

AGCO Corporation

Global Tools, Local Languages Drive Growth

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AGCO Brands and Legacy

Fortune 500 Company

NYSE Listed

AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra® and are distributed globally through 3,150 independent dealers and distributors in more than 140 countries worldwide

AGCO Corporation is a world leader in designing, manufacturing, marketing, and distributing of agricultural equipment.

AGCO has a legacy of brands and technologies.



Challenger®

FENDT

VALTRA



SisuDiesel

tye®

SUNFLOWER

WHITE
PLANTERS

AGCO

GLEANER
GENERATIONS OF INNOVATION

WILLMAR.

LORAL

Nobody knows hay like
HESSTON

NEW IDEA
BUILT FOR THE BOTTOM LINE

Glencoe®

TerraGator

SPRA-COUPÉ

RoGator
ADVANCING APPLICATION



Pressures

- Cost / Margins
- Design Anywhere, Build Anywhere
- 3200 Dealers Globally
- Selling in 140 countries
- Authoring in 5 languages
- Publishing in 32 languages
- Financial Segregated by Regions
- Lots of Legacy Products, with long service life
- High Growth
 - Acquisitions
 - 25 year old company

Responses

- Automation/Tools
- Integration
- Process Development
- Standards
- Best Practices

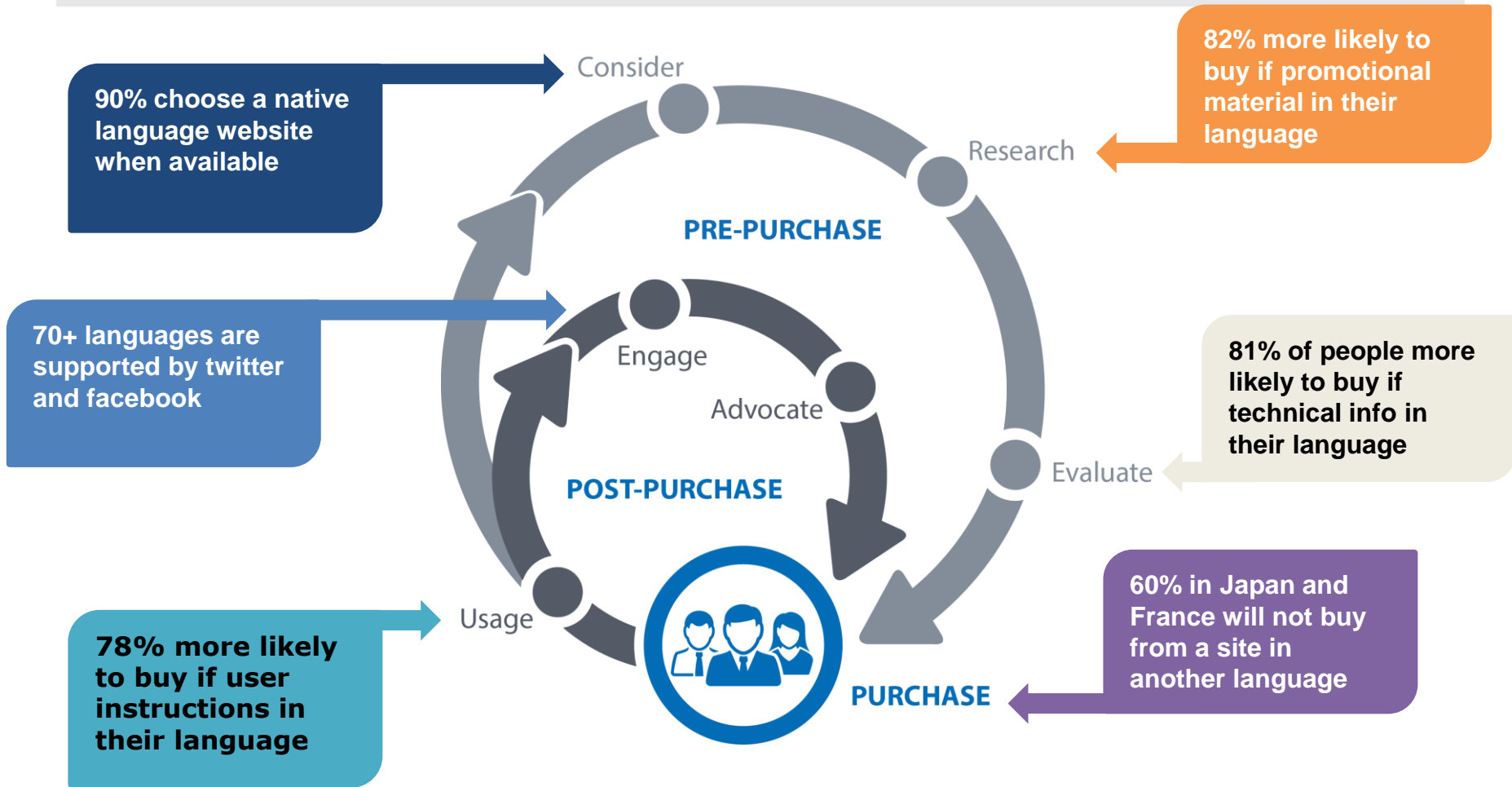


Automation and Language

Besides black art, there is only automation and mechanization.

--Federico Garcia Lorca

Language is key at every step of the customer journey



Supplier Partnership

- **Content localized since 2005:**

- Operator Manuals
- Workshop Manuals
- Service Bulletins
- Marketing content
 - Brochures
 - Website content

- **solutions in place:**

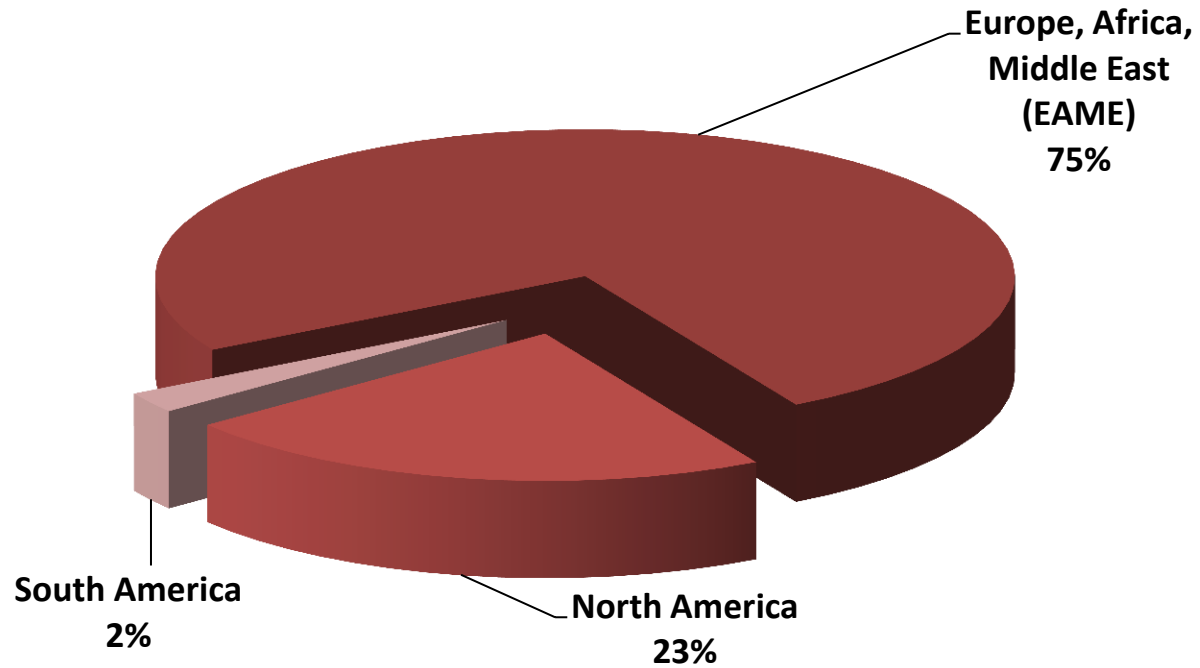
- translation and project management services
- SDL Live Content Architect
- SDL Translation Management System (TMS)
- SDL Multiterm Terminology Management System
- Terminology framework services contract in place
- SDL BeGlobal Automated Machine Translation

- 72% re-use of existing translation (leverage) leading to 66% cost saving overall thanks to Translation Memory Management
- Assistance on internal processes such as unifying use of English (standardized AGCO English)
- Assistance on technical transitions, e.g. move to DITA content

- Localized Volumes:
 - Approx. 45 million words per year
- All content localized by SDL in more than 30 languages

Languages

Translation by AGCO regions

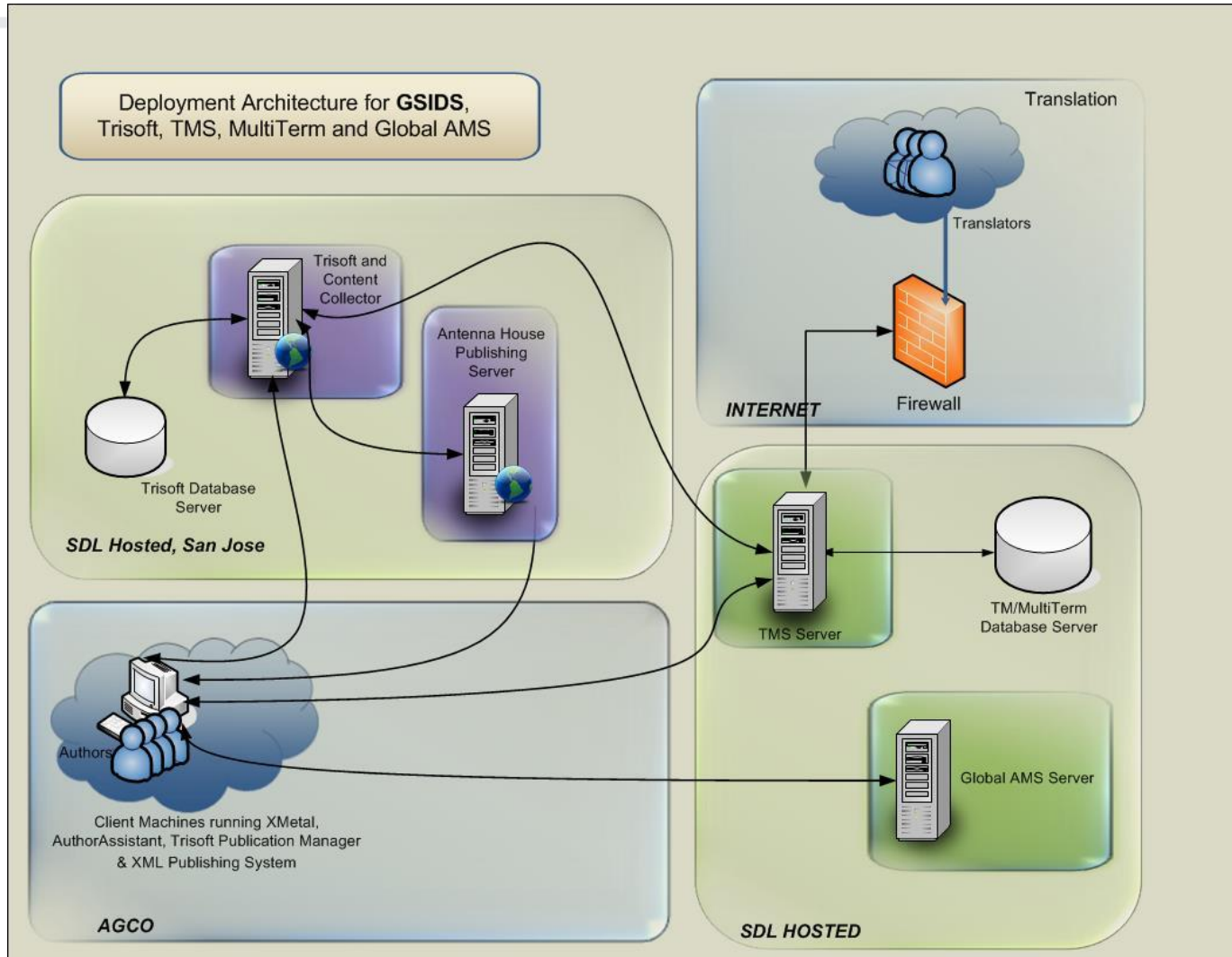


Integration

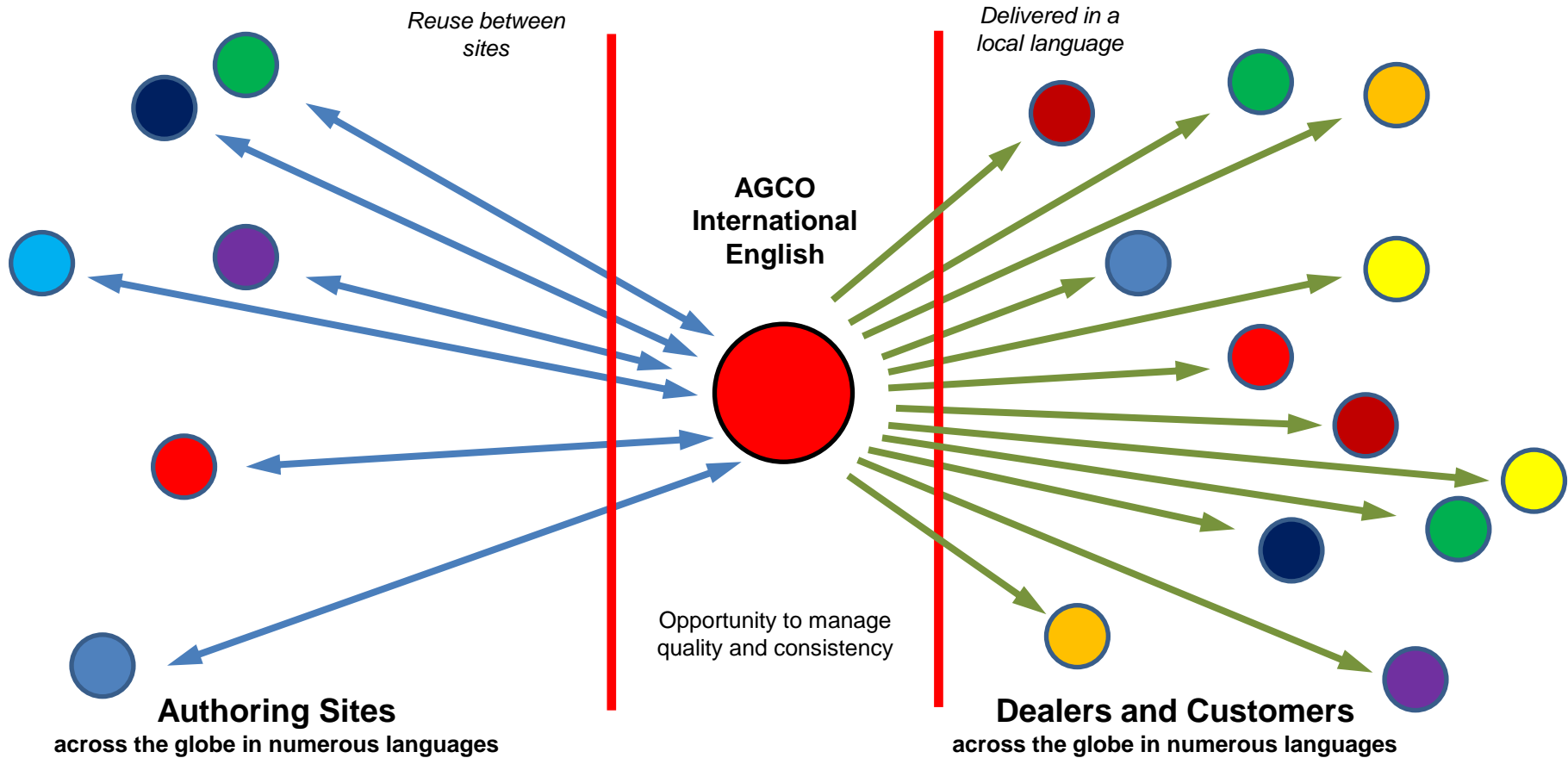
- Integrated Approach for:
 - Language Services
 - Tools
 - Translation Memories

- AGCO International English as Pivot Language
 - AGCO International Spanish in Development

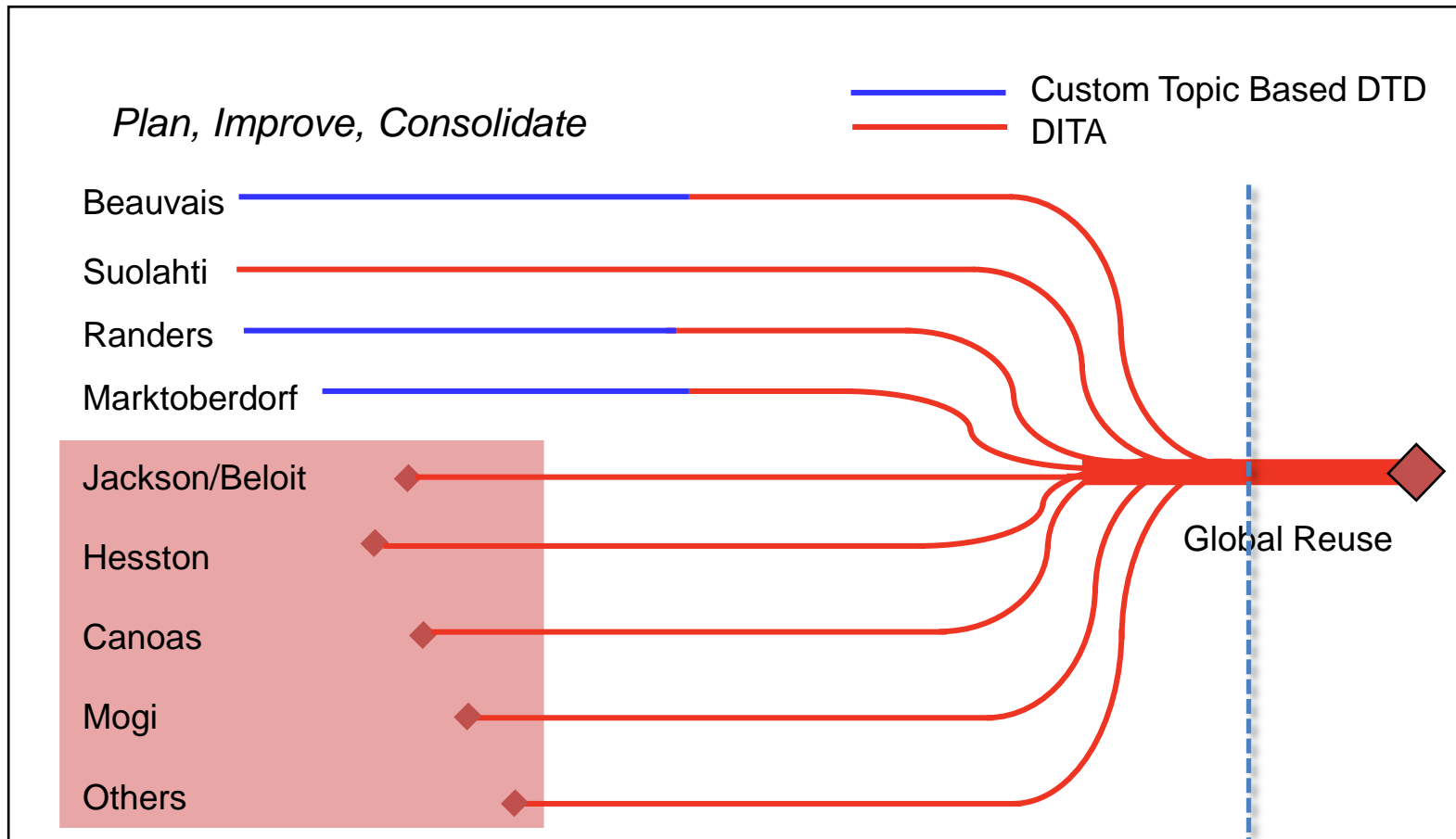
Architecture – Tool Integration



Integration



Standards – Process Development



Time →

Today



Best Practices

Building on the Best Global Practices & Expertise from every AGCO site



Annual Savings

Using a combination of tools, services

