

KI translates for Westfalia

„Before we took the „AI-Translate“ service live, we launched surveys on translation quality. I don't want to keep the astonishing findings from you, because the result was clear: The AI service is far superior to manual translation in terms of quality! I don't need to make any statements about speed, because the translation is done in real time - it doesn't get any faster than that! The savings compared to conventional translation are also considerable! The artificial neural networks extend human capabilities and support the globalization of our business and customer interactions.“

Björn Strecker, Senior Project Manager & Head of DKT
at Westfalia Werkzeugcompany GmbH & Co KG



Goals

- Automation: Automated translation of product information.
- Internationalization: Currently for France and the Netherlands, other countries to follow.
- Process optimization: Maximum process automation for translations.



Measures

- Extension of OMN with AI-based service „AI-Translate“, so that in the future product information can be translated without human interaction.



Tools

- OMN with PIM, DAM, Workflow Management and Channel Management modules
- AI Translate

Customer Profile

Westfalia Werkzeugcompany is a leading specialist mail order company for tools, electronics, home and garden as well as car accessories, agriculture and leisure in Europe.

Branch:
Tool retailer

Foundation:
1923

Number of employees:
around 700

Online-Shop:
www.westfalia.de

Westfalia[®]

Challenge

Westfalia Werkzeugcompany is a leading specialist mail order company for tools, electronics, home and garden as well as car accessories, agriculture and leisure in Europe. True to the motto „Westfalia... Always practical - Always there for you!“, Westfalia has been winning over a large number of satisfied customers since 1923 and has been breaking new ground with the Westfalia online store since 1996. Modern features and functions enable a unique shopping experience and orders can be processed easily, quickly and securely via the appealing user interface. Complete and always up-to-date product information also contributes to the success of the online stores.

Since Westfalia operates online stores in several European countries, the company decided to automate the processes involved in translating product information. The first step focused on automated translations for France and the Netherlands. Westfalia is a long-standing customer of apollon and uses the marketing software „Online Media Net“ (OMN) for the management of product information and data distribution to the relevant channels. Thus, the existing OMN system was simply extended by the AI-based service „AI-Translate“.

Solution

Online Media Net provides Westfalia with a modular software suite that combines PIM, DAM, channel management and workflow management under one roof. Product information is created directly in the PIM module, suitable image material is managed in a media-neutral manner via the DAM module, and playout in the various channels is controlled automatically via the Channel Management module. In addition, OMN has various AI services that, depending on requirements, enable further automation of non-value-added activities. These include „AI-Translate,“ which Westfalia is using with immediate effect.

AI-Translate enables Westfalia to translate product information without human interaction. Where translators used to be commissioned, today it only takes one click and the translation is available in the respective target language in a matter of seconds, thanks to artificial intelligence. This service is currently used for French and Dutch. The translations are carried out using an AI service provided by OMN, which Westfalia chose for quality reasons.



Online Media Net supports many different translation engines, including Google, Microsoft, DeepL and Systran.

Björn Strecker, Senior Project Manager & Head of DKT at Westfalia Werkzeugcompany GmbH & Co KG, comments: „Before we went live with the „AI-Translate“ service, we launched surveys on translation quality. I don't want to withhold the astonishing findings from you, because the result was clear: The AI service is far superior to manual translation in terms of quality! I don't need to make any statements about speed, because the translation is done in real time - it doesn't get any faster than that! The savings compared to conventional translation are also considerable! Artificial neural networks expand human capabilities and support the globalization of our business and customer interactions.“

Norbert Weckerle, CEO of apollon: „I am delighted to have gained such an innovative customer and partner in Westfalia, which is always ready to break new ground and can be described as a technological pioneer.“



About apollon

apollon is your competent partner for marketing software to achieve system-supported and automated marketing processes. The specially developed solution OMN supports you holistically in the optimal product data and media management, from planning of measures and content creation to cross-media publishing.

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