VIAMEDICI

Auto-Translation Use Case:

Reichle & De-Massari AG (R&M) and Viamedici EPIM

R&M

A pioneer in high-quality connectivity since 1964, R&M (Reichle & De-Massari AG) is a globally active corporate group in the ICT market based in Wetzikon, Switzerland. The company develops, manufactures, and sells infrastructure solutions for communication and data networks. To meet the challenges of its global scale and linguistic diversity, R&M partnered with Viamedici to automate translations across its eCatalog, ensuring accurate, efficient, and culturally resonant content.

R&M'S CHALLENGES

R&M products and solutions are available locally to partners and customers in more than 100 countries. Strong customer focus is one of R&M's core values. R&M faced the following challenges:

- Extensive volume of texts to be translated, and many technological expressions.

- With the acquisition of Tecnosteel S.R.L. and the expansion into the racks market in the Data Center segment, R&M faced an urgent need to provide Italian as an additional language.

- The large number of launches of products and solutions made an efficient real-time translation into the eight defined website languages necessary.

VIAMEDICI SOLUTIONS

Viamedici EPIM: The Prodigy in Master Data Management (MDM)
Tailor-made to meet the system and stakeholder requirements of R&M, Viamedici EPIM emerged as a one-stop, cloud-based solution for multi-domain Master Data Management. The platform streamlined and automated numerous processes, including:

- **Data exports from the existing product database**

- **Providing a 360-degree view of a vast portfolio**

- **Scalability to evolve with the company's future needs**

BENEFITS

Streamlined Operations: Create one English text and AT PRO auto-translates it into multiple languages, preserving formatting

Cost-Efficiency: Automated translation negates the need for external translators, reducing costs

Quick Turnaround: Accelerate content delivery to customers, and partners and enhance customer experience

Consistency: Predefined glossaries in DeepL ensure uniform terminology

Flexibility: Tailor translation triggers and EPIM data types based on specific needs

"In our pursuit of innovation, we not only continuously launch new products and solutions but also actively use digitalization to effectively implement a state-of-the- art user experience. We therefore wanted to further develop our existing PIM system and offer automated product information in various languages. With Viamedici, we had the ideal partner who was immediately willing to go this journey with us. For several months now, we have successfully implemented our EPIM with auto-translation in eight languages."

-Reichle & De-Massari AG