



INDUSTRY

Vehicle construction

CHALLENGES

- ✓ Unique translation and formatting of materials in accordance with Scania corporate look.
- ✓ Complex coordination of the translation process.
- ✓ Wide spectrum of services provided.

Janus SOLUTIONS

- ✓ Recruitment of highly qualified experts who are well versed in a range of fields.
- ✓ Building of a special project team and onsite training at the client's premise.
- ✓ Inclusion of a designer in the project team.

BENEFITS

- ✓ High quality translation in compliance with Scania corporate look.
- ✓ Wide range of services, provided by our company; translation, desktop publishing and business printing.

Scania is a leading manufacturer of heavy goods vehicles, municipal and tourist buses as well as industrial and ship engines. The Scania group offers a comprehensive range of services, from the financing of equipment purchase and servicing to the subsequent repurchase of the client's vehicles on account of the purchase of new Scania equipment.

In 2011, Scania selected a supplier capable of providing a comprehensive linguistic support to the business. It was Janus in particular that became such a supplier.

Janus was founded in 1996. In 2010, Common Sense Advisory named Janus as the third company in Eastern Europe in the field of language services.

SYNOPSIS

Every year Scania reaches a new level of development, strives to support a constantly high level of competitiveness and increase the level of income. An important factor in the achievement of this objective is the quality of translated materials, used both inside and outside the company.

Janus takes on a lot of responsibility when carrying out this task. Our experts offer a unique variant in localization of a corporate look manual for employees and Scania authorized partners as well as press releases for clients. The materials received after translation help to create an image of the company, its face in the eyes of potential customers.

CHALLENGE

In the middle of 2011, Janus began its work on Scania projects.

We presented our translation version of the Scania Style Guide. The recruited team of experts approached



the task very responsibly, as Scania had not translated this material before. Whether elements of the firm's brand would be used appropriately and whether Scania employees would have a clear impression of the Scania firm's style depended on the accuracy of information transfer. It is important to attract attention to the brand, therefore it is necessary to understand how to create a Scania brand, logo, emblem and griffin, it is important to position the Scania sign correctly on pylons, flags and masts. The appropriate perception and positioning of the Scania brand depends on this.

Also important was the issue of translation of internal and external documentation. Specific requirements and preferences on style, execution and terminology were agreed with the client on each area. In order to take into account all details, we created and continue to update a glossary and general instructions for the translations of each type of materials.

A new challenge set to Janus was the creation of a journal template "from scratch", having just an outline and a virtual impression from the client on the way it should look in the end. For the completion of such a task one needs an expert who is ready to work constantly on the project and participate in discussions with the client. And here it is vital to have a clear idea of client's expectations, gain insight into their ideas and feel the direction they wish to develop.

SOLUTION

The Janus team is sure that open relationships with the client are the key to success.

To listen, and most importantly, to take into account, it is this in particular that is necessary when agreeing all requirements and preferences of the client. We approach each area individually, offering unique solutions for every task.

In completing the translation of previously non localized materials for Scania group, we studied accessible information and carried out the research necessary to be up to date in trends and applied terminology, used not only in the sector but also in the company itself. Scania employees helped us a lot in this situation, without whom it would not have been possible to fully "immerse" ourselves in the Scania world.

We created a special project group for the completion of Scania projects, answering all the requirements of the client. If necessary, we are always ready to efficiently implement changes in the work: to increase the number of staff participating in the project group, to add an extra document processing stage etc.

Such an approach helps us to achieve the style of idea presentation during translation that meets the client expectations. This is particularly important in the writing of press releases, as the text should be specialized, but written in a language that is clear to someone who is not an expert. We observe all norms strictly; however we try to remain flexible in terms of style, which is highly regarded by the client.

It is also important that our company provides all services on a "turn-key" basis. We translate Scania materials, edit them, carry out proof paging, create a design and then present these printed materials to the client, thus they are fully ready for use.

When receiving unusual tasks, Janus offers unusual solutions. We are not afraid of new proposals and changes: we are ready to grow and develop with the client. We participate in Scania's internal training seminars to this end. This communication method allowed us to better understand the client and to achieve a result which does not require further work on the client's side.