



Use Case

aclevion.

AI-based translation process for more than 500,000 products

The company not only manages all media assets and over 500,000 products in a central content hub, but also uses it to control the production and delivery of marketing materials. All products and communication materials are translated into German, French and Italian. The previous translation process was time-consuming and costly: There was no standardized process and wording, no central quality check and all translations had to be manually entered.

Following a joint conception phase, we implemented a standardized translation process with visual quality gates for all products and content in the central censhare Content Hub. After extensive testing, the external translation agencies were finally replaced by DeepL, which we integrated into the system.

The new solution saves a great deal of time and increases efficiency in translation: the system-supported process enables a standardized workflow throughout the company as well as significantly increased production reliability of all translations. The integrated glossary ensures consistent wording for all marketing and product texts and the quality of the product data has improved significantly. Finally, automated translation with DeepL reduces translation costs and speeds up processing time enormously. Further automation of the approval process and AI developments based on the flexible censhare platform are already being planned.



Requirements

ESA has long relied on a centralized censhare system, which was implemented by aclevion and has been continuously developed ever since. censhare integrates DAM, PIM, publishing management and a content hub into a central platform that ESA uses to control the production of marketing materials, manage all product information and distribute it to various touchpoints.

The next step was to add an automated translation process to the central platform and significantly reduce translation costs. Together with ESA, we not only designed and implemented a standardized translation process for all content and languages, but also integrated the automated translation with DeepL into censhare.

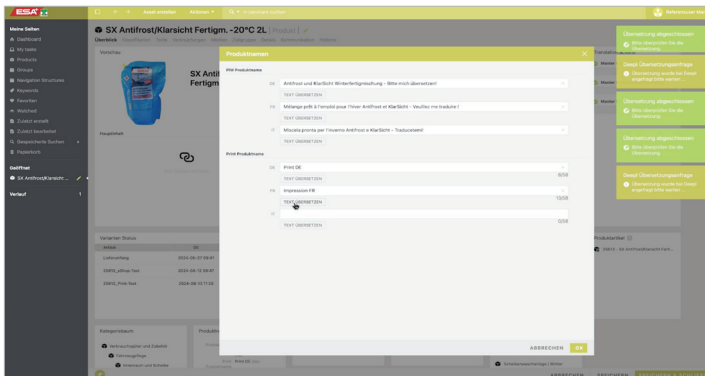
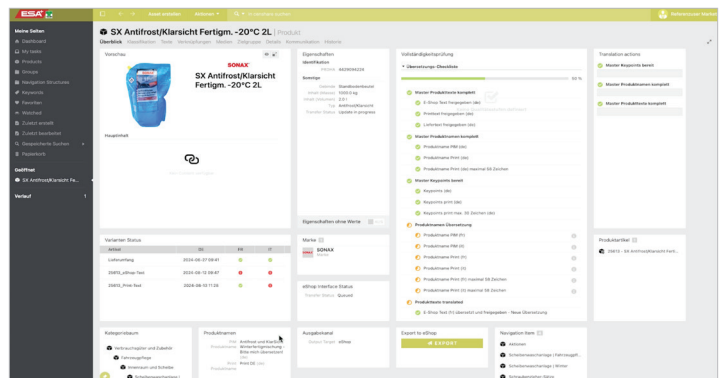
One translation process for all products in German, French and Italian

Today, the process centrally controls the translation of all product texts into all three languages. Regardless of whether new products are translated in the system, texts are sent to DeepL for translation, individual translations are commissioned or new translations are checked and approved: Everything is automated within one system with full transparency, traceability and process reliability.

The translation workflow is directly integrated into the central Product Information Management (PIM) and automatically controls the translation via DeepL, which is connected via an interface. The glossary is available directly in the system, without users having to operate an additional tool. The solution is also structured in such a way that the company can easily switch to another translation service if required.

1. Flexible process with full control

In the PIM system, all texts are managed as assets that are linked to the products and are available in several languages. Translations for entire languages can be triggered directly at the touch of a button, e.g. when a new product is added from SAP. However, individual texts such as product names or keypoints can also be ordered individually if required.

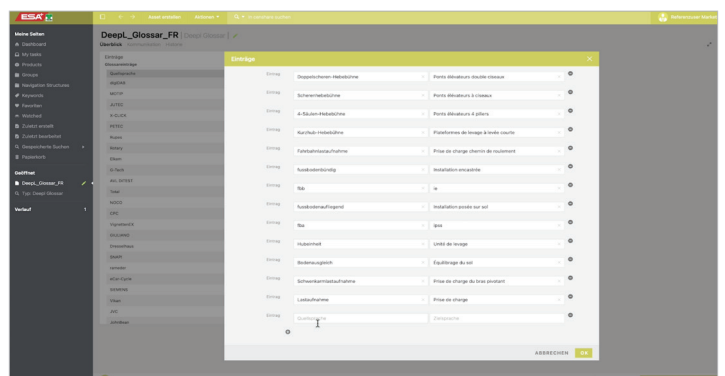


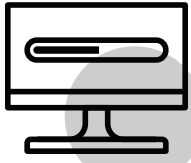
2. AI-based translation with DeepL

Once the order has been placed, the respective texts are automatically transferred via an interface to DeepL, where they are translated and saved as a language version of the source text in the PIM system. The entire process is fully automated and takes a very short time. After successful transfer, the system triggers the required approval processes.

3. Individual glossary with DeepL integration

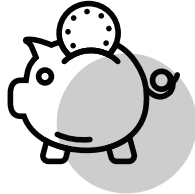
An in-house glossary is maintained in the system, which is synchronized with DeepL. This ensures that translations in all three languages take the glossary into account at all times. Employees have direct access to the glossary in the PIM system and can create new entries or adapt existing entries.





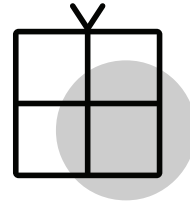
98%

faster translation



80%

translation costs saved

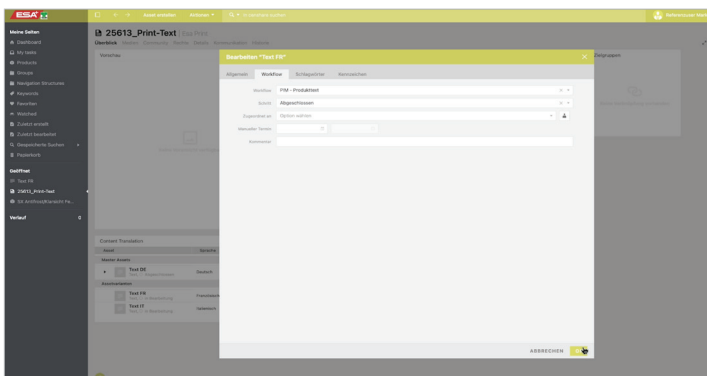
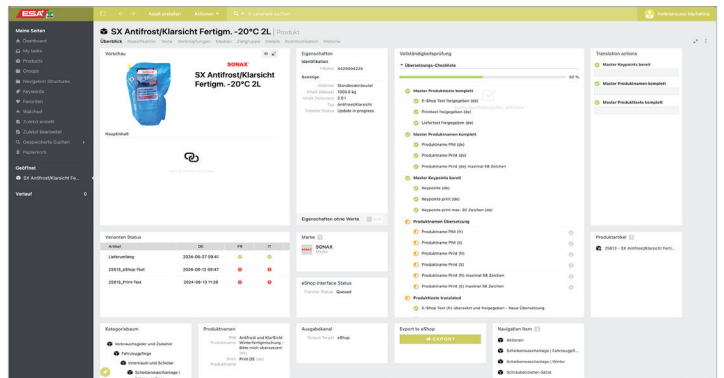


500'000+

products translated

4. Quality Gate and bulk translation

For each product in the system, a quality gate with a checklist ensures transparency regarding the translation status. Employees can see at a glance what has already been completed and what is still outstanding: from the release of the master text to the language versions of all the text elements of a product. With the help of a bulk process, the empty text assets could also be searched for initially and their translation triggered automatically.



5. Review and approval

Once all the texts for a product have been translated into all three languages, the texts are finally checked and approved. The product can then be delivered to the e-shop and can be used in Publishing Management for publications.

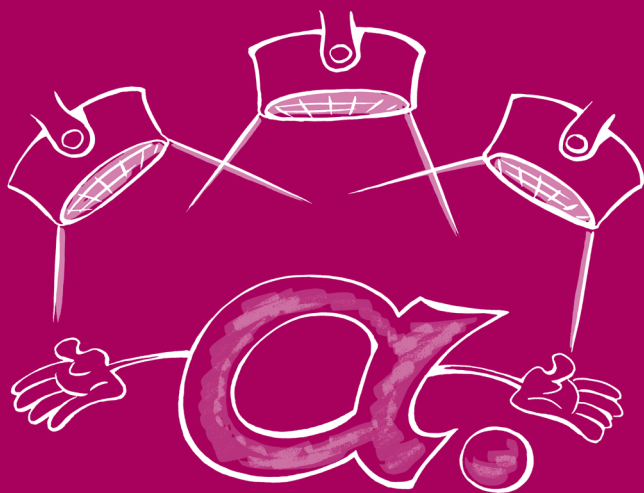
The company

ESA is the leading purchasing organization of the Swiss automobile and motor vehicle industry. Founded in 1930, the cooperatively organized company has been owned by its actual customers and thus 7,000 co-owners, for 90 years.

With the central purchasing, manufacturing and distribution of all articles and services required in the car and motor vehicle trade, the co-owners make a major contribution to its success.

« By connecting DeepL to censhare, we have been able to significantly increase the efficiency of our product translations. This optimization not only saves us time, but also costs and significantly improves our internal translation processes. The DeepL glossary also ensures that defined words are always translated in the same way. »

Christine Wälchli, ESA
Business Analyst



About aclevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Swiss Post, Die Mobiliar, and for you.

Learn more at [aclevion.com](https://www.aclevion.com)