

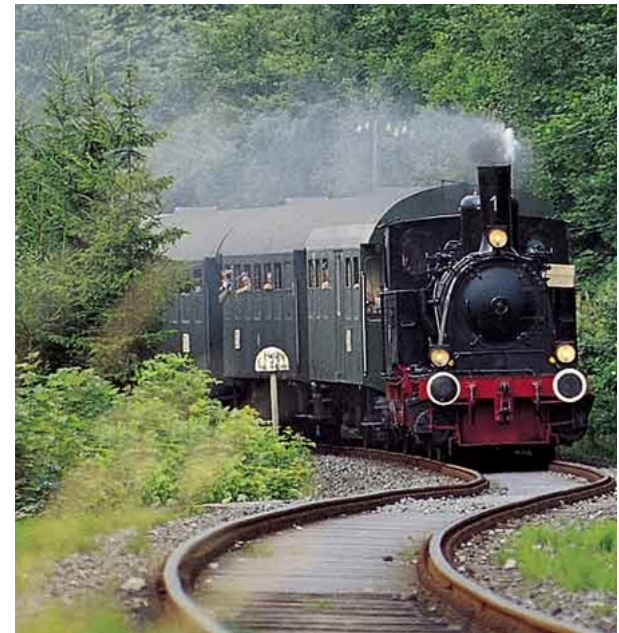
DAIMLER

Corporate Language Management at Daimler AG - Role and Challenges -

META Forum, June 27 – 28, 2011, Budapest
Solutions for Multilingual Europe

"Language is a means of transport: like the train that takes goods from Leipzig to Dresden, it carries thoughts from one head to another"

Wilhelm Ostwald (1853-1932), German chemist, physicist and philosopher



→ and these days we even go to China, Vietnam and Ukraine.

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As a global corporation, Daimler communicates multilingually.

Mercedes-Benz Cars



Mercedes-Benz



MAYBACH



Daimler Trucks



Mercedes-Benz



WESTERN STAR



STERLING
TRUCKS

Daimler Financial Services

Mercedes-Benz Bank

Mercedes-Benz Financial

Daimler Truck Financial

Mercedes-Benz Vans



Mercedes-Benz

Daimler Buses



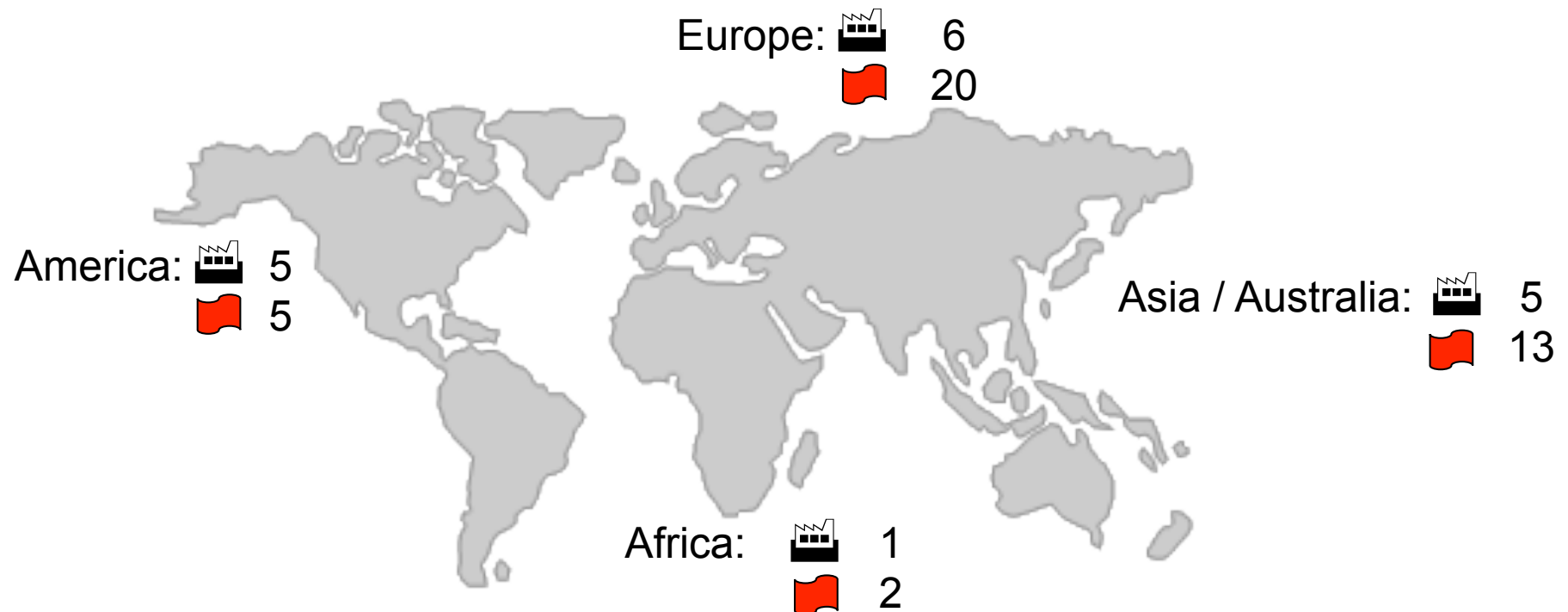
Mercedes-Benz



Corporate Language Management (CFM/LM) Daimler AG around the world

As a global corporation, Daimler communicates multilingually.

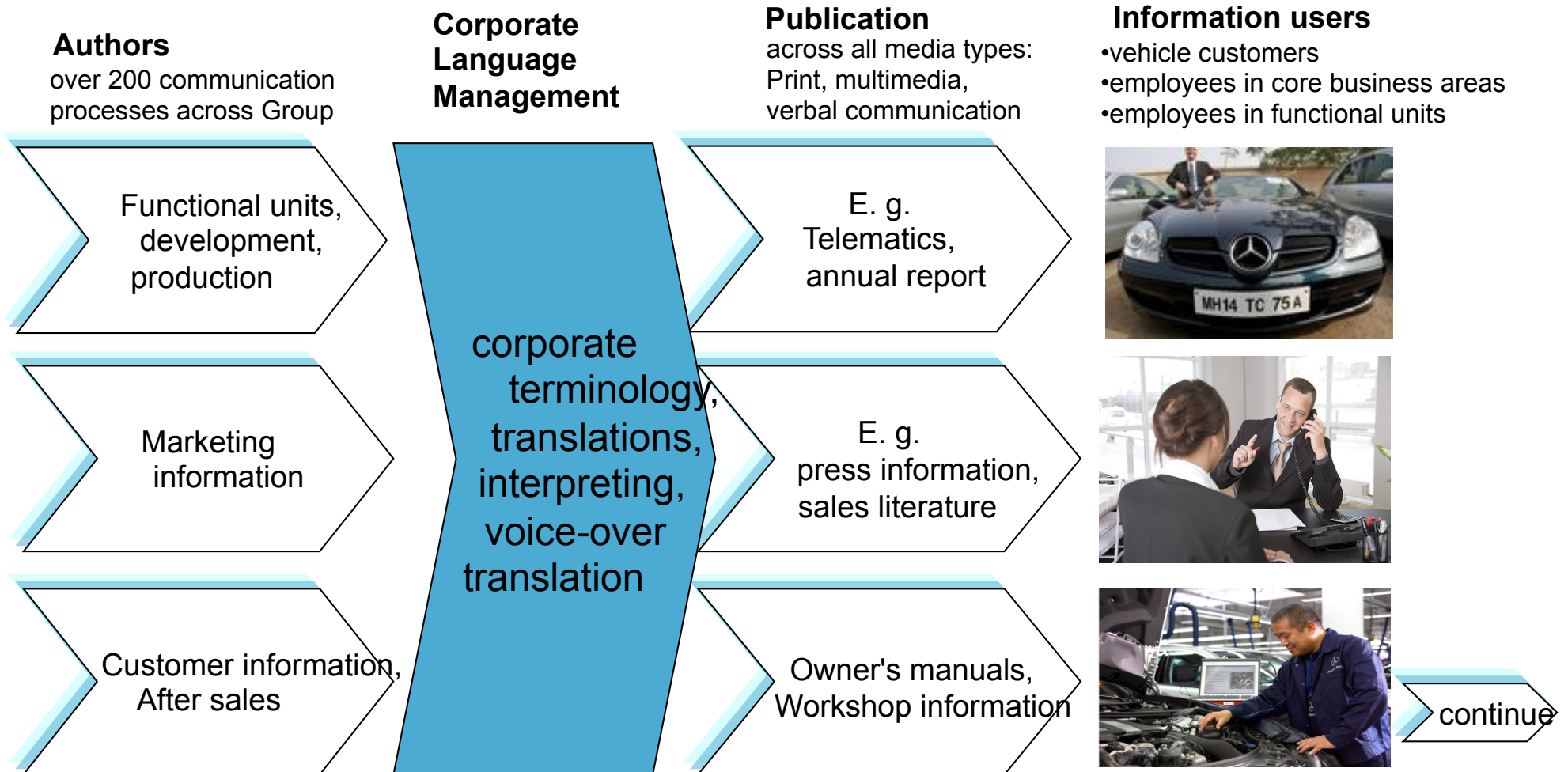
Production sites in 17 countries
Sales and marketing in 40 countries
(far more sales companies)



Corporate Language Management (CFM/LM)

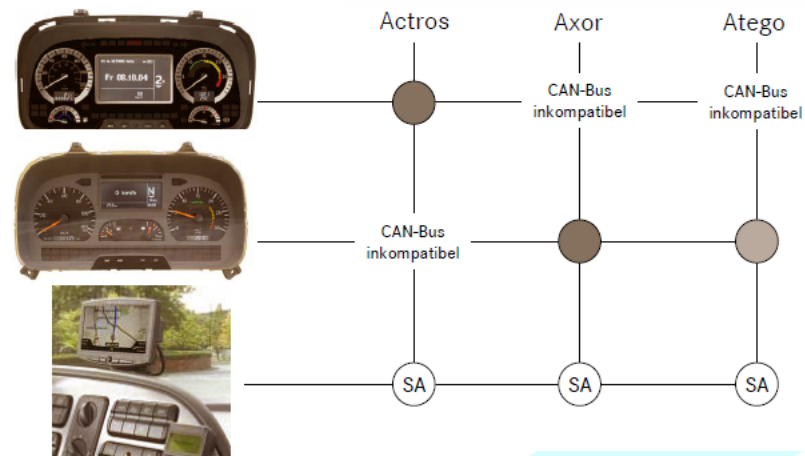
The role of Corporate Language Management

CLM/LM at Daimler is responsible for designing, integrating and managing the multilingual communication of all information processes across the Group.

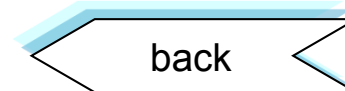


Corporate Language Management (CFM/LM) The role of Corporate Language Management

CFM/LM range of services, example: telematics.

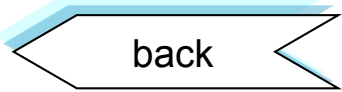
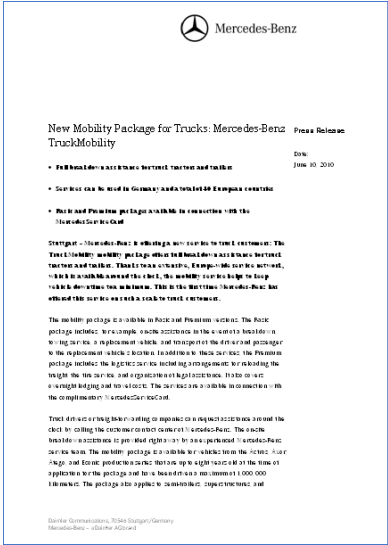
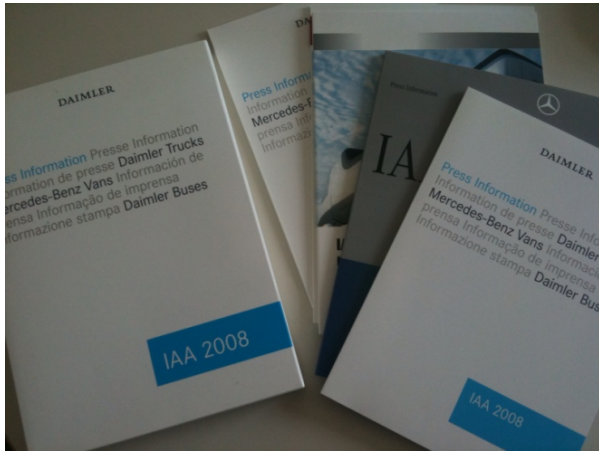


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Datensatznr.: 914	Zielsprache: ENGLISH_US	Keine Übersetzungen	ALL	SUCHE		
ID: 451868	Activates function [Singular] Dient dazu ggfs. Anpassungen Telefonabhängig zu machen. Do translate, please					
Line: All	NTG4_5_ECE+CN+USA+JP_High_Services_DNS 2: <entry xy>_High_Fullscreenlist.Scroll.Back_Font_01					
NTG4.5	Initialisierung:					
Entry+High	85% Initialization:					
Bitte neu übersetzen						
	Übersetzt	MAX-Breite	IST-Breite	Translation Validation	STATUS	Kombi Zellen-ID
Kommentare?	3038	246	218	OK	CHRYZD	KEIN Kombi- Eintrag



Corporate Language Management (CFM/LM) The role of Corporate Language Management

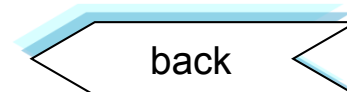
CFM/LM range of services, example: press information/sales literature.



Corporate Language Management (CFM/LM)

The role of Corporate Language Management

CFM/LM range of services, example: owner's manual/workshop information.



Corporate Language Management (CFM/LM)

The role of Corporate Language Management

The role of Corporate Language Management is to provide comprehensive planning and management for all multilingual communication processes.

- To assume process responsibility (strategy process/definition and specification of interfaces)
- To be responsible for the global provision of appropriate information, data and communication content for all corporate units within the specified quality, cost and time parameters
- To avoid exposure to liability by ensuring translation accuracy (correct instructions, contractual liability)
- To be responsible for planning and decision-making processes (involvement of partners)
- To ensure the innovation of language processes and multilingual data systems and processes across core processes and divisions
- To report within the line structure and to committees

Corporate Language Management (CFM/LM)

The role of Corporate Language Management

Optimal, stable processes and process standardization are the basis for the smooth running of international communication at Daimler.

- Operating a service strategy and implementing process development
- Managing suppliers to ensure efficient and effective provision of services
- Ensuring the standardization and consistency of corporate terminology for all languages and topics (technology, marketing, legal, etc.)

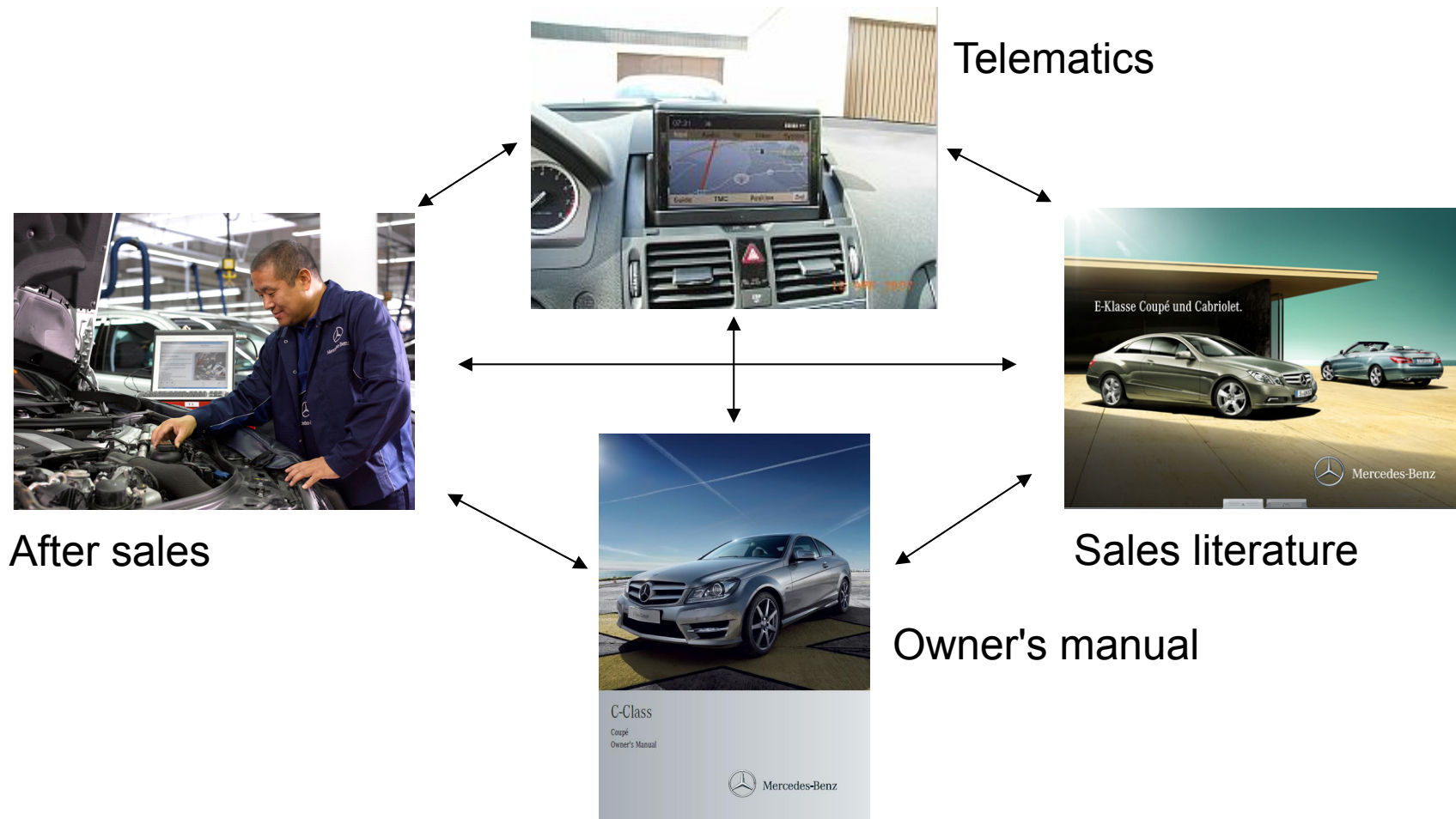
Corporate Language Management (CFM/LM) Trends

Corporate Language Management adapts to developments.
Growing complexity of products and new technologies.



Corporate Language Management (CFM/LM) Trends

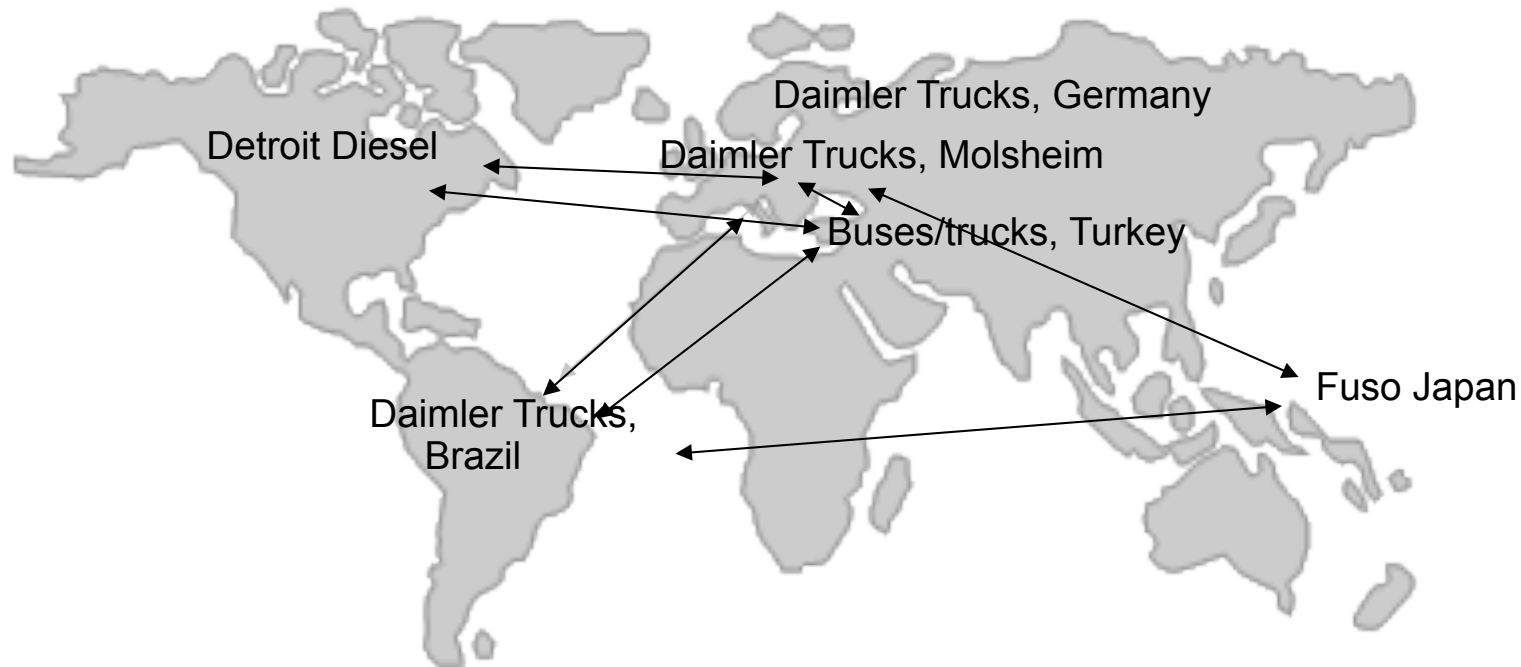
Corporate Language Management adapts to developments.
Increased interconnectedness of information.



Corporate Language Management (CFM/LM) Trends

Corporate Language Management adapts to developments.
Growing requirement for multilingual information.

Example: design - production network: trucks



Corporate Language Management (CFM/LM)

Areas requiring action

When trying to balance the conflicting demands of quality, cost and process time, there are three main areas that require action.

1. Quality/supplier management

- Comprehensive requirements for suppliers with regard to quality management system (DIN EN 15038)
- Requirements for process/system integration
- Quality requirements for language services
- Monitoring of quality and delivery reliability

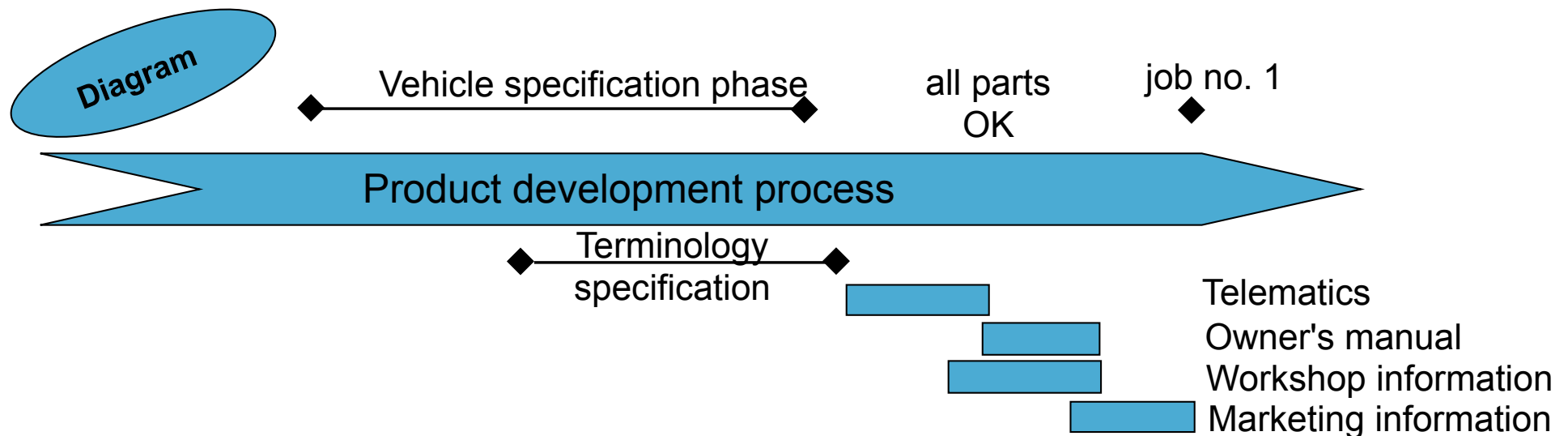
Corporate Language Management (CFM/LM)

Areas requiring action

When trying to balance the conflicting demands of quality, cost and process time, there are three main areas that require action.

2. Terminology development/standardization

- Develop multilingual terminology during the product development process (rather than during the translation process)
- Terminology request and approval processes supported by tools and workflows



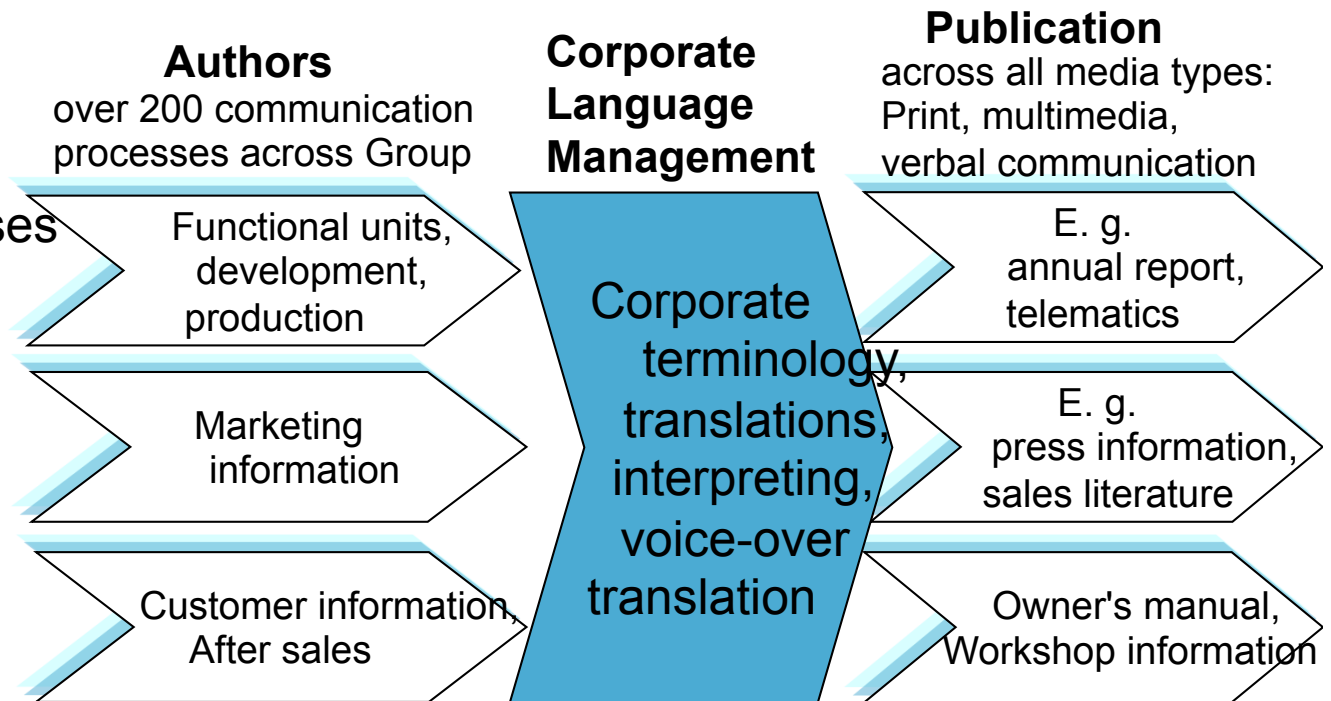
Corporate Language Management (CFM/LM)

Areas requiring action

When trying to balance the conflicting demands of quality, cost and process time, there are three main areas that require action.

3. Standardization of translation processes

- standard interfaces for upstream and downstream processes
- compatible support/authoring tools
- real-time translation
- workflows



"Language is a means of transport: like the train that takes goods from Leipzig to Dresden, it carries thoughts from one head to another"

And you are the ones developing high-tech solutions for language processes!



Thank you.