providers. From usability and system stability to implementation and support, we’ve been really happy with Acrolinx.”

## The company

With more than 80 subsidiaries around the world, Pepperl+Fuchs is a leading developer and manufacturer of electronic sensors and components for the global automation market. Clients include companies from various industry branches including machinery and plant engineering, automotive, packaging technology, chemical, oil and gas, and pharmaceuticals. Pepperl+Fuchs employs over 5,600 people worldwide and has manufacturing facilities in Germany, the US, Singapore, Hungary, India, Indonesia, Vietnam, and the Czech Republic. In 2015, Pepperl+Fuchs earned revenue of €525 million and invested more than €30 million in research and development.



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