Translation and Localization of SIMATIC WinCC

In 2007, Siemens launched a full-scale partnership with EC Innovations for the translation and localization of SIMATIC WinCC (Windows Control Center), to drive WinCC's localization strategy in the Asian automation market. With this partnership, EC Innovations provides Siemens with services including TEP, DTP, glossary creation and maintenance, as well as the translation of system update documentation, from English into Simplified Chinese, Traditional Chinese, Korean, Japanese, etc. Currently in its 10th year, the partnership continues to satisfy the Siemens' needs through EC Innovations' professional resources and continually-improved technical solutions. Siemens has rated EC Innovations as an Outstanding Vendor for several years in a row.

EC Innovations has established a strong partnership with Siemens over 13 years, providing the latter with services in nearly 20 language pairs including English, German, Chinese, Japanese, Korean, Vietnamese, Indonesian, and Thai, with more than 100 million source words translated. On top of automation projects, EC Innovations also provides Siemens with translation and localization services in the mechanical, energy, marketing, and medical fields.

13 years partnership

17 language pairs

100⁺ million source words translated

The Localization Solution Provided by EC Innovations

- During the initial stage of a project, EC Innovations conducted thorough training and detailed background research into all aspects of the project. Regular communication was held with the customer to identify concerns about each phase of the project in advance, to ensure professional and accurate translations with a tone of voice that suited the customer's product.

- Specialists in the respective language groups discussed the project's source text to synchronize understanding, allowing potential misinterpretations and inconsistent translations of source text to be identified and resolved in a timely manner.

- A project workflow automation solution was provided for the customer based on TBMS-LPA. The systems of EC Innovations and Siemens were linked by a connector to automate the processing, resource allocation, QA, and delivery stages for each project to ensure minimal effort was required on the customer's part, so they could focus on their core business.

- Multilingual projects were managed with Cloud CAT, a cloud-based translation platform, to support multithreading for collaboration among multiple users, which helps enhance translation efficiency and ensure speedy delivery.

- EC Innovations provided Siemens with a centralized solution for maintaining and updating data, a dedicated team of translators, and a tailored pool of language assets to seamlessly respond to surges in Siemens' business needs as well as its demand for rapid expansion.

- By providing alternative solutions to minimum charges, EC Innovations facilitated further cost reduction for Siemens.

SOLUTIONS

Dedicated WinCC Project Team

EC Innovations allocated native translators and editors with the relevant professional experience in IT, software, communications, automation, etc., from its China, Japan, and Korea offices to form a dedicated translation team for the WinCC project.

Team Composition:

- **Subject-matter experts (SMEs)**: With cumulative knowledge and experience in their specific industry, our SMEs support terminology translation and maintenance as well as answer technical questions from translators.

- **Qualified translators**: Our translators undergo assessment based on our Translation Quality Report (TQR), and we try our best to assign translators to the same product line for the same client.

- **Experienced editors**: With years of proven translation experience, our editors are effective at using our cloud-based Computer-Assisted Translation tool to review and make edits in real time to provide feedback and confirmation in the shortest time possible.

- **Rigorous proofreaders**: Equipped with background knowledge in a specific industry, they simulate end users by reviewing the translation with a fresh eye and without referencing source content.

- **Quality Assurance reviewers**: Our QA team will sample 10% to 20% of total translations for independent verification of quality, and to identify potential quality issues.

- **In-country reviewers or third-party reviewers**: Often requested by clients to serve as a further guarantee of translation quality.

- **In-country language leaders**: Work closely with our translator recruitment and management team to build tailored and dedicated translator teams for each client.

- **Multilingual DTP team**: Ensures that translated documents are compliant and ready to be published in the right format.

Multilayered Quality Assurance

The WinCC project team would send a Query Report to Siemens for solutions to any issues and concerns they encountered while working on the project. During the initial stage of a project, the project team would conduct thorough training and detailed background research in all aspects of the work to ensure professional and accurate translations with a tone of voice that suited the client's product.

Specialists in the respective language groups would regularly discuss the project's source text to synchronize understanding, enabling potential misinterpretations and inconsistencies with the customer's Style Guide to be identified and resolved in a timely manner. As English documents were indexed in the order of the English alphabet, EC Innovations' Chinese, Japanese, and Korean teams resolved indexing issues for the customer in accordance with the respective local conventions.

When a project was completed, professional native reviewers reviewed the translations from the perspective of experts and users to further ensure that the translations met the professional and accuracy requirements of WinCC.

Automated Workflow That Boosts Cost Efficiency

The Localization Process Automation solution that EC Innovations customized for Siemens utilized EC Innovations' internally-developed project management system TBMS (now known as TBMS-LPA) and Cloud CAT platform, enabling automated project management, online collaboration among geographically dispersed translators, synchronous editing, and online expert Q&A. The customer could also keep track of project progress from the client portal, and generate QA reports. By enabling efficient translations, project management, and resource allocation, EC Innovations' workflow automation solution helped the customer save 30% in cost.

EC Innovations also provided the customer with alternative solutions to minimum charges. For example, translation service providers would typically levy a minimum charge to protect their and their team members' benefits. In the project management system, we often received project requests that each had minimal volume from Siemens. The practice we suggested in this case was to combine several small projects into a slightly larger one for higher cost efficiency.

TESTIMONIALS

"The evaluation process for the past fiscal year is now complete; the results corresponding to the Purchasing, Quality, Logistics, and Technology categories can be seen on the attached sheet. In this round, you received 93 points out of 100 and have been classified as 'outstanding'."

"All I can say is that we are very happy with your service, and especially your responsiveness, capacity, accuracy, best care, and attention!"

"In my opinion, there are indeed not many suppliers that one can call 'outstanding,' but that is precisely the word I would use! Nevertheless, please keep it up to maintain the good quality."

—Vendor Management, Siemens AG

ABOUT OUR **TBMS-LPA** SOLUTION

The TBMS-LPA (Localization Process Automation) solution enabled a highly-automated workflow encompassing file fetching, customized file analysis, format conversion, text extraction, and allocation of updated files. Its capability of eliminating tedious manual processes helped raise translation and project management efficiency and reduce unnecessary translation costs. Learn More>>

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