



SAP Business Transformation Study | High Tech | Axians

# How Can You Include Users from Around the Globe in New App Development?

More than 300 SAP customers in Germany trust the expertise of SAP gold partner Axians NEO Solutions & Technology. A pioneer in the fields of mobile technology, service management, and support for the SAP HANA® platform, the company also offers a suite of mobile products built on SAP® Cloud Platform. Previously, Axians used costly and time-consuming manual text translation for mobile applications used by global customers. To find a faster, more efficient option, it naturally turned to SAP.

With the SAP Translation Hub application, Axians is saving time and money on text translations for its mobile apps. Plus, it can now involve customer users from all over the globe during development and pilot testing. This helps Axians better ensure its apps meet the needs of users from different regions and cultures – resulting in faster rollouts and higher customer satisfaction.



Picture Credit | Axians, Hannover, Germany. Used with permission.



# Translating Apps Into Almost 40 Languages with **SAP® Translation Hub**



**Axians NEO Solutions & Technology GmbH**  
Hannover, Germany  
[www.axians.de/sap](http://www.axians.de/sap) (German)

**Industry**  
High tech

**Products and Services**  
Solutions and services for maintenance, service, and customer relationship management as well as IT, security, and vertical software solutions and networks

**Employees**  
8,000  
(2016 – Axians Network)

**Revenue**  
€1.8 billion  
(2016 – Axians Network)

**SAP® Solutions**  
SAP® Translation Hub application and SAP Cloud Platform

Using SAP Cloud Platform to develop custom applications that tightly integrate with back-end SAP systems, Axians needed a better way to translate its offerings into various languages. With SAP Translation Hub, this SAP gold partner can now translate user-interface (UI) texts in seconds, allowing it to pilot new apps with users around the globe, accelerate rollouts, and improve customer satisfaction.

## Before: Challenges and Opportunities

- Accelerate the rollout of and ramp up for customer solutions across countries
- Reduce cost and administrative effort for translations related to customer IT projects
- Increase adoption of mobile applications developed for customers by offering local language versions

## Why SAP

- Longstanding relationship as an SAP gold partner
- Use of SAP Cloud Platform to develop new applications for customers
- Tight integration of SAP Translation Hub, which is embedded in SAP Cloud Platform, with other SAP software products
- Automatic translation of UI texts pulled from these systems into new applications
- Translation capabilities for 39 languages, helping Axians support a wide global customer base

## After: Value-Driven Results

- High-end productive prototype that improves validation for individual countries
- Faster review cycles
- Ability to pilot new apps in multiple languages, thanks to faster translations at a lower cost
- Early input from and training for users from Germany to China and beyond, helping optimize development, meet region-specific requirements, and increase customer satisfaction

**“Translations were a challenge that required a lot of manual effort and time. With SAP Translation Hub, we can get **fast translations on the fly** that used to take days or weeks.”**

Dr. Wolfgang Röckelein, Senior Architect, Product Development, Axians NEO Solutions & Technology GmbH

# 39 languages

Supported by SAP Translation Hub

# Seconds

To translate UI texts into the requested language

# Higher

Customer satisfaction

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