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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
- UniCredit Bank AG since Dec. 2009

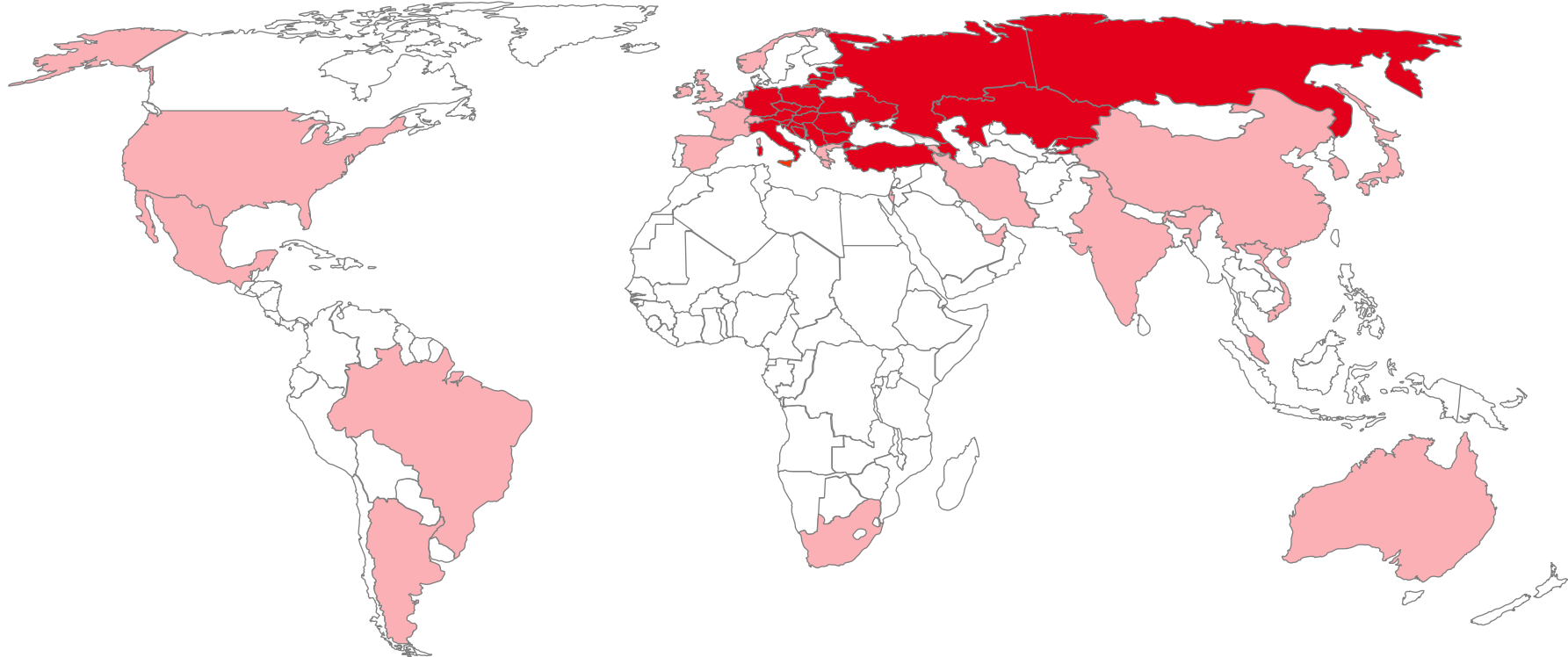




## UniCredit (UC)

- Approx. 10,000 branches
- About 161,000 employees
- Total assets €1 trillion
- High-profile presence in 22 countries
- 50 countries in all

# 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

# HypoVereinsbank terminology management

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## ■ 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
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# HypoVereinsbank terminology management

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## ■ 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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## HypoVereinsbank terminology management

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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
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# HypoVereinsbank terminology management

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- **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

**Instance**

**ID** 24394

**Definition:**

- 
- Englisch**

**Text**  
 January 2011: HVB business division. Successor of Retail.

**Properties**

- Category**  
Structure
- Subject**  
x\_Bank and finance

PKMU *abbr, HVB, str*

Deutsch	Englisch
<input type="radio"/> Privatkunden - Kleine und mittl... <i>HVB, str</i>	<input type="radio"/> Family & SME <i>HVB, str</i> <input type="radio"/> F&SME <i>HVB, str, abbr</i>

**Details** | **Administrative information** | **Concordance search**

PKMU

**Unit**  
 HVB

**Category**  
 Structure

**Term type**  
 abbreviation

**Subject**  
 x\_Bank and finance



# crossDesk – view when translating

The screenshot displays the crossDesk translation tool interface. It features a central workspace with a German-English translation table. The German text on the left is: "3.6 Einbindung der Rechtsabteilung. Die Dokumentation der Vertraulichkeitserklärung, der Mandatsvereinbarung, des Term-Sheets, der Kreditverträge, der Sicherheitenverträge und aller weiteren Verträge zwischen der Bank und dem Kunden, dessen Beratern bzw. anderen Banken wird regelmäßig hausintern in Zusammenarbeit zwischen dem Transaktionsteam und einem verantwortlichen Mitarbeiter von LCD bzw. auf Basis von LCD-Mustern erstellt." The English translation on the right is: "3.6 Involvement of the legal department. The documentation of the confidentiality agreement, the mandate agreement, the term sheet, the credit agreements, the collateral agreements, the syndication contracts and all other contracts between the Bank, the customer, the customer's advisors and/or other banks is generally drawn up inside the Bank in cooperation with the transaction team and a responsible employee of LCD or on the basis of templates provided by LCD." A right-hand sidebar titled "crossTerm" lists 18 German terms with their corresponding English translations, such as "Vertraulichkeitserklärung" (confidentiality agreement) and "Kreditvertrag" (credit agreement). The interface includes a toolbar at the top and a status bar at the bottom showing "Normal + Verdana".

zeitnah kommuniziert und besprochen.	a timely manner and discussed.
<b>3.6 Einbindung der Rechtsabteilung</b>	<b>3.6 Involvement of the legal department</b>
Die Dokumentation der Vertraulichkeitserklärung, der Mandatsvereinbarung, des Term-Sheets, der Kreditverträge, der Sicherheitenverträge und aller weiteren Verträge zwischen der Bank und dem Kunden, dessen Beratern bzw. anderen Banken wird regelmäßig hausintern in Zusammenarbeit zwischen dem Transaktionsteam und einem verantwortlichen Mitarbeiter von LCD bzw. auf Basis von LCD-Mustern erstellt.	The documentation of the confidentiality agreement, the mandate agreement, the term sheet, the credit agreements, the collateral agreements, the syndication contracts and all other contracts between the Bank, the customer, the customer's advisors and/or other banks is generally drawn up inside the Bank in cooperation with the transaction team and a responsible employee of LCD or on the basis of templates provided by LCD.
Hierzu wird LCD frühzeitig	If the Pre-IC votes in favour

- Vertraulichkeitserklärung
- 1. confidentiality agreement
- Kreditvertrag
- 2. credit agreement
- Sicherheitenvertrag
- 3. collateral agreement (RC)
- Vertrag
- 4. contract
- 5. agreement
- Kunde
- 6. customer
- Berater
- 7. advisor
- 8. consultant
- Beratung
- 9. consultancy
- 10. advice
- 11. consultation
- Verantwortlicher
- 12. responsible party
- Verantwortung
- 13. responsibility
- Mitarbeiter
- 14. colleague
- 15. team member
- 16. workforce
- 17. staff
- 18. employee

## Structure of database

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- 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.....
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