



## L10N Technology partners with automation specialists to ease centralization process

### The Business Challenge

As part of the global Omron Corporation, Omron Industrial Automation is a worldwide company and leading manufacturer of advanced industrial automation products and supplier application expertise. From its European headquarters in Amsterdam, the company operates

locally in every European country and is dedicated to providing unrivalled automation products and customized

expert solutions for any industry. In the end, what Omron sells is control -- control in the form of precise measurement, robotic repetition and quality assurance. So it is not surprising that when it came to producing its sales materials for the European market in 16 different languages, Omron was looking for a precision approach to translation services.

The challenge was that local Omron offices in 19 European countries were used to doing things independently, with individual budgets, local vendors and little central intervention. Omron wanted a global, multi-language company that could not only perform flawless translations but also manage the dynamics of the transition from a decentralized to a centralized model. The company chose L10N Technology.

### The LT Solution

Brigit Caris oversees European marketing communications for Japan-based Omron's Industrial Automation Business. She is in charge of producing three different product catalogs, each with more than 1,000 pages of circuits, modules and other parts that represent Omron's full range of technology. About 25 percent of each catalog is updated annually. In addition, Omron introduces more than two dozen new products a year, each with a full complement of brochures and data sheets. Hitting the market in English and 15 other languages with all of the appropriate materials takes a huge volume of translation services.

"We wanted to bring centralization to the translation process so that we would have a uniform image and consistent tone to all of our

Omron wanted to bring centralization to the translation process in order to have a uniform image and tone

materials," says Caris. "Offices in countries with few resources were glad to have help in creating effective communication materials. But all of the offices wanted

assurances that the system we were setting up would benefit them in terms of costs and translation quality."

Caris says, "The key to providing that assurance was the relationship-building process that LT uses to address local concerns and to keep projects moving along. LT even had a presentation role in a marketing communications workshop that brought the marketing leaders from all of Omron's country offices

together for the first time. LT demonstrated to everyone that what we are doing is better than what can be produced without the centralized process. LT helped us progress tremendously in building enthusiasm for centralization.”

The LT Solution includes:

- **Centralized project management.** LT provides a single point of contact for the multiple translations of each catalog, brochure and data sheet.
- **Shared validation process.** LT has created a special file format that allows hundreds of different Omron validators to work consistently and cost-effectively in checking translations.
- **Language diversity.** Materials in English are translated into French, German, Spanish, Italian, Dutch, Swedish, Danish, Finnish, Norwegian, Polish, Portuguese, Czech, Hungarian, Russian and Turkish.

### The Customer Benefits

With the centralization of its marketing materials, Omron faced demanding logistic challenges -- but LT made it simple, according to Caris. “When you have a 24-page brochure in English that needs to be translated into 15 other languages, you don't want to have to deal with 15 different contacts,” she says. “With LT, we only have to contact one project manager and they take it from there.”

Caris says, “A second major benefit is not worrying about the quality of translation.” With Omron’s inclination toward automation, the company had originally sought some type of mechanical translation system, but quality control would have been difficult. Instead, Omron has found that the wide network of resources used by LT provides them with high-quality localization that they can rely on.

But perhaps the most important benefit is that LT aligned itself as a partner with Omron

Omron faced during a difficult demanding logistic process. “We have a challenges – but LT very good relationship made it simple, with the people at LT,” says Caris.

“There is a flexibility and understanding about the issues that we are facing. LT has been with us through a difficult two-year period of transition from decentralization to centralization. Throughout, LT has created an atmosphere of ‘let’s crack this problem together’ -- and we appreciate that very much.”

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