languagewire

JENOPTIK CUSTOMER STORY

Jenoptik automates translation workflows with LanguageWire

Jenoptik is a photonics group with a presence in more than 80 countries. Founded in 1991, Jenoptik now has more than 3,600 employees worldwide. Jenoptik divides its activities into three segments: Optics & Life Science, Mobility and Defence & Civil Systems. The segments address a variety of industrial markets such as the automotive, aviation, defence and security, healthcare and life science, semiconductor equipment and traffic safety industries.

3,500+
Employees

1991
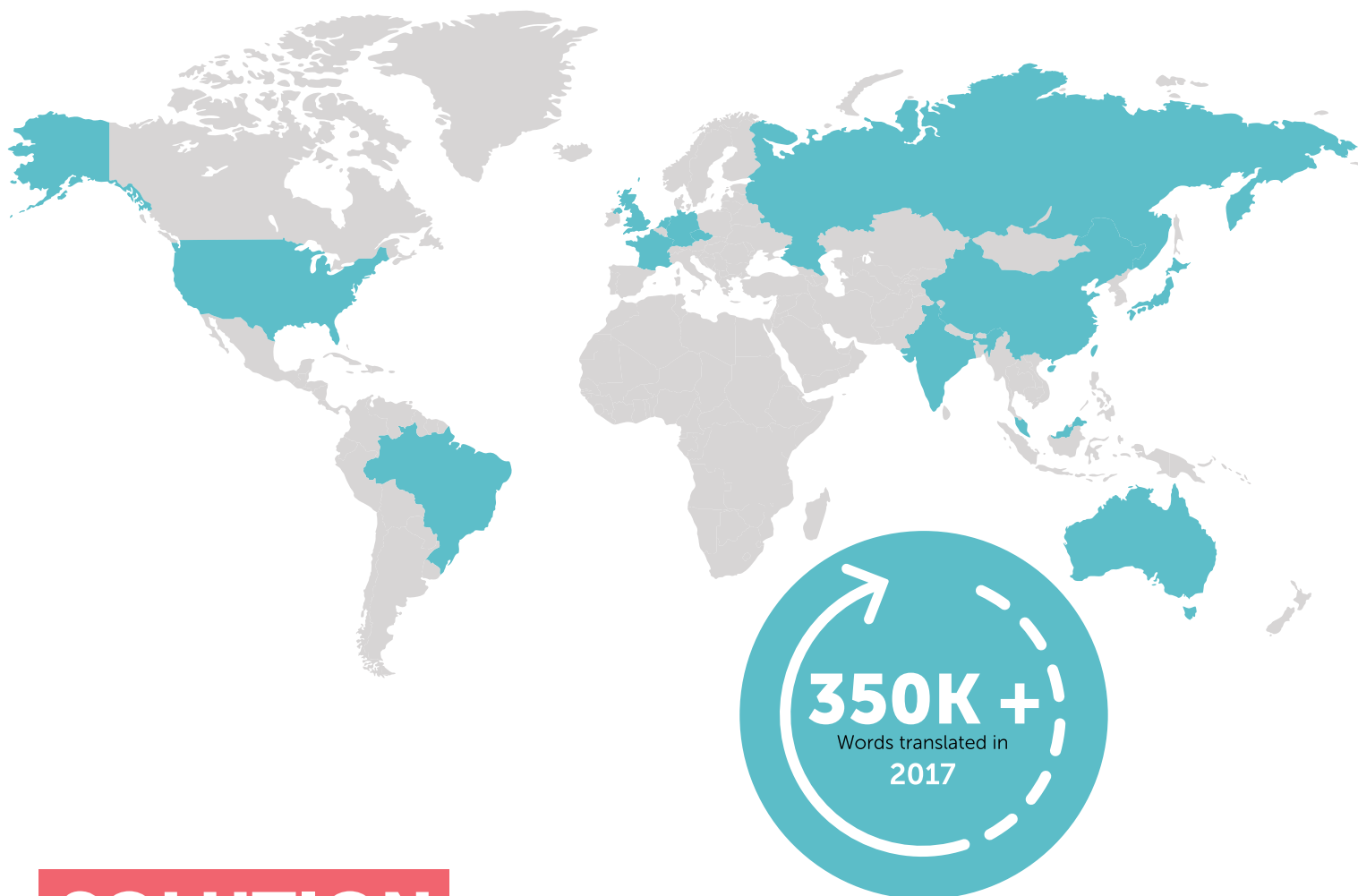Founded in Germany

5
Website languages

80
Countries

CHALLENGE

Before beginning their collaboration with LanguageWire,
the primary translation challenges for Jenoptik were
1) handling non-Latin multilingual website content, e.g. Chinese and Korean, and
2) coordinating the translation of website content created in Germany or the US.

Locations of the Jenoptik Group
Jenoptik is represented in about 80 countries worldwide

350K +
Words translated in
2017

SOLUTION

Jenoptik solved their challenges through the integration of their Sitecore website
www.jenoptik.com with LanguageWire. This was achieved with a Sitecore Connector,
a solution that greatly reduces manual tasks, making the translation process very efficient.

"The main reason for choosing LanguageWire was the Sitecore connector, which integrates
fully with our Sitecore website. This reduces coordination work dramatically, automates
the workflow in a very flexible way and makes our processes more efficient" explains
Katrin Lauterbach, Head of Communications and Marketing at JENOPTIK AG.

Since teaming up with LanguageWire, Jenoptik has released a new Chinese and
Japanese version of the website and a new edition of the Korean version is on the way.
Implementation of the connector took less than a month, including installation on
a test server, testing, adjustments and installation in the production environment.

THE RIGHT KNOW-HOW

It's not just LanguageWire's technology that Jenoptik values, the human touch plays a significant role too. According to Sebastian Berlin, Expert Digital Media, Communications and Marketing at JENOPTIK AG, "The project management team is excellent and stands out from competitors. Having handpicked specialist translators who match our 5 fields of expertise is also a plus. With this setup, we know that we will receive high-quality content every time".

Internal approval of translations is also optimised as Jenoptik includes validation as part of their workflow. Validation is easy in LanguageWire's online tool, which saves any changes to content in Jenoptik's translation memory so that it can be reused in future translations.

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Sebastian Berlin,
Marketing Project Manager,
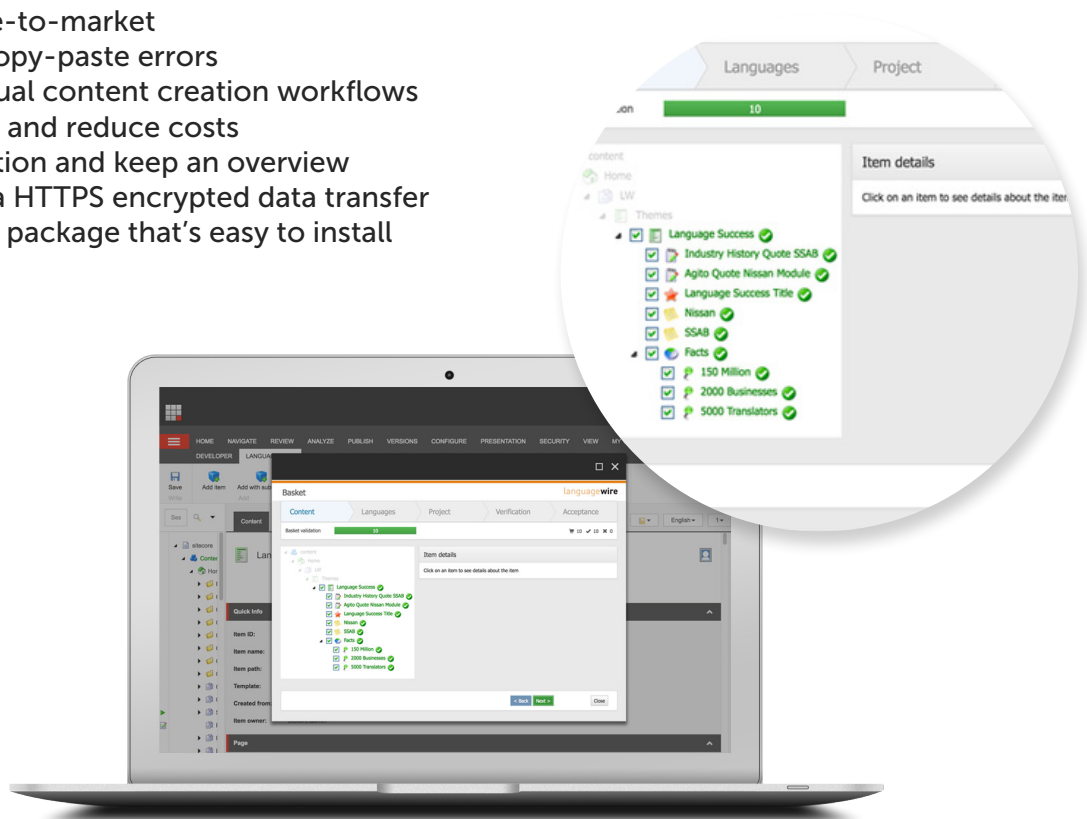Expert Digital Media, Communications and Marketing at JENOPTIK AG

LANGUAGEWIRE
SITECORE
CONNECTOR

The LanguageWire Sitecore Connector gives you a direct and automatic link between your Sitecore solution and LanguageWire. Simply send your texts to be translated directly from Sitecore. When they're ready, you automatically receive them back in your CMS, where you can approve and publish the translations immediately. You'll be free of extra exporting importing and time-consuming copy-paste work by managing translations from within Sitecore.

Here's a run-down of some major benefits to be gained from translation integration and automation with a LanguageWire Sitecore Connector:

- Shorten your time-to-market
- Avoid annoying copy-paste errors
- Simplify multilingual content creation workflows
- Free up resources and reduce costs
- Centralise translation and keep an overview
- Added security via HTTPS encrypted data transfer
- Standard Sitecore package that's easy to install

Interested?

Contact us now to hear more about how we can optimise your multilingual content creation workflows and improve your bottom line. You'll be able to communicate, publish and launch faster at less cost in all of your languages and markets. Just get in touch to book a demo and see the inRiver Connector in action: www.languagewire.com/en/contact.

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