



This case study was developed with a client of SDL, which is now part of RWS Holdings plc

**KAESER
KOMPRESSOREN**

Solution elements:

Tridion® Sites

Tridion® DXD

Translation management
software

Engage with and address the needs of a diverse range of customers

From the aircraft industry to pharmaceuticals and from beverage manufacturing to toys, Kaeser products are used in nearly every industry and companies of all sizes.

Kaeser Kompressoren is one of the world's leading suppliers of compressed air technology. With more than 5000 employees, the group has customers in more than 100 countries and is supported by a comprehensive sales and services organization.

Global brand engagement

Kaeser places great importance on achieving a continuous, interactive, dialogue with its customers. This ensures that Kaeser consistently delivers high quality cost-effective, efficient and durable products.

"We have a complex customer base and our channels of communication to reach them are also complex. Our website plays a key role in helping us build our brand and it enables us to quickly deploy information to customers," says Falko Lameter, CIO of Kaeser Kompressoren.

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Reaching global audiences

Naturally, Kaeser needs to effectively engage with and address the needs of its diverse range of customers spread across the globe. Lameter says, "Localization is key in global marketing. Marketing in the US is completely different from marketing in Europe or Asia. You need to tell your story and present your products differently in these markets."

Kaeser chose to employ Tridion Sites due to its unique BluePrinting® technology. This technical innovation allows Kaeser to roll out a central website to more than 40 countries using a single platform, a centralized server and a centralized team. Since then, Kaeser has been a longstanding Tridion Sites customer.

The BluePrinting technology also enables Kaeser's content to be reused on any of its sites and targeted at particular markets. By simplifying the content lifecycle for users, Kaeser can quickly react to market conditions, in different global regions, with relevant content updates.

Lameter continues, "Tridion Sites offers us an efficient workflow, which enables us to work with a lean marketing team. Over the years, our websites and our organization have experienced constant change with new products and new ideas. Rolling them out in all of the countries has always been very easy and fast."

Kaeser primarily uses the web channel and a portal with a specialized CRM system for handling its 'spare parts' catalogue. The company is planning to completely web-enable the CRM system.

"Using Tridion Sites, we manage and provide content to all our websites in 25 languages. It is essential to deliver new information in local languages. Most people are able to understand localized and translated web pages far better than English, even if they speak English quite well," said Lameter.

The screenshot displays the Kaeser website interface. At the top left is the logo "KAESER KOMPRESSOREN". A navigation menu is open, showing regional options: Africa, America, Asia & Pacific, and Europe. The Europe menu is expanded, listing 25 countries: Austria, Belgium, Bulgaria, CIS, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey, Ukraine, and United Kingdom. Below the menu, there are several promotional banners. One features "SIGMA AIR MANAGER 4.0" with the text "Know what tomorrow will bring, today." and "Intelligent control delivers cost advantages." Another banner says "Intelligent compressed air solutions ensure exceptional energy efficiency and savings. Get fit for Industrie 4.0 with KAESER KOMPRESSOREN." A third banner promotes "Contain-Air - Container compressed air solution" with a video player icon. On the right side, there are two contact-related boxes: one with the phone number "+49 9561 640-0" and another with a button "Job vacancies at KAESER".

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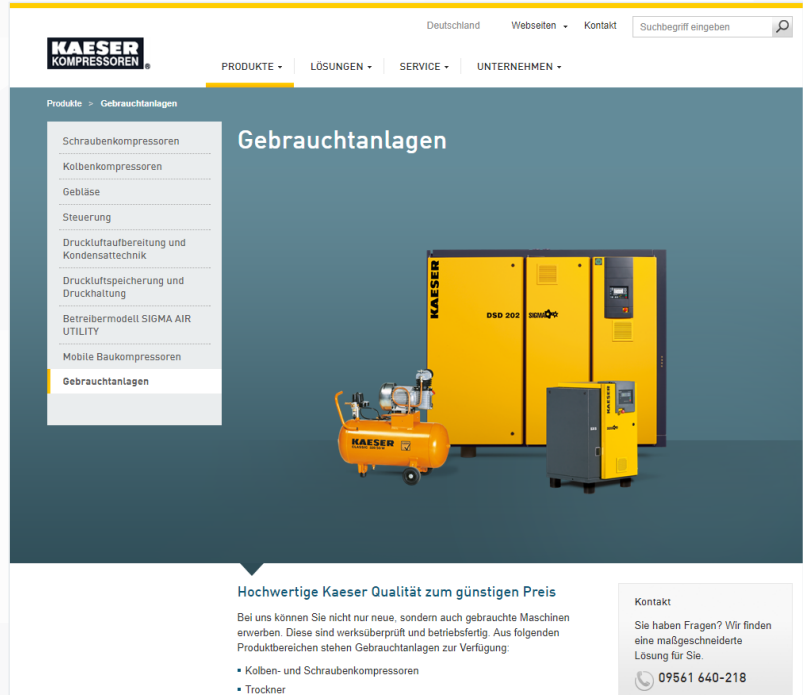
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Falko Lameter

CIO, Kaeser Kompressoren

Choosing the right WCMS

“When we decided on Tridion Sites, we had the choice of hundreds of web content management systems (WCMS) on the market. Tridion Sites was acknowledged by Forrester as a leader in this field. We are very pleased that we chose this technology and it has certainly proved to be the best WCMS on the market,” concludes Lameter.



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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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