



acrolinx case study

Leica
Geosystems

Global English, to Swiss standards of quality



CHALLENGE

- Standardize the company's terminology
- Establish stylistic consistency
- Create an English-based corporate language
- Improve the quality of source texts, in order to reduce translation costs



BENEFITS

- Consistent terminology across a minimum of four languages
- Better market recognition, through use of consistent corporate language
- Improved communication
- Reduced translation costs
- Decreased product liability risks as a result of clear documentation

Our customers should feel 'at home' when using our documentation. A high recognition value is one thing that makes this possible. The standardization of language plays a crucial role in this process. Moreover, the clearer we make our documentation, the lower the risk of misuse will be, and thus ultimately the risk of product liability.

Wolfgang Reiner

Technical Documentation

Leica Geosystems AG

”

Leica Geosystems AG, a global company with headquarters in Switzerland, has been a pioneer and standards-setter in the development and manufacture of surveying instruments for more than 200 years. Customers will be satisfied with these complex products only if the product documentation is of top quality.

Since Leica Geosystems' technical documentation and product information is provided in different locations and is written by a variety of editors, inconsistencies are almost inevitable. In addition, as a global company, Leica Geosystems uses English as its primary source language. As a result, texts are often written by non-native speakers. The company was therefore looking for a system that could enable the standardization of terminology and the creation of high-quality English-language texts. Since Leica provides product information in more than 15 languages, cost concerns also demanded the production of source texts optimized for translation. Finally, the project focused on the development of an English-based corporate language consistent with the company's brand identity.

Approach

On the way to creating this corporate language, Leica Geosystems implemented the XML-based TIM-RS content management system, which allows for the continual update of modular, standardized text elements. Acrolinx was used in the standardization of the company's use of language, at both the sentence and word level. The integrated software solution supported the development, validation, testing and ongoing maintenance of a company terminology database, subsequently allowing company texts to be checked for consistent grammar and style.

The Leica project managers initially focused on standardizing the company's technical vocabulary, revising existing designations for products and individual components. As a second step, style and grammar rules were defined and stored in Acrolinx. Consistent use of terminology was thus established—the basis for the concept of translation-ready writing.

Results

Today at Leica Geosystems, individual documents or whole data sets can be examined enterprise-wide on the basis of the new set of rules. Technical writers can access the Acrolinx Termbrowser from any location. The terminology database now includes more than 16,000 entries, with equivalents kept by default in English, German, French and Spanish. This ensures consistency throughout these languages. The unified style and terminology of Leica Geosystems' corporate language has led to higher-quality public communication and significant translation cost savings, as well as the creation of high recognition value. In addition, product liability risk has declined, as the increased clarity of the company's technical documentation has reduced the risk of misuse.

The Company



- Global company active in the development and manufacture of surveying instruments
- Headquarters in Heerbrugg (Switzerland)
- 3,500 employees in 28 countries worldwide, with hundreds of partners in 120 countries*
- Sustainability management with defined environmental goals, such as environmentally friendly production processes

* fiscal 2008

Leica
Geosystems

acrolinx

www.acrolinx.com