

Summary

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

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



GALAXUS

Pick-Up & Service Point

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



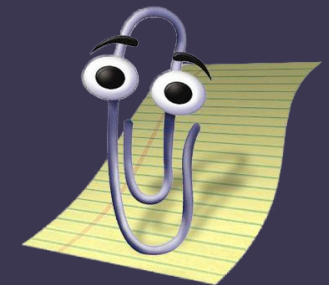
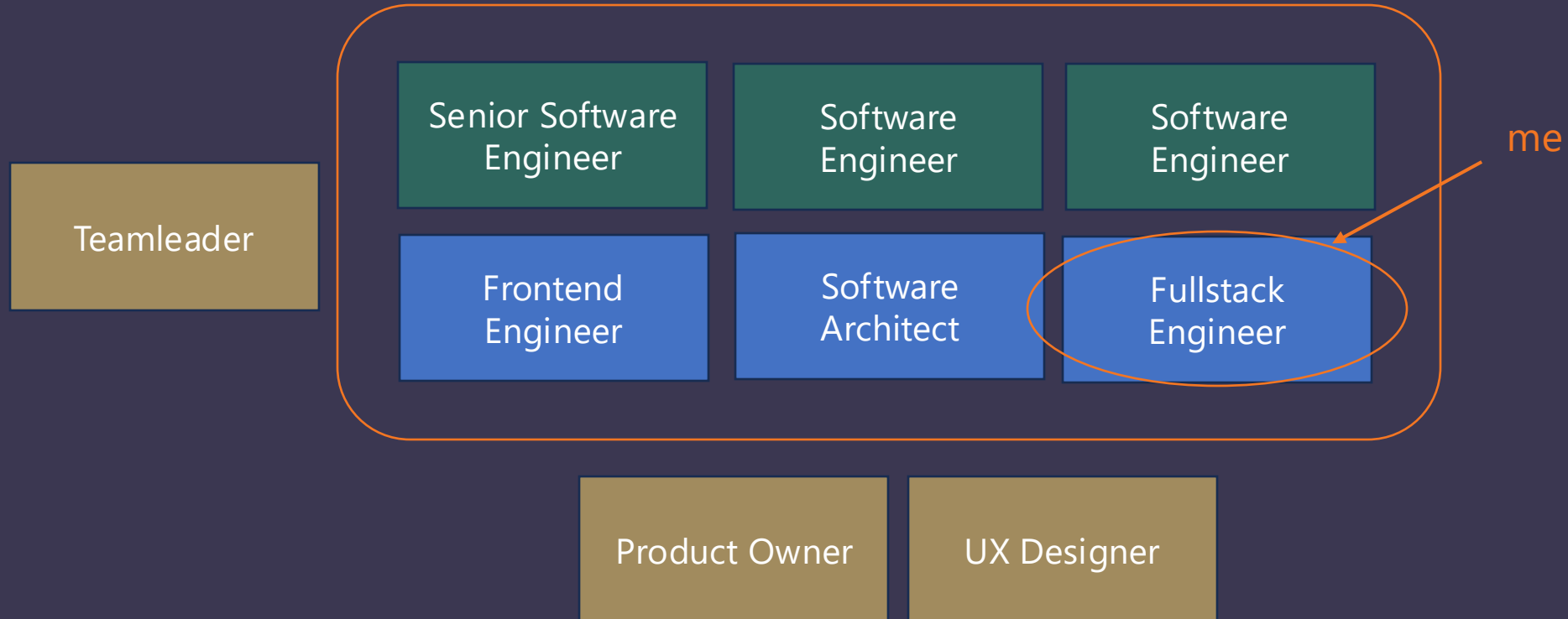
Language services





Development team

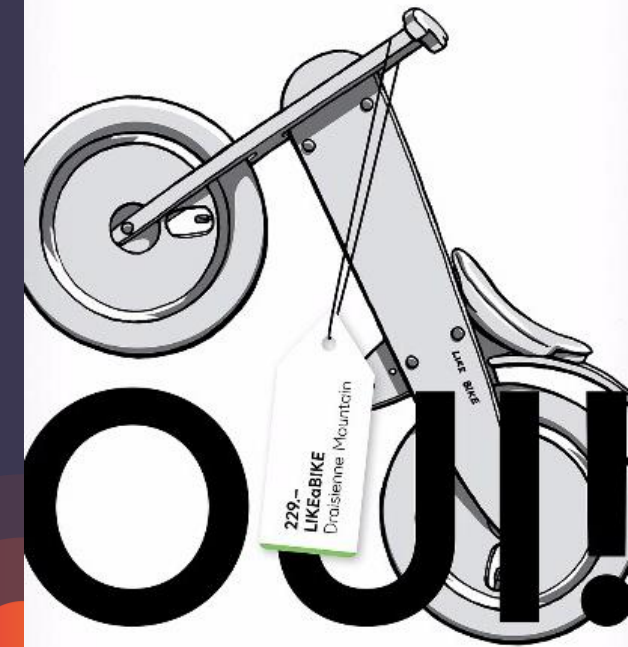
Team Clippy



The challenges

- 1 Editorial content is our **unique selling point (USP)**.
- 2 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**).
- 3 Efficiency is not everything: We also focus on **high language quality** – happy customers, happy us.
- 4 Our infrastructure (in-house developed ERP) and our different stakeholders (not only editorial content but also customer services, UX, product development etc.).

Pour un avenir
équilibré



GALAXUS Presque tout pour presque tous.

The Language Services team needs to be more efficient while maintaining high quality.

How can we do this? Is it just sci-fi?



1

Making sure that our tools and processes are as automated as possible.

2

Using machine translation where possible, evaluating every case and improving it with glossaries.

3

Improving workflows and simplifying processes.

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



- Over 200 articles per month.
- 70-100 Jira tasks per month.
- MT-horrors corrections.

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?

GALAXUS What are you looking for?

IT + Multimedia
Home + Kitchen
DIY + Garden
Interior
Sports
Fashion
Toys
Parents + Baby
Health + Beauty
Love + Play
Office
Supermarket
Pet supplies
Sale
Used

Top 10 categories
Diapers
Cleaning products
LEGO
Nutritional supplements
Sports nutrition
Board games
Cleaning utensils
Water bottles + Thermos flasks
Laundry detergent + Fabric care
Toothbrush heads

Go to
Sell products

BEHIND THE SCENES 48 33

Hair crap?! Machine translation at Digitec and Galaxus

Open in ERP

Eva Francis
26.5.2023
Co-author: [Leandra Amato](#) - Translation: [Eva Francis](#)

Ever heard of the fragrance types «body crap» or «hair crap»? Neither have we. Yet they still appeared in our shop. Why? Because we work with DeepL, a machine translation

Galaxus Deal of the day JUN 10
View all deals →

only 68 of 82 remaining

Wristwatches
118.39 was 167.50
Casio G-Shock
Digital watch, 49.60 mm

Galaxus Live

- 11:37 deserteur likes **Schott Zwiesel**
- 11:37 **Lattafa Perfumes Hayaati for 20.-** was sent to R. from Wettingen
- 11:37 B. is collecting **Eucerin Sun Lotion for 32.70** from our store in Bern
- 11:36 A. is collecting **Hendi Cooling element GN 1/1 30 mm for 31.10** from our store in Basel

16°C stark bewölkt

Cerca

11:41 10/06/2024

memoQ Interna

Galaxus Magazin

Wonach suchst du?

IT + Multimedia

Häushalt

Baumarkt + Garten

Wohnen

Sport

Mode

Spielzeug

Baby + Eltern

Beauty + Gesundheit

Erotik

Büro + Papeterie

Supermarkt

Tierbedarf

Sale

Gebraucht

Galaxus Magazin
News, Aktionen und Wissen rund um unser Angebot

15'901 Beiträge

Thema Rubrik Autor

Sortieren nach: Neueste

Galaxus Tagesangebot JUN 10
Alle Angebote anzeigen →

Armbanduhr
118.39 statt 167.50
Casio G-Shock
Digitaluhr, 49.60 mm

Galaxus Live

11:21 andrejamma beantwortet die Frage von andrejamma: **Wo liegt der Unterschied zum**

11:21 A. holt rund für **53.10** in unserer Filiale in Wohlen ab

11:21 **Daylong Sport Active Protection Hydrogel-Creme** für 15.– wurde verschickt an J. aus

11:21 A. aus Aarberg bestellt **Motorex GP 176** für 12.90

Alle Trailer, Spiele und Ankündigungen vom spektakulären Xbox Games Showcase 2024
von Domagoj Belanic

Ein E-SUP? Grober Unfug auf dem Wasser
von Siri Schubert

15% Rabatt auf die Marke Teufel

Jetzt erhältlich: Asus Expertbook B3, B5 und B9

20% Rabatt auf alle Weinkühlschränke von Climadiff und Avintage

Direkt zu

CHF/EUR +0.34%

Cerca

ITA 5G 11:23 10/06/2024

Sprache: Deutsch

Kopieren für Übersetzung auf Englisch Kopieren für Übersetzung auf Französisch Kopieren für Übersetzung auf Italienisch

Wählen Sie ein Projekt: Bitte wählen Fortsetzen

▼ **Blog Page Inhalte** Bearbeiten

Id	
Titel*	
Meta-Titel	
Leadtext*	Lead text für einen Test
Meta Beschreibung	
Inhalt*	Content für einen Test

Bearbeiten

Import: select where to import the text.


Sprache: Deutsch

Kopieren für Übersetzung auf Englisch Kopieren für Übersetzung auf Französisch Kopieren für Übersetzung auf Italienisch

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

Reimport into MemoQ

▼ **Blog Page Inhalte** Bearbeiten

Id	55476888 
Titel*	Titel für einen Test
Meta-Titel	
Leadtext*	Lead text für einen Test
Meta Beschreibung	
Inhalt*	Content für einen Test

Bearbeiten

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

Reimport: select the same project as the import.

Name	V	#	Progress	Translator	Deadline (T)	Reviewer 1	Deadline (R1)	Reviewer 2	Deadline (R2)
32523_So_bestimme_ich_die_...	1.0	742	fre						
32523_So_bestimme_ich_die_...	1.0	742	ita						
32777_Ultrahuman_im_Test_D...	1.0	1747	eng	Jessi	17/05/2024 15:45	Eva	17/05/2024 15:45	Jessi	17/05/2024 15:45
32778_Surfen_Skaten_Paddel...	1.0	1410	fre						
32868_Verbi_ffend_hnlich_D.txt	1.0	675	eng						
32868_Verbi_ffend_hnlich_D.txt	1.0	675	fre						
32888_Seltsame_Produnkte_vo...	1.0	1168	fre						
32905_Drei_Lagen_fr_ein_s.txt	1.0	1014	eng						
32905_Drei_Lagen_fr_ein_s.txt	1.0	1014	fre						
32905_Drei_Lagen_fr_ein_s.txt	1.0	1014	ita						
32917_Haarentfernung_mit_L...	1.0	1627	fre						
32919_Die-Tauchsimulation_t...	1.0	1572	fre						
32931_Elvie_vs_Medela_Zwei...	1.0	1115	eng						
32931_Elvie_vs_Medela_Zwei...	1.0	1115	fre						
32971_Coros_Pace_3_Diese_S...	1.0	1234	fre						
32986_Siris_Freiluftlabor_...	1.0	1522	fre						
32991_7_spannende_Hintergr...	1.0	882	fre						
33052_Kleine_Helden_grosse...	1.0	994	fre						
33086_Die_Kugel_rolлт_Dies.txt	1.0	524	fre						
33095_Vom_Schlafzimmer_au...	1.0	555	fre						
33101_Ausprobiert_Warum_ic...	1.0	1169	fre						
33124_Warum_ich_Peppa_Wu...	1.0	1576	ita						
33134_Galaxus_Report_Wen...	1.0	835	eng						
33134_Galaxus_Report_Wen...	1.0	835	ita	Rebecca	03/06/2024 11:30	Nerea	03/06/2024 11:30	Rebecca	03/06/2024 11:30

Each article is in .txt format.

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

MemoQ view:
Red: Tags
and Regex

The screenshot shows the MemoQ interface with a translation project. The source text is in German and the target text is in Italian. The interface includes a menu bar, a toolbar with various editing tools, and a main workspace for text comparison. A 'Translation results' panel on the right shows a list of segments with their respective progress percentages and status indicators (e.g., N/A, 99%, 100%).

The screenshot shows a Jira issue page for 'Test for memoQfest' in the 'Translation' project. The issue is currently 'Ready' and has no assignee. The description includes instructions for translators regarding context and attachments. The right-hand sidebar displays details such as the reporter (Leandra Amato), priority (Normal), word count (2), and due date (19 Jun 2024). The interface is in German.

Issue Title: Test for memoQfest

Project: Translation

Status: Ready

Assignee: Unassigned

Reporter: Leandra Amato

Priority: Normal

Word count: 2

Due date: 19 Jun 2024

memoQ Project: None

Parent: NEW

Automation: Rule executions

Zendesk Support: Linked Tickets

Created: 11 June 2024 at 11:46



Thank you!

① Any questions?

You can also meet us for a coffee break. 😊

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