



Local but global

AuCom
MOTOR CONTROL SPECIALISTS

RIGHT FROM
THE START

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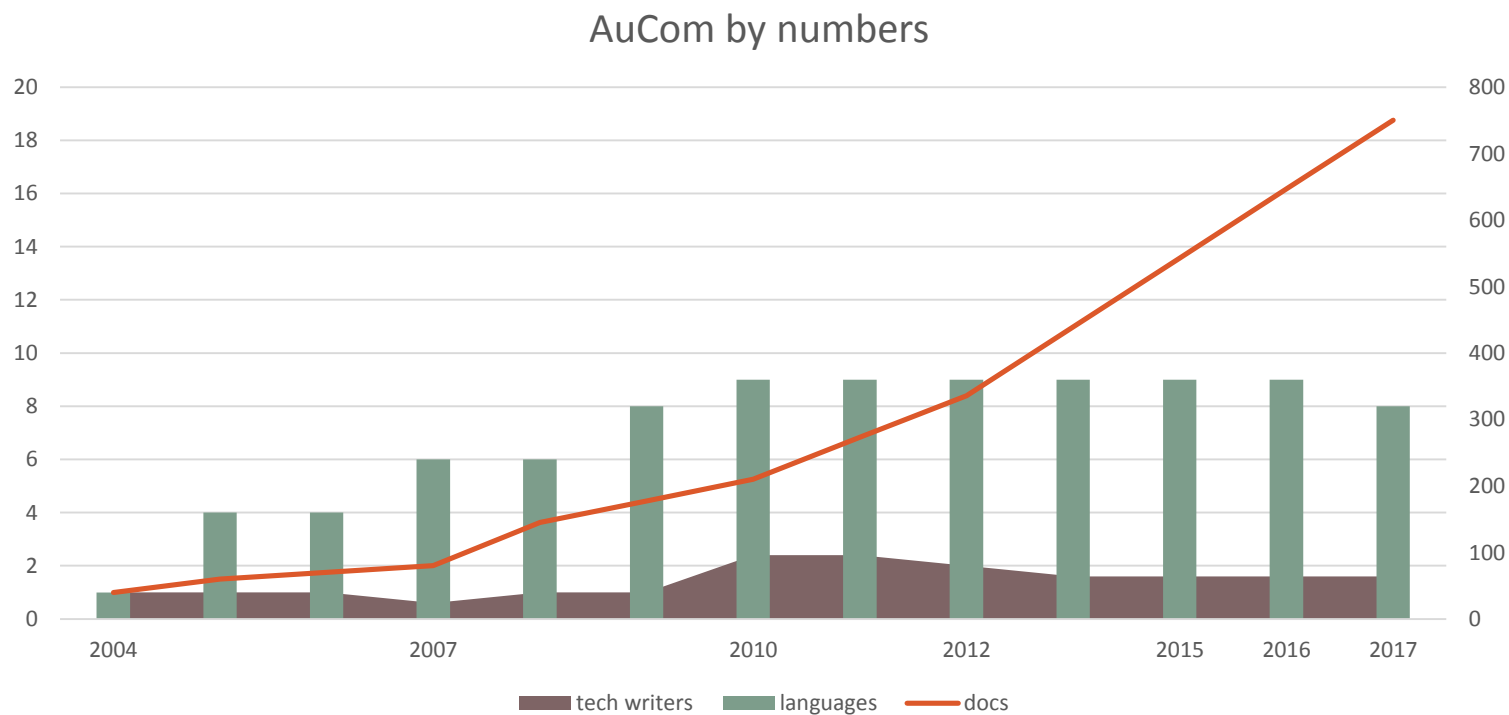
About AuCom

SETTING THE SCENE

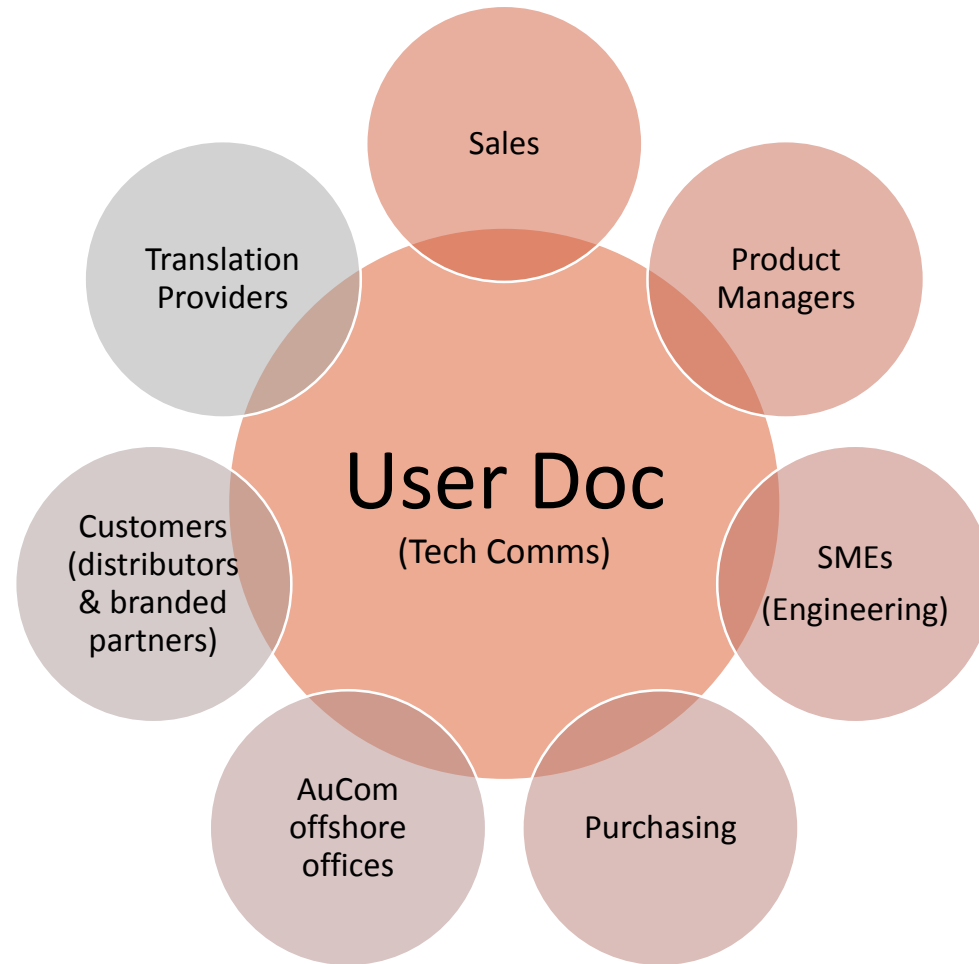
- Company history
- Business model
- The role of Tech Comms

Snapshots over time

EBB AND FLOW – BUSINESS, WORKLOAD, TEAM



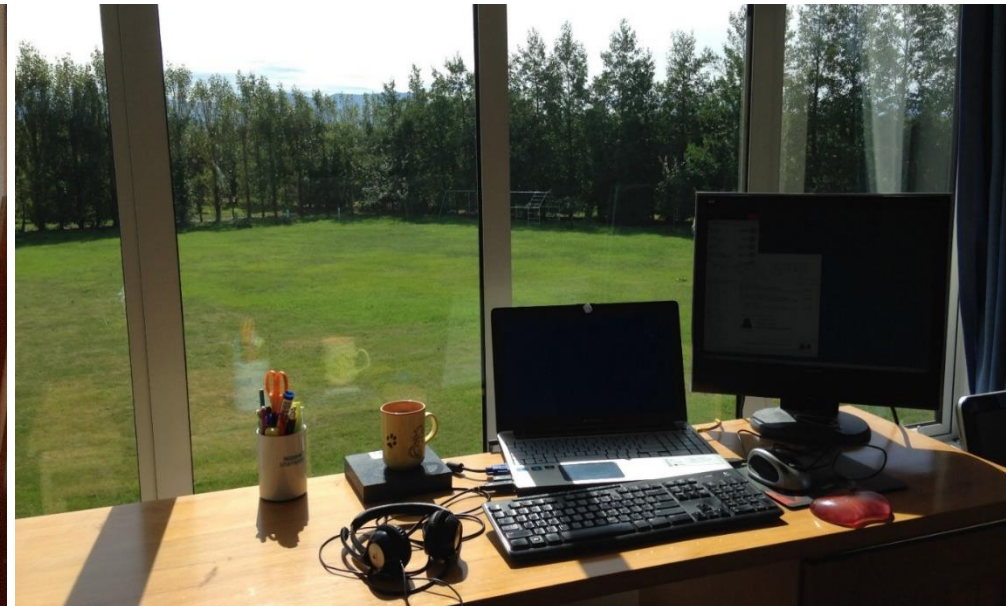
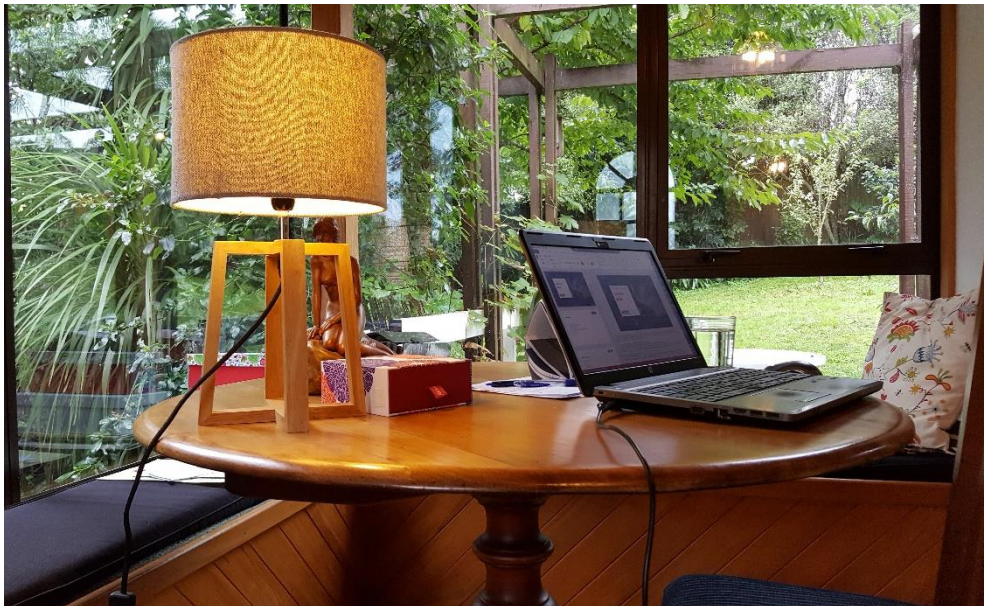
Literature – the stakeholders



Collaborating remotely

MANAGING INTERACTION BETWEEN 2 HOME OFFICES AND CHRISTCHURCH

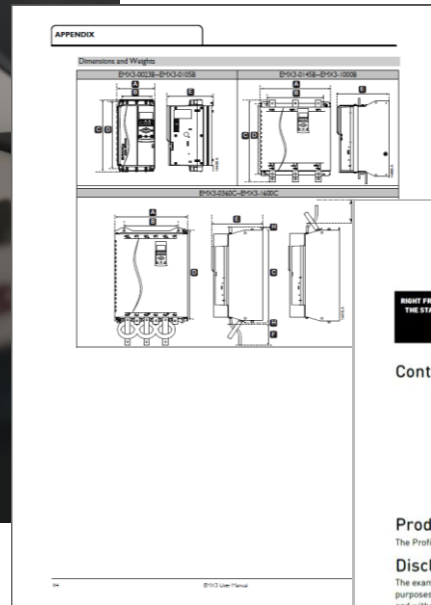
- 2011 – Melbourne outpost
- 2012 – Nelson hideaway
- 2013 – Loss of the last Christchurch stalwart
- 2016 – return to the fold



Global operation

LEVERAGING OUR CMS TO REBRAND FOR INTERNATIONAL CUSTOMERS

- Modular manufacturing + branding
- A single CMS to support all branding streams
- Improvements benefit everyone, but the threshold is high

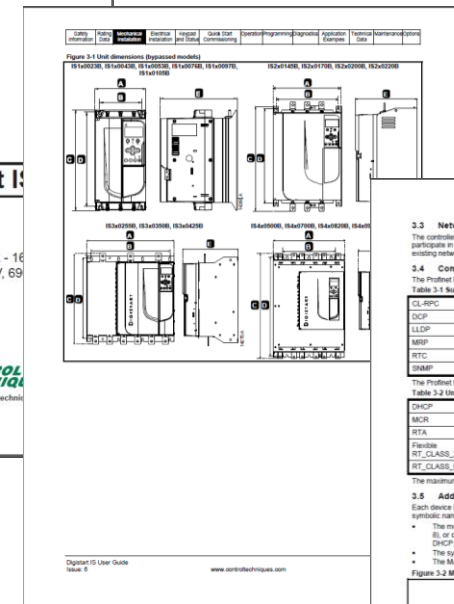


Product Compatibility

The Profinet Card is suitable for use with EMX4e and EMX4i soft starters.

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Profinet Card | Rev A | 1/2017



3.5 Addressing

Each device in a network is addressed using a MAC address and an IP address, and can be assigned a symbolic name associated with the MAC address.

- The module must be assigned a static IP address (see *Ethernet Device Configuration Tool* on page 81) and can be assigned an IP address by the master via DCP. The ProfNet Module does not support DHCP addressing.
- The symbolic name is optional and must be configured within the device.
- The MAC address is fixed within the device and is printed on a label on the front of the module.



Translation and terminology

A REMOTE COLLABORATION SUCCESS STORY

- Terminology consistency is key
- A termbase or rather a multi-lingual lexicon
- Terminology and translation management – a feedback loop for improved documentation
- Translation cycle: the ultimate remote collaboration project
- The backbone: process, process, process - record, record, record
- A feedback loop for continuous improvement

Terminology management – continuous improvement

AuCom

- Tech comms
- Translation/terminology manager
- Product managers, SMEs

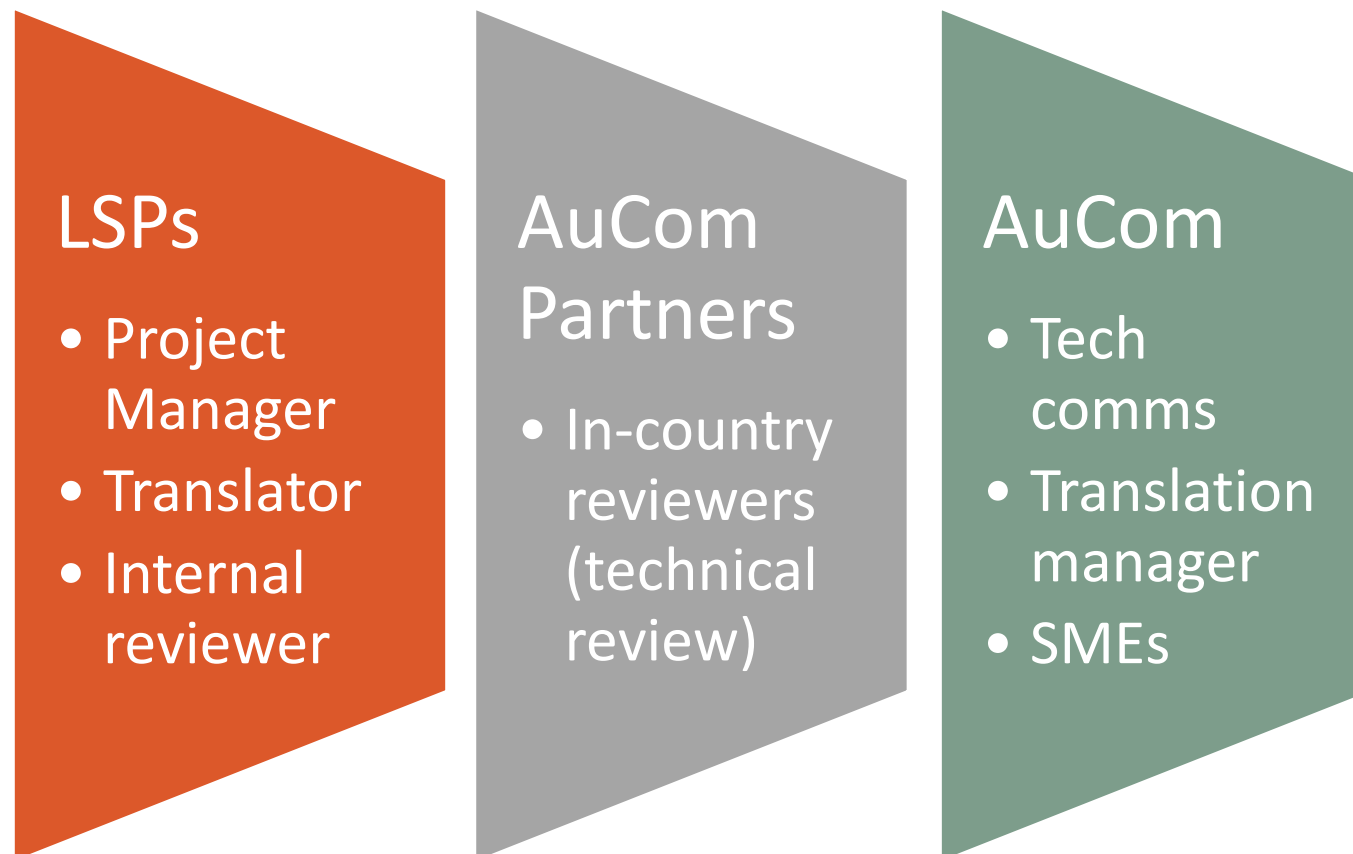
LSPs

- Translators (language experts)

AuCom partners

- In-country reviewers (technical review)

Translation management - the ultimate remote collaboration

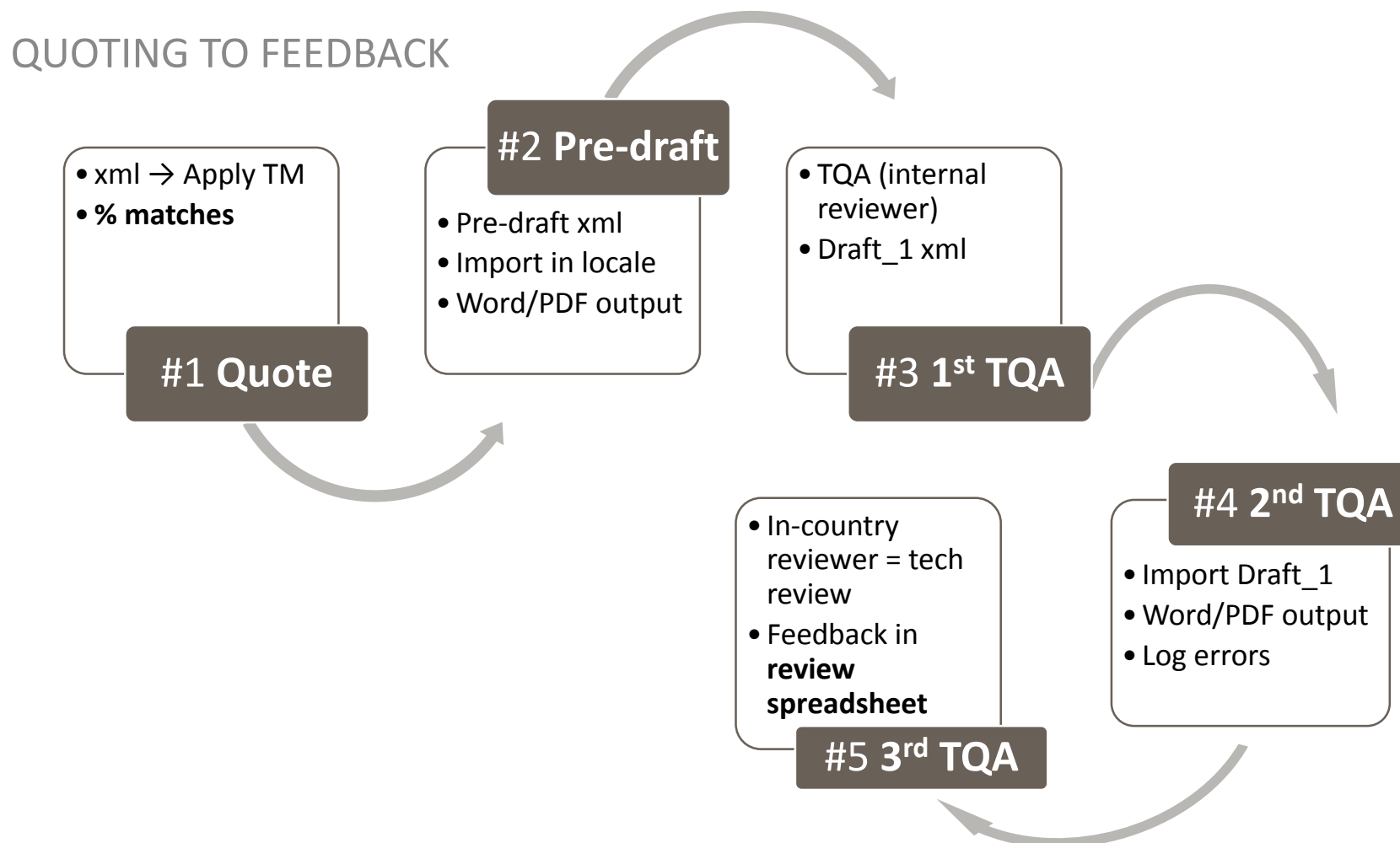


The translation manager is the interface between all the actors

The translation process – a lesson in collaborative work

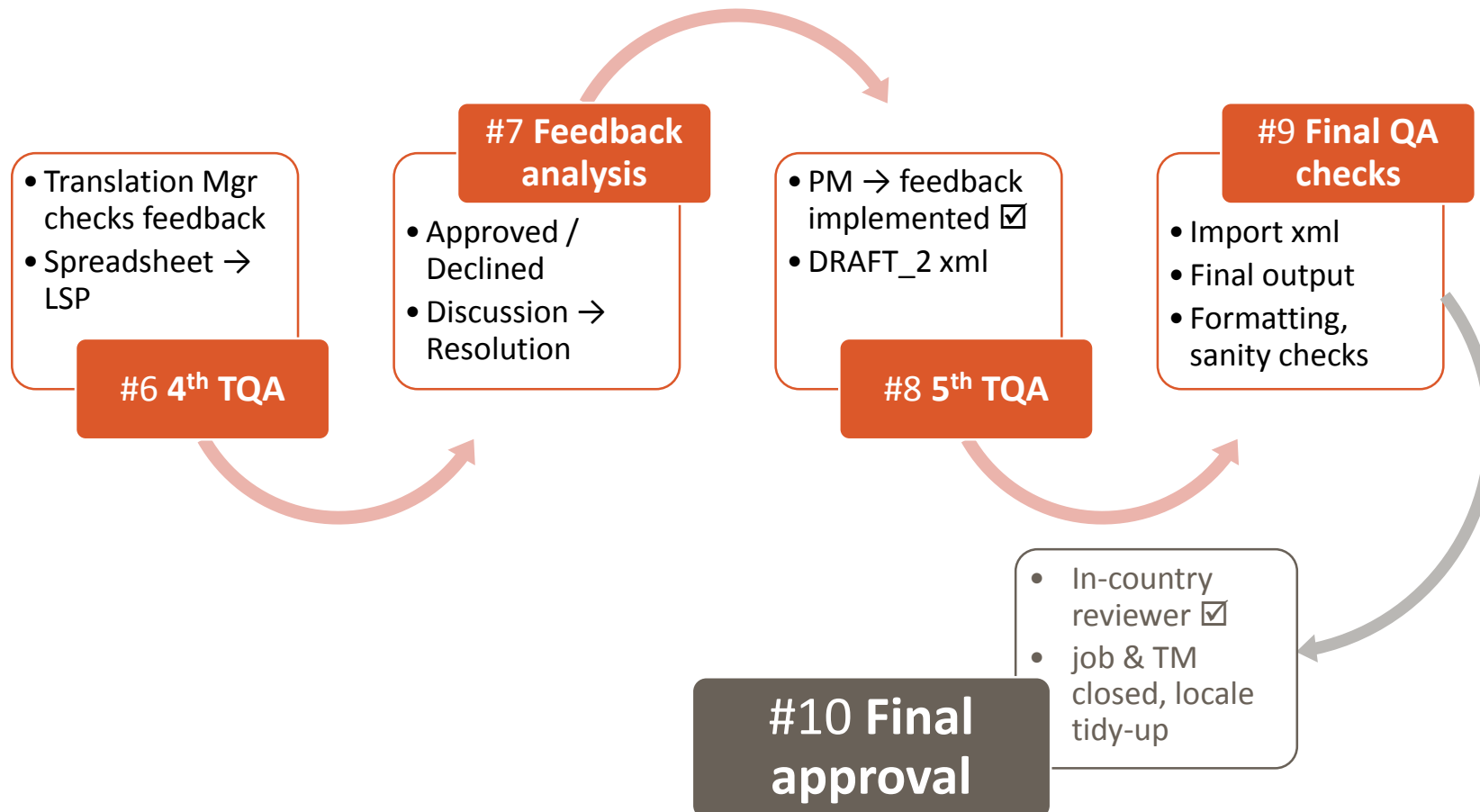
- A documented 10-step process
- Actors located in different geographical locations
- Quality Assessment at all stages: 6 QA checks
- Many stakeholders, one goal: high quality translations

The translation process – steps 1 to 5



The translation process – steps 6 to 10

FEEDBACK IMPLEMENTATION TO APPROVED TRANSLATED DOCUMENT



Then came Germany

BRINGING TOGETHER 2 ORGANISATIONS

- A strategic alliance particularly in Sales
- Less day-to-day interaction on the shop floor
- Strong expectations and a willingness to express them
- The role of policies and processes
- Project and time management – how do you deal with unplanned tasks?

Enter the US

A LESSON IN HIDDEN CULTURAL DIFFERENCES

- Engineering focus meets marketing
- Meet the need, not the demand
- ~~Localising~~ Localizing for the US market

Lessons learned

- Slowly and clearly
- Processes
- Value your colleagues
- Physical distance is less important than differences in outlook and attitude

Thank you!

- Open discussion

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