



Case Study:

Provision of Complex Services for Mazak

The Challenge

- An expanding product portfolio
- Increasing translation costs
- A growing administrative burden

If any company can expand its product offerings, it's certainly good news for them. However, this also places elevated demands on that company in many areas. Mazak's expanding product portfolio meant a progressive increase in its costs for translating technical documentation. This logically led them to try to find a way to bring these costs back under control. And not only that.

Providing complete documentation doesn't just mean having it translated, but also taking care of its printing and distribution, for example. There is a lot of administrative work involved, and that's demanding in terms of both time and money.



Mazak

Yamazaki Mazak Corporation is a leader in the production of advanced machining tools and automation solutions. It was founded in 1919 in Japan and has branches in many different countries. Since 2004, there has been a branch in the Czech Republic as well. And we have been cooperating with it for 13 years.

Why ZELENKA

Finding someone to deliver a properly translated technical manual is definitely not as complicated as finding someone who can take care of everything involved from A to Z for you. And that's precisely why representatives of Mazak turned to ZELENKA. We're a translation agency, but we can also do much more. We regularly work with customers to fine-tune their terminology, and manage it as well. We convert documents into editable formats, provide professional desktop publishing, and even handle all the documentation administration or even printing, including distribution.

The desire to have everything in excellent quality under one roof ultimately led Mazak to begin partnering with ZELENKA in 2011.



Terminology creation and management



Document conversion and other graphics work



Printing and subsequent distribution



Comprehensive documentation administration

Our Solution

The first step we took was to address the most pressing issue – translation costs. We excel at finding ways to help our customers cut down on expenses.

1 Savings Through Technology

Right at the beginning of our collaboration, we worked towards this goal by integrating advanced translation tools (CAT tools) into the process. The more texts we translated, the more savings we brought to the customer. And by continuing to use these tools, we keep reducing costs even further.

In 2024, we also implemented artificial intelligence (AI) in the form of a professional machine translation. We had a single goal in mind – to deliver Mazak’s texts at high quality, but in less time and at a lower cost. And we succeeded in doing exactly that. Their documentation translations are now readied faster, cheaper and without any compromise on quality.

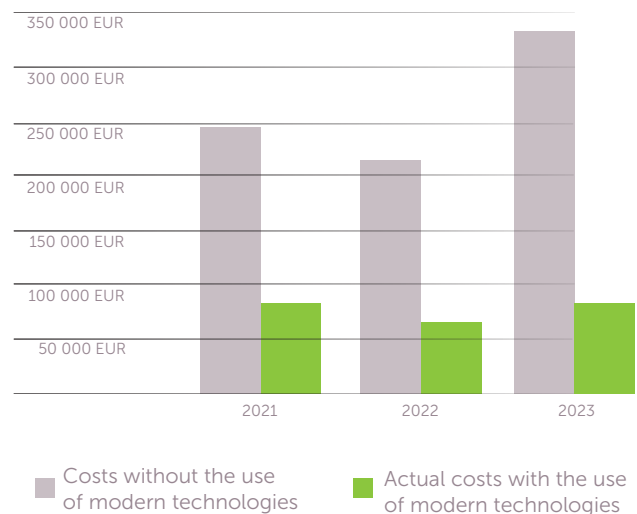
2 Work Made Simple

After tackling the first challenge and reducing Mazak’s costs, we were able to move on to optimizing the translation administration process. We knew that we had a lot to offer in this area as well. Step by step, we set up the entire process in such a way that the customer now has nearly no worries about its translations.

What does it look like? Once Mazak sells a machine to a customer, they can forget all about any documentation concerns. And that’s a huge load off their back. All they need to do is send us the documents electronically, and we take care of everything else. Experienced linguists handle the translation and revision, while skilled graphic designers adjust and prepare the files for printing. But our role doesn’t end there, as we also manage the printing and subsequent distribution of the final materials directly to the machine’s new owner. Instead of dealing with several different suppliers, Mazak only needs to communicate with us.

Result

We have demonstrated that we can fully deliver on our promises. By leveraging years of experience and extensive know-how, we have significantly reduced Mazak’s translation costs and minimized their worries regarding translation administration. Through this, we’ve significantly eased the workload for their employees.



Future

Our collaboration with Yamazaki Mazak continues to be a success. In addition to the Czech branch, we now also provide services to the Hungarian branch and are ready to offer the same level of professional care to any of their other branches as well.

As advancements in new technologies continue to evolve, we will closely monitor these developments to leverage modern trends for the benefit of our customers.



“We value the professional approach of ZELENKÁ. We are also very satisfied with how quickly they handle individual projects. We would be delighted to see this collaboration continuing in the future,” said Lucie Kminková, Sales Support at Yamazaki Mazak Central Europe.

