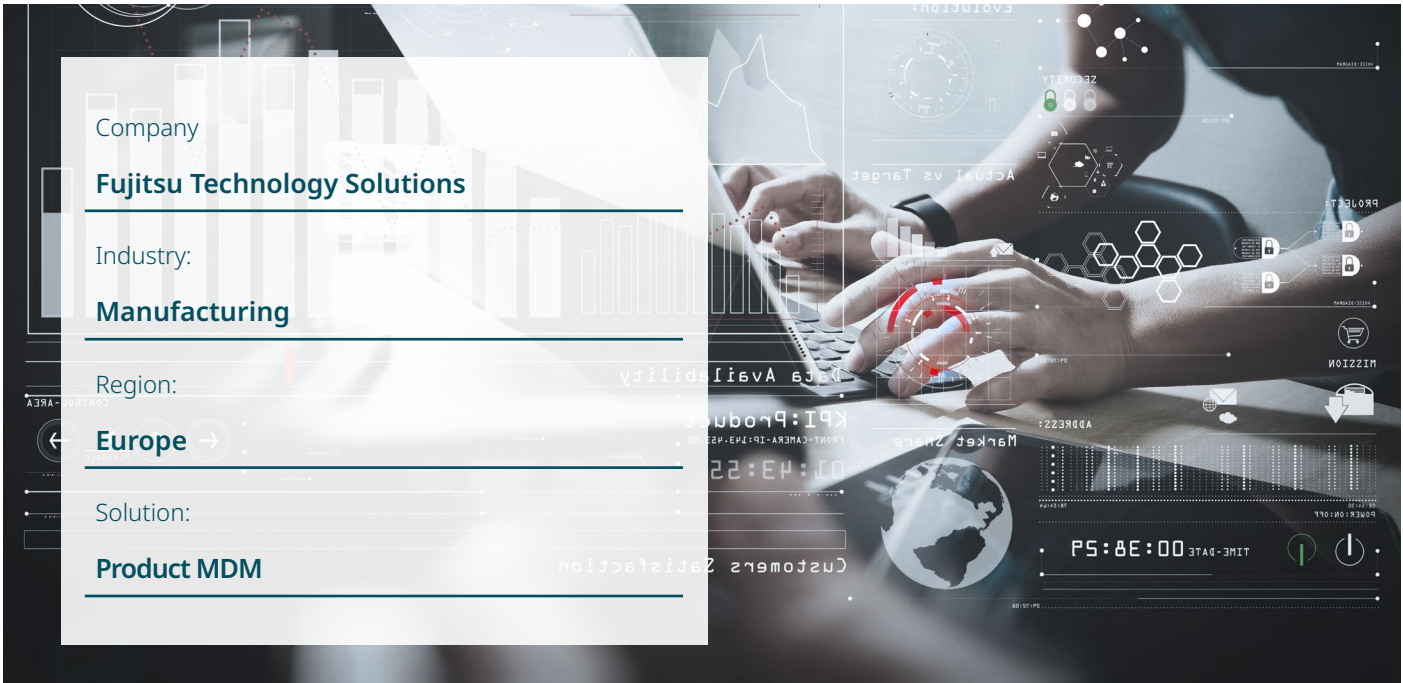


## ■ The Openness of Product MDM Enables Seamless Translation Management



### Executive Summary

Fujitsu Technology Solutions (FTS), which is part of the global Fujitsu Group, is a leading European IT infrastructure supplier targeting large enterprises, small and midsize companies, and individual consumers throughout Europe, Africa, the Middle East and India.

FTS offers a comprehensive range of IT products, solutions and services – from PCs and notebooks to data center solutions, managed infrastructure and infrastructure-as-a-service offerings. Products are freely configured from over 30,000 components and sourced from suppliers around the world.

FTS uses Stibo Systems solution for product master data management (Product MDM) to centralize the management of all product information. The solution displays the complex hierarchy of items and components and the ways in which they can be configured.

Having a central data source enables the supply of all sales channels across all regions as well as a fully automatic translation process.

### The Business Payoff

Translation management is now considerably faster, more effective and better targeted. FTS is able to easily connect its new SDL translation management system (TMS) via an XML data exchange.

### The Customer Experience

Translation management is done automatically in five languages. When a product is created in Product MDM and given the status “Ready to Launch,” users place a mark on the record indicating whether or not a translation is required for their country. Product MDM independently activates the XML export of the data to the TMS, and then re-imports the translations into the corresponding master data records, notifying users once the translations are ready.

## Challenge

Due to the high number of technical products they carry, FTS has an enormous amount of product data, including marketing materials, product information and technical specifications. The translation of this data from English into German, French, Czech and Slovakian tied up resources in the sales and marketing departments.

Furthermore, each country worked with MS Word documents and had no standardized translation procedure. Due to the fact most changes had to be made manually—a very time-consuming process – data sheets and translations were rarely up-to-date. Performance and functionality were also key and a high level of automation was needed. Additionally, FTS wanted to find a supplier with which it could develop a long-term relationship.

## Solution

FTS implemented Stibo Systems Product MDM solution to manage all master data for products and individual components through a central repository.

Product MDM shows the complex hierarchy of items and components and the ways in which they can be configured. The platform also supplies all sales channels with accurate and up-to-date product information across all regions, feeding the company's webshops, extranets, partner portals and all printed collateral.

## Result

The combined use of Product MDM and translation software from SDL has enabled Fujitsu to organize its translation management in the most efficient way possible and to considerably improve data updates. Translations of product information for all markets now take an average of one to three days—considerably faster than before, when they were done manually and inconsistently.

Moreover, FTS is now able to launch entire product groups, since Product MDM “thinks” in product groups and forwards the corresponding data to the translation software, helping FTS save a significant amount of time.

“ Thanks to the openness of the Stibo Systems MDM system, we can select the best solution for every process, without restricting ourselves. With Product MDM we have full flexibility for future challenges.”

—Barbara Müller, Product Information Manager, Fujitsu Technology Solutions



## About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).