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

Europe: 6
America: 5
Asia / Australia: 5
Africa: 1

Legend: 🚤 = Production sites, 🔴 = Sales and marketing offices
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.

Authors  
over 200 communication processes across Group

Corporate Language Management  

Publication  
across all media types:  
Print, multimedia, verbal communication

Information users  
• vehicle customers  
• employees in core business areas  
• employees in functional units

Authors  
over 200 communication processes across Group

Corporate Language Management

Functional units, development, production

Marketing information

Customer information, After sales

corporate terminology, translations, interpreting, voice-over translation

E. g. Telematics, annual report

E. g. press information, sales literature

Owner's manuals, Workshop information  

continue
Corporate Language Management (CFM/LM)  
The role of Corporate Language Management  
CFM/LM range of services, example: telematics.
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.

- After sales
- Sales literature
- Owner's manual

Telematics
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

Diagram:

- Vehicle specification phase
- Terminology specification
- All parts OK
- Job no. 1

Product development process:

- Telematics
- Owner's manual
- Workshop information
- Marketing information
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

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E. g. annual report, telematics
E. g. press information, sales literature
Owner's manual, Workshop information
"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.