HypoVereinsbank

Member of **UniCredit**

Terminology management at HypoVereinsbank
International Terminology Summer School, Cologne

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HypoVereinsbank (UniCredit Bank AG)

HypoVereinsbank (HVB)

- 838 branches

- About 21,000 employees

- Member of UniCredit (Italian-based group) since 2005
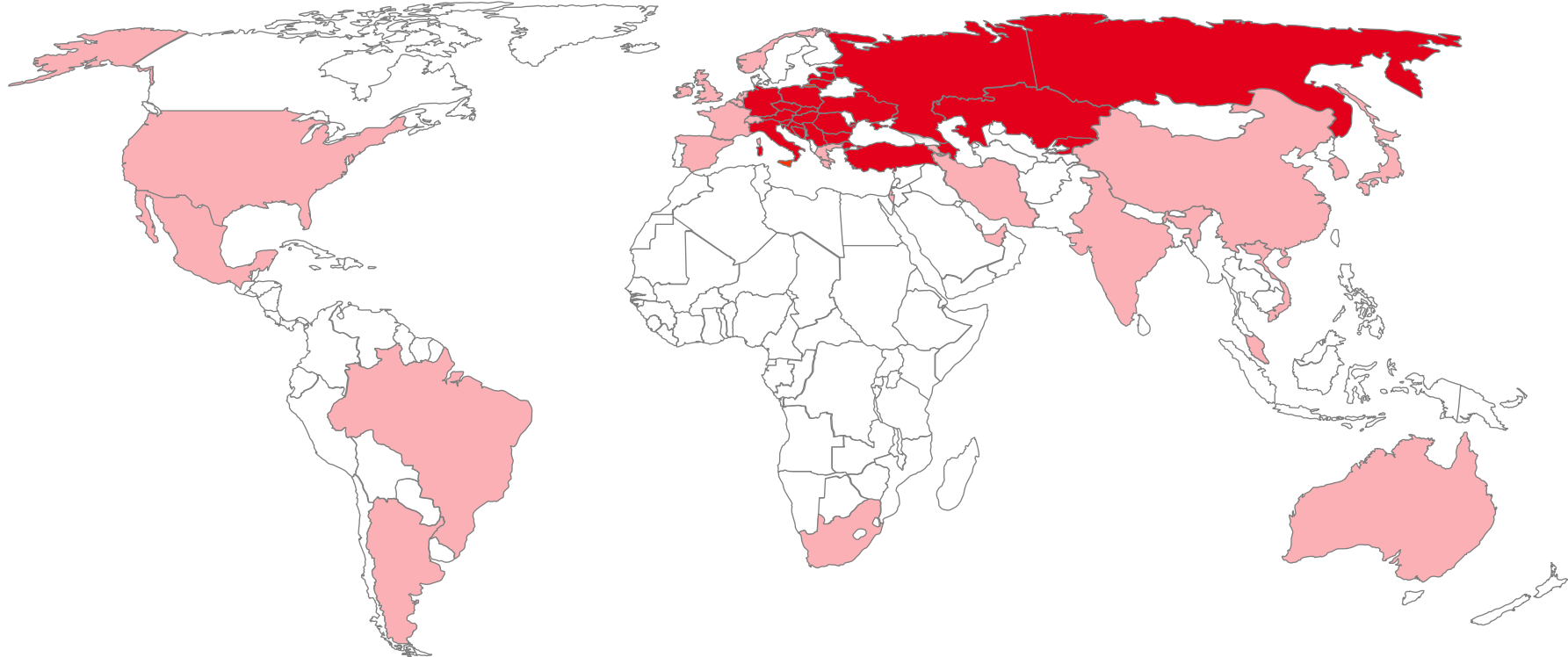
- UniCreidt Bank AG since Dec. 2009

UniCredit (UC)

- Approx. 10,000 branches

- About 161,000 employees

- Total assets €1 trillion

- High-profile presence in 22 countries

- 50 countries in all

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as per 31.03.2011

UniCredit
... has a global market presence in about 50 countries.

■ Domestic banks which are exclusive or majority UCG holdings

■ Own branches, represent. offices, small bank subsidiaries, invest. centres

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HypoVereinsbank terminology management

- **HVB terminology database**
  - Terminology work commenced from zero in 2004
  - Current entries – almost 8,000
  - Languages: German, English
    - Italian – no native speaker
  - MultiTerm (Trados) – now Across (crossTerm)
  - FTEs

- **Access to terminology database**
  - HVB Language Service Team (inhouse – full access)
  - External partners (selected terminology with each assignment)
  - All HVB employees via intranet

HypoVereinsbank terminology management

- **Approach**
  - Consistency, clarity
  - Short entries - exceptions (slogans, laws……)

- **Challenges**
  - English used by non-native speakers
    - coining new terms
    - old terms – new concepts
    - both descriptive and prescriptive

  - Cost/benefit issues: Corporate wording is great to have – as long as costs are low
    - Limited resources
    - Improve efficiency: finding appropriate equivalent
      - in-house experts (experts in field but not in language)
      - internet research – time consuming

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- **Pragmatic approach**
  - Only information which brings real added value included
    - all data categories available, but not all used
    - database structure with long-term perspective
    - gaps in database due to time pressure
      - very few context examples
      - not all concepts have definitions
      - gender only where vitally necessary

- **Terminology tool is excellent communication tool**
  - New product, new structural units communicated immediately to external translators
  - Fewer enquiries: speeds up translation process
  - Updated entries immediately available
  - Strengthens branding/corporate identity

HypoVereinsbank terminology management

■ **Across - crossTerm**

    ■ Improvements

        ■ user-friendly

        ■ clarity of information

        ■ speed of retrieving information

    ■ Mouseover function (not featured in MultiTerm)

    ■ Across free for freelancers

crossTerm Manager
View of entry in terminology database

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crossDesk – view when translating

Structure of database

- **8 Subjects**
  - Bank and finance, Human resources, Legal, IT, General ...

- **10 Categories**
  - Bank titles, Structure, Slogans......

- **5 Entry attributes**
  - Subject, Category, Definition, D-Source, Note

- **10 Term attributes**
  - Unit, Source, Term type, Definition, D-Source, Note, Part of speech, Grammar.......