# BSH – Bosch und Siemens Hausgeräte
## *A household name around the world*

BSH is a joint venture between Bosch and Siemens, created in 1967. Back then, BSH produced at three sites in Germany; now, the company is producing in 43 factories in 15 countries around the globe. This means that locally-famous brands in the USA, Spain, Greece or Turkey will all share some of the BSH values concerning quality or environmentally sound production as well as keeping the values that created the local success. The Brand names Bosch and Siemens are the two best selling brands in Europe, but BSH also carries six special brands (Gaggenau, Neff, Thermador, Constructa, VIVA and Ufesa) as well as six regional brands (Balay, LYNX, PROFILO, PITSOS, Continental and Coldex). The total sales amount to more than 7 billion Euro, and the workforce to more than 35,000 employees. The success of BSH is to a large extent built on a combination of development and quality coupled with very distinctive brand identities.

## Requirements

▲ Translation of all product lines into all BSH languages
▲ New source languages added
▲ Consistent terminology
▲ Management of reference material

## Services and Tools

▲ More than seven years of translation services managed by STAR Deutschland GmbH
▲ The ability to manage new source languages (US English, Spanish and Turkish) using local STAR offices
▲ Deployment of STAR translation memory Transit and terminology management TermStar, for all projects world-wide
▲ STAR WebTerm deployed on the BSH intranet for more than five years
▲ Terminology database containing 120,000 terms in 24 languages

## Helping bring BSH products to all markets

Of course it is important that the consumers can use their new products correctly. It is part of the product image that the product and its documentation are easy to use and understand. This makes translation even more important, as the consumer expects to find instructions that he or she understands, in his or her native language. This has been one of the challenges for STAR for more than 7 years.

STAR Deutschland GmbH translates all product lines into all languages from German. A task which has produced a wealth of experience and reference material.

BSH in the USA, Spain and Turkey have demanded local contacts for the execution of translations of their own product information. With STAR's 42 offices in 32 countries STAR met BSH's demand and provided local contacts, who speak the language of the customer.
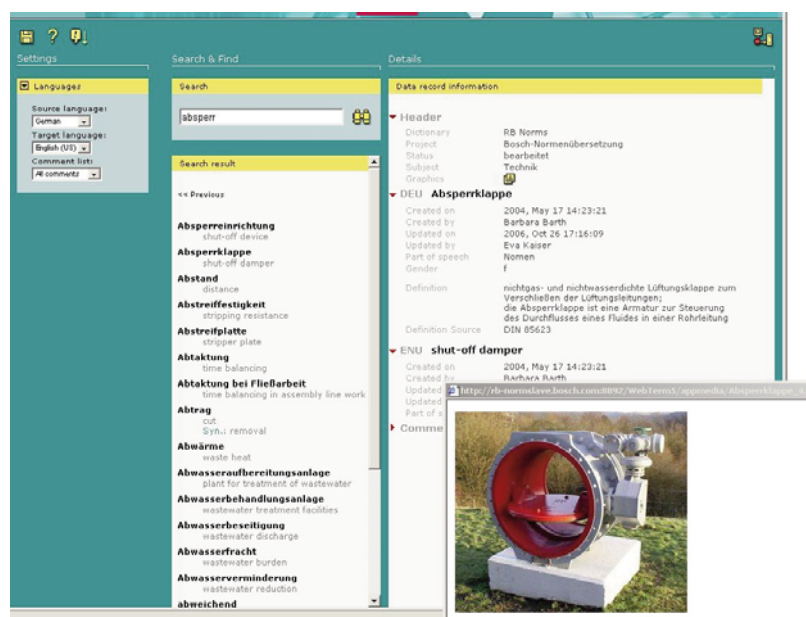


WebTerm as it is used in the BSH intranet, using the capability of showing illustrations

# STAR

## STAR Deutschland GmbH

STAR Deutschland GmbH, of Böblingen, Germany, is one of the most senior members of the STAR Group, and also the original home of STAR Transit, the STAR Group translation tool.
Based in Böblingen, near Stuttgart, the company is at the centre of a large part of the German Automotive industry.
Its customers are in almost all important industries and include companies like Bosch, Siemens, IBM, Hewlett-Packard, Konica-Minolta, MAN Neoplan and Volkswagen.

## STAR Group

The STAR Group is one of the largest providers of technical information management and translation technologies and services in the world. Our global presence means that we are always close to the local market and customer – we always speak your language, wherever you are. The STAR Group is also a leading supplier of all the tools needed for the information process, from authoring to printing, in any format and in any language. This combination of services and tools makes us unique in the market.

## Terminology – the base for any translation project

The correct and consistent management of terminology and reference material is crucial, notably for large translation projects that involve many linguists who are geographically located at different places. Otherwise these projects will fail in respect to the project quality and consistency.

Therefore, in 2003 BSH deployed STAR's terminology management technologies, WebTerm and TermStar, in order to maintain ever-increasing volume of terminologies and to keep them consistent in all the projects, around the globe.

Through the web-based version of STAR's terminology management system, WebTerm, BSH employees can look up terminology or even retrieve the right terminology interactively from DTP applications, such as Word or FrameMaker.

The same terminology database is available to STAR, so that the right term is used in all translations. Today, the terminology database now contains more than 120,000 entries in 24 languages.

The deployment of STAR's technologies has helped BSH to move into new markets, while maintaining its corporate branding consistent, worldwide and minimizing expenses.

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## STAR Group – Your single-source partner for corporate product communication