

# CASESTUDY: TEREX

## Welocalize + Terex = The Right Localization Partnership



# TEREX<sup>®</sup>

### DELIVERING PURE QUALITY TO ONE OF THE WORLD'S LARGEST MANUFACTURERS

Welocalize is the preferred supplier of technical translation services to all Terex Construction sites which are based in the UK, the USA and Germany. In October 2012, Terex Construction performed a full quality audit on Welocalize. Headed up by the Welocalize team in the UK, the audit was a success, verifying Welocalize's ongoing commitment to quality as a core value in our business and delivery of services.

### CLIENTPROFILE

Terex Corporation is a diversified global manufacturer in five business segments: Aerial Work Platforms, Construction, Cranes, Material Handling and Port Solutions and Materials Processing. They manufacture a broad range of equipment for use in various industries, including the construction, infrastructure, quarrying, manufacturing, mining, shipping, transportation, refining, energy and utility industries.

### CLIENTCHALLENGE

Working with world class partners is key to Terex's strategy. Regular reviews of quality and adherence to processes are major factors in determining a benchmark partner. Since the previous audit of the quality management system in 2009, Lloyd International Translations had been acquired by Welocalize. The focus of the audit was very much on whether the acquisition had impacted the quality management system and how quality management was prioritized at Welocalize.

#### FACTS

175 LANGUAGES  
1000+ EMPLOYEES  
21 GLOBAL OFFICES  
4TH LARGEST US LSP\*  
7TH LARGEST LSP WORLDWIDE\*  
\*SOURCE: COMMON SENSE ADVISORY, 2016

#### OFFICES

USA  
UK  
IRELAND  
ITALY  
GERMANY  
CHINA  
JAPAN  
ROMANIA  
SPAIN  
HUNGARY

#### HEADQUARTERS

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### WELOCALIZESOLUTION

Welocalize has worked with Terex for over 13 years. Welocalize's account management relationship with Terex Construction includes rigorous business reviews performed with representatives from all Terex Construction client sites on a quarterly basis. The availability and discussion of data relating to spend, savings, delivery performance, quality issues, personnel changes and service levels results in a very transparent and interactive two-way relationship.

At a session at the UK Headquarters of Welocalize, Terex ran through a series of standard quality-related questions, recording observations and determining compliance and non-compliance. Terex also examined Welocalize's new quality manual which conforms to the latest ISO guidelines. They also reviewed two previous internal audit documents which looked at the Welocalize DTP and evaluation team, the project manager competency grid, the corrective action log and Welocalize's quality policy statement.

### THERESULTS

Welocalize passed the quality audit: no corrective actions were required. ISO 9001:2008 standards are always effectively implemented and maintained at Welocalize.

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### THE HIGHLIGHTS

- ✓ Welocalize is preferred supplier of global localization services for technical publications for Terex Construction and Materials Processing business segments
- ✓ Terex runs regular quality audits and business reviews to ensure standard are met
- ✓ Quality assured with ISO 9001:2008 standards implemented and maintained
- ✓ Welocalize is a key, strategic partner in Terex's localization strategy

### THE BENEFITS

- ✓ Technical communications translated to highest standard
- ✓ Quality: Regular, successful quality audits
- ✓ ISO 9001:2008 compliance
- ✓ OPEX approach to quality management
- ✓ Open, interactive two-way partnership – exceptional account management

### WELOCALIZE QUALITY

Quality is one of our company's 4 pillars: these four pillars are the principles that underpin every business decision that we make. In line with Welocalize's strategy of Operational Excellence (OPEX), our approach to quality management is based on the systematic collection and analysis of empirical data, and then using this intelligence to drive out waste and increase value for our clients, both in terms of cost and convenience.

*"The quality audit process is one of the measures that has confirmed to Terex that welocalize is the right localization partner. Having our communications translated to the highest possible standard is an essential element of providing world-class aftermarket services to our dealers and customers. These high quality standards combined with the passion and integrity that welocalize exhibits on a daily basis give me the confidence to aggressively promote welocalize to the other segments of my business and industry as a key strategic player in localization."*

Mark McLeod, Global Head of Customer Information at Terex

### ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. [WELocalize.com](http://WELocalize.com)

