Business Communication at the Transnational Level

Effective documents circulation in foreign languages in the BOSCH company ensured owing to PROMT technology

Amplifying globalization of economy is one of basic trends of the 21st century. The local market of a home country is not enough for roughly growing companies today. Gradually expanding, they master foreign markets and turn into transnational corporations. The modern economy implies large companies that possess not only representations abroad, but also plants in different parts of the planet. In particular, such companies appear to be the most competitive ones regardless of their line – as a rule, they are oil giants, developers of computer equipment, producers of household appliances and other large organizations.

Modern economical trends lead to new problems. While opening representations and setting up production in other countries, a company employs people living in those regions and speaking different languages. And the wider the geography of the company offices is, the more complications arise due to language barriers between employees.

Today, it is not enough to know only the English language, and it is a great problem to find several tens or even hundreds thousand of people freely speaking several foreign languages.

In Russia, the problem of the language barrier is especially pressing. According to sociological polls, only 1.3% of Russians can speak one foreign language fluently, and less than 0.5% can speak several languages. Compared to America and Western Europe, these are record-breaking low numbers.

Certainly, the phenomenon considerably complicates operation of foreign corporations opening their branches in Russia, and equally Russian companies aspiring to active contacts abroad.

Large international corporations with offices that are situated on different continents are working for maximal coordination of their employees, regardless of the country they live and the language they speak.
The problem of developing a uniform language space had also arisen in the Russian representation of the Bosch company, one of the largest world producers of a wide range of products. Branches of Bosch are situated in many countries world-wide; the total number of company employees exceeds 242,000 people. Owing to traditionally high requirements to its production, the Bosch company for a long time holds the lead position globally. However, the company wishes to go further. Caring not only about the quality of the produced goods, but also about further improvement and optimization of company-internal processes, the Bosch management applies for the newest IT technologies.

The search for a suitable software solution for document translation was triggered by such factors as growing volume of documents in foreign languages and the need to localize documentation and descriptions of equipment delivered by the Bosch company to Russia. High-quality translation, low **total cost of ownership**, user-friendly, simple and intuitive interface – this is a short list of requirements that should be met by a translation system for the Bosch intranet.

Implementing machine translation in the intranet of the Russian Bosch representation was aimed to solve the following problems:

- To eliminate language barriers between employees working in Russia and abroad to ensure their free communication via e-mail and document exchange;
- To quickly obtain translation of documents written in foreign languages;
- To considerably increase employee performance.

Having studied the market of corporate machine translation solutions, the Bosch company has chosen the PROMT translation system as a solution meeting all the stated requirements. Unique systems developed by the PROMT company on the basis of the newest machine translation technologies have proved their efficiency and high quality long ago and successfully run in many large Russian and foreign companies, effectively helping to create a uniform Internet/intranet language space. Effective development of corporate translation solutions allows to provide highly technological solutions both for client and server.

One of the factors that influenced the choice of the Bosch company is the translation speed. Even the best professional human translator can translate no more than 10 pages per hour, while the PROMT translation system translates up to 60 pages in a minute (in the batch mode).
The Solution: PROMT IntraNet Server 4.0

The PROMT company delivered to the Bosch representation in Russia the PROMT IntraNet Server 4.0 corporate solution with English, German, and Russian languages (a fully configured system is capable of translation between 7 most popular European languages). The delivery package also included the "Giant" dictionary collection providing qualified and adequate translation of texts on various topics.

PROMT IntraNet Server is intended for multilingual machine translation of all existing corporate information flows and provides "on-the-fly" translation of incoming and outgoing mail, internal documents, information from the corporate intranet and external Web resources.

PROMT IntraNet Server 4.0 is installed on a dedicated intranet server of the Russian Bosch representation. The client part on users' workstations is provided by a standard web browser – Microsoft Internet Explorer.

The system does not require installation of additional software on workstations. Therefore, the Bosch employees, whose workstations are connected to the server, get access to the translation system right after installation of the product.

The operation scheme is quite simple: translation requests are submitted from employees' workstations to the server and processed there. The number of workstations to be connected to the translation server is unlimited!

However, one may ask: what will be the speed of translation if, for example, several users simultaneously submit requests for translation of large text corpuses? In case of high system load, new requests are placed in a queue.

According to experts' estimations, one uniprocessor server is capable to serve 20-50 users (depending on the type and character of their work) and to process 8-10 requests at the same time. Information is translated on the server automatically, without human intervention.

Main Advantages of PROMT IntraNet Server 4.0

One of important "trumps" of the PROMT Translation Server solution is its low total cost of ownership thanks to simple and accessible installation procedure, and also unlimited scaling possibilities. Costs for one workplace are also minimal: the software does not require client installation, as any browser can be used as a client. Technical parameters of the system allow for concurrent use of the machine translation engine by unlimited number of users, and also for essential increase of translation quality by customizing the program according to user needs.
Convenient and user-friendly interface allows the deployment of the system without special training. For users wishing to get advantages of the translation engine from the traditional Microsoft Word environment, special plug-ins are provided. Besides, the PROMT IntraNet Server 4.0 solution includes the PROMT Translation Agent utility – a tool for text translation from all Windows applications.

"Due to implementation of the corporate solution offered by the PROMT company, we make a great stride forward to creation of a uniform language space in the company", - according to Vitaly Gordunovsky, the E-Commerce Project Manager of the Bosch company in Russia, – "As a result, translation is performed in the real-time mode. Today, we can confidently say that our company has made the right choice – pertaining to both translation solution and the developer company".

"Our cooperation with the Bosch company is another successful example of solving the problem of language barriers at the corporate level - in the company with offices in many countries. To us, it is especially pleasant that quality and efficiency of our solutions and technologies are estimated at their true worth by the Bosch company that is known for its high quality requirements", - Boris Tikhomirov, the Chief of Internet Projects of the PROMT company, said. – "We count on our further successful cooperation".

About the Bosch Company
The mission of the Bosch company, founded in 1886, is "It is better to lose money than trust of our clients". The basic activity of the Bosch company is production of "stuffing" for cars: petrol and diesel fuel injection systems, ignition systems, anti-blocking (ABS) systems, etc.
Bosch stands at the leading position in the field of electrical, electronic, mechanical, hydraulic, and pneumatic equipment for cars. In Russia, Bosch represents a wide range of high-quality products: from automobile spare parts, diagnostic equipment and electric tools to domestic appliances, safety systems and industrial equipment.
Bosch brands are known to Russian buyers for a long time and has already gained their trust. Confirmation to this is its recognition at the all-Russia competition "Nasha Marka" in 1999.

The company actively expands its appearance at the international market. At the beginning of 2005, the Bosch company had approximately 242,000 employees from whom more than a half were outside Germany.
Bosch has 258 branches and affiliated companies in more than 50 countries. In general, the company includes 249 enterprises, 185 from which are located outside Germany. Client service is provided approximately at 11,000 Bosch Service Centers in 130 countries.
About the PROMT Company
The PROMT company is the world leader in the field of applied linguistics and
development of machine translation technologies for European languages. The
PROMT company aims at creation of software that can help to overcome the
language barrier. Our slogan is "We make the world understandable!"

For more information on the PROMT company, please visit our Web site at
www.promt.ru
Translation quality can be examined at the PROMT company's Web site for free
E-shop: www.e-promt.ru

Situation:
Management of the Bosch company, aspiring to optimize the company workflows
and to eliminate language barriers between its employees from different
countries, and also trying to accelerate and facilitate the process of handling
documents in foreign languages at the maximum, has decided to purchase a
computer software solution for machine translation of information.
To this purpose, the Bosch leaders in Russia has addressed to PROMT company
– a leader in the field of automated translation.

Solution:
A profound preliminary research resulted in choosing the production of the
PROMT company. The Company delivered to the Russian Bosch representation
the "PROMT IntraNet Server 4.0" corporate solution - an effective system to
eliminate language barriers between users of the corporate intranet.

The PROMT IntraNet Server 4.0 system provides machine translation of
unformatted text and text messages, MS Word documents with preservation of
formatting, HTML pages (with full preservation of formatting), and also
information from Web resources. This solves the problem of language barriers
between the company employees from different countries.
The delivery package also includes the "Giant" dictionary collection providing
qualified and adequate translation of texts on various topics. For translation in
the corporate Bosch intranet in Russia, the following language pairs have been
implemented:
English ↔ Russian; German ↔ Russian.