

Streamlining the translation workflow by integrating memoQ into the existing ERP system

Leandra Amato & Max Ludwig

Digitec Galaxus AG

Zürich, Switzerland





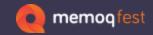
Summary

We'll try our best to be as concise as possible O

- 1. Who is Digitec Galaxus
- 2. Who are we
- 3. Challenges
- 4. Tools
- 5. Workflow
- 6. Solutions
- 7. Demos
- 8. Q&As

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Digitec Galaxus – what? #1

Switzerland's largest online shop



CHF 2.744 billion sales 2023



> 3 million customers active customers 2023



27.3 million visits Ø visits per month



> 6.3 million products
portfolio 2023



13.1% growth compared to 2022/2023



2,600 employees



Digitec Galaxus – what? #2

Galaxus – the ambitious player on the European market



#1 Swiss online retailer strong parent company

Active across Europe since 2018 many years of e-commerce experience



Over 6 million visits per month on average high traffic since year one



Active Community honest exchange among users

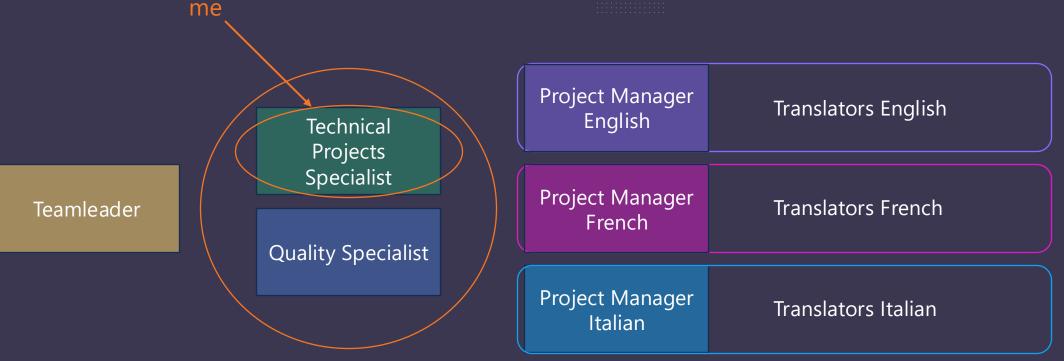


Unbiased articles product tests and editorial articles

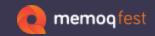


Language services



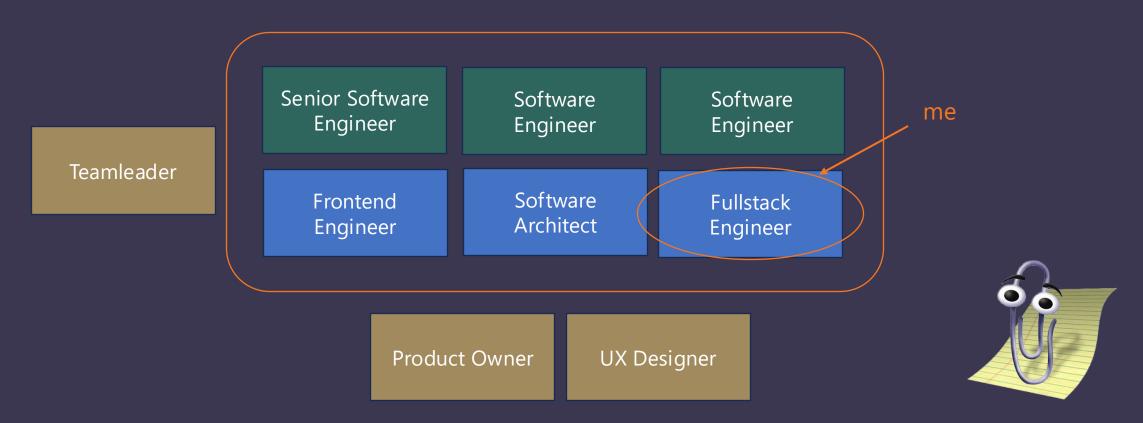


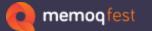




Development team

Team Clippy





The challenges



Editorial content is our **unique selling point** (**USP**).



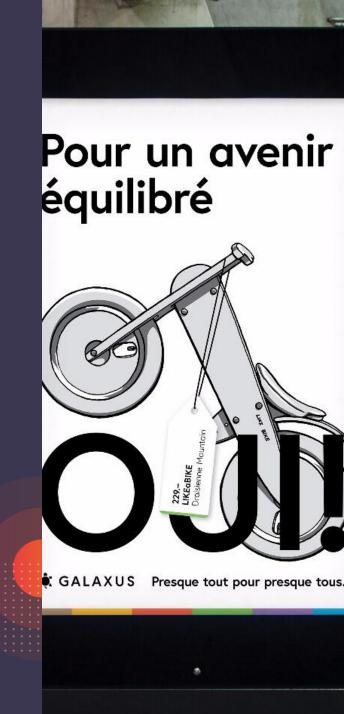
Since we first started using memoQ in 2019, the amount of text to be translated from German into English, French and Italian has increased (**around +10% per year**).

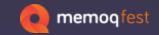


Efficiency is not everything: We also focus on **high language quality** – happy customers, happy us.



Our infrastructure (in-house developed ERP) and our different stakeholders (not only editorial content but also customer services, UX, product development etc.).





The Language Services team needs to be more efficient while maintaining high quality. How can we do this? Is it just sci-fi?

Making sure that our tools and processes are as automated as possible. Using machine translation where possible, evaluating every case and improving it with glossaries.

2

Improving wokflows and simplyifing processes.

3



The tools

memoQ translation, review, terminology management

Home-developed Enterprise Resource Planning (ERP) system content creation and management

> Atlassian's Jira translation tasks management



The workflow





Editorial team

writes articles



Specialist

makes sure every article appears in Jira and is imported into memoQ



Project managers

assign the tasks to translators and reviewers



4

translate the articles in memoQ with our intern style guides in mind

Reviewers (1, 2)

5

memogfest

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review the translations including tags position and character limits for meta information.





The solutions

The Language Services team did not want to have to manually copy and paste texts from the ERP into Word, import them into memoQ, export them again and copy and paste them back into the ERP.

Atlassian's Jira

Thanks to the memoQ solution engineers, we were able to implement a Jira integration to automatically import **attached files from Jira into memoQ and the other way around.**



ERP

For a home-developed ERP we needed another approach: Thanks to our in-house product development teams, we were able to integrate memoQ with the ERP using a Web Service SOAP API (WS API). Our ERP is developed in .NET. The WS API allows integration with any platform that supports standard web services, including applications developed in Microsoft .NET or Java.

Result

Translation efficiency, measured in terms of translated text coverage, has increased from 60% per year to **over 85%**.

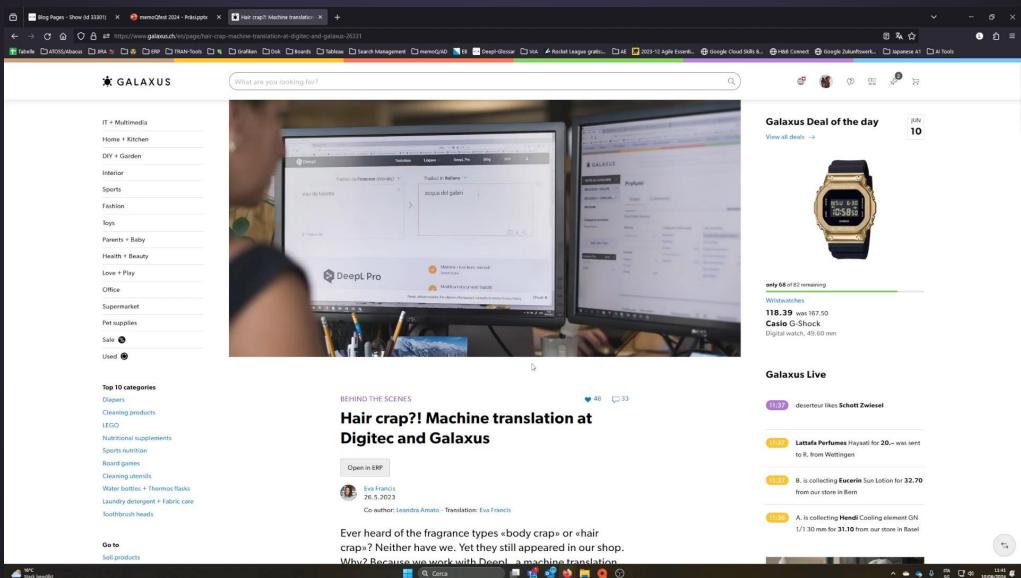




Demos

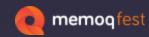


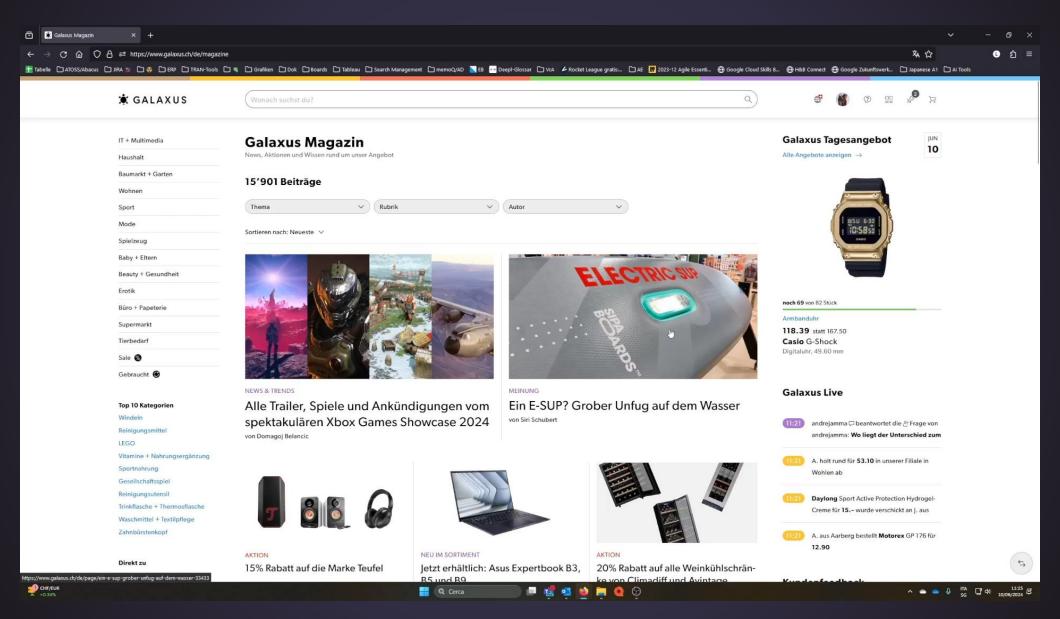
What does an article look like?



memoQ Interna

Demo: ERP-memoQ import





| Sprache | [| Deutsch | ~ |
|--|--|--|-------------------|
| Kopieren für Übersetz | ung auf Englisch | Kopieren für Übersetzung auf Französisch Kopieren für Übersetzun | g auf Italienisch |
| Wählen Sie ein Projekt | Bitte wählen Playground-2023-12 | ▼ Fortsetzen | |
| ▼ <u>Blog Page Inhalte</u> Id Titel* | Galaxus-2024-05 Digitec-2024-05 Jira issue - TRAN-25493 Jira issue - TRAN-25561 Jira issue - TRAN-25573 Jira issue - TRAN-25581 | | Bearbeiten |
| Meta-Titel | | | |
| Leadtext* | Lead text für einen Test | | |
| Meta Beschreibung | | | |
| Inhalt* | Content für einen Test | | |
| | | | |

Kopieren für Übersetzung auf Französisch

Deutsch

Inhalte in das Projekt Playground-2023-12 von MemoQ am 28.05.2024 13:08:02 importiert.

Sprache

ld

Titel*

Inhalt*

Meta-Titel

Meta Beschreibung

Kopieren für Übersetzung auf Englisch

55476888

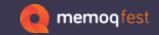
Titel für einen Test

Lead text für einen Test

Content für einen Test

ReImport into MemoQ

▼ Blog Page Inhalte



Import: select where to import the text.

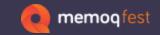
Bearbeiten
If something changes in the source text, we can re-import the text and restart the translation \rightarrow But we are faster thanks to TM/TB suggestions.

~

Bearbeiten

Kopieren für Übersetzung auf Italienisch

Reimport: select the same project as the import.



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Each article is in .txt format.

The name contains the ERP ID and the title of the article.

MemoQ view: Red: Tags and Regex

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Demo: Jira Connector



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| | anhangen. ERP-Links Falls die Übersetzung im ERP erfolgt, hier alle Links einfügen. Sonst bitte das zu übersetzende Dokument anhängen (am besten Microsoft-Office-Datei). | Due date 19 Jun 2024 memoQ Roject None Parent New None | |
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| | Translate into Englisch Französisch Italienisch Attachments 1 | Automation F Rule executions | |
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Thank you!

? Any questions?
You can also meet us for a coffee break. Point State Stat

Leandra.amato@digitecgalaxus.ch max.Ludwig@digitecgalaxus.ch