



CASE STUDY:

HOW AN INDUSTRY-SPECIFIC LOCALIZATION TEAM AND CUSTOMIZED TRANSLATION PROCESS CAN INCREASE QUALITY CONTROL AND REDUCE TIME-TO-MARKET

THE CLIENT

Our client is an international company specializing in researching, developing, manufacturing and marketing biological and pharmacological veterinary products that improve the health of animal herds while protecting animal welfare and the environment. Our client turned to SeproTec Multilingual Solutions for end-to-end translation services for their product labels, SPC (Summary of Product Characteristics), packaging and related distribution materials.

THE CHALLENGE

In facilitating its translation work, our client maintains relationships with content validators in the various countries where they do business. These validators review our client's translated materials for final approval. As localization is not the primary job function of the validators, it is critical that the review process is made as easy and efficient as possible for them.

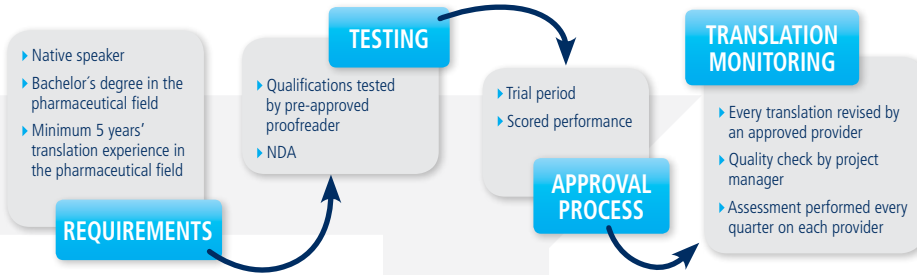
Our client was encountering challenges in this validation phase in that they were going through multiple rounds of revisions with their validators. This created extra steps in the translation review process, as well as an unnecessary burden for the validators, and resulted in costly project delays.

Only by sending validators the highest quality translations in the first review draft can subsequent rounds of revisions be avoided. Our client needed a translation service provider to help them drastically reduce validation time without jeopardizing content quality. In doing so, they also needed a provider that would maintain strict compliance with European Union (EU) directives – as well as individual EU member country regulations – regarding health-related translated materials.

Our client asked SeproTec to handle their translation work for the following language pairs:

- ▶ Czech to English
- ▶ English to Bulgarian
- ▶ English to Czech
- ▶ English to Danish
- ▶ English to Dutch
- ▶ English to Estonian
- ▶ English to Finnish
- ▶ English to French
- ▶ English to German
- ▶ English to Hungarian
- ▶ English to Italian
- ▶ English to Lithuanian
- ▶ English to Maltese
- ▶ English to Norwegian
- ▶ English to Romanian
- ▶ English to Slovak
- ▶ English to Slovenian
- ▶ English to Swedish
- ▶ German to English
- ▶ Hungarian to English
- ▶ Spanish to French
- ▶ Spanish to Polish
- ▶ Spanish to Turkish

“ THE WORKFLOW FOR ALL OF OUR TRANSLATIONS HAS MOVED US TOWARD GREATER EFFICIENCY AND HIGHER QUALITY WITHOUT INCREASING COSTS OR THE PROJECT TIME FRAMES. ”



THE SOLUTION

In order to resolve the challenges the client faced with regard to quality control and workflow, SeproTec designed a process that would eliminate unnecessary rounds of revisions and delays during the validation phase, while adhering to all of the relevant EU regulations for accuracy. The new strategy included the following initiatives:

- ▶ **Build a team of translators** who are experts in the client's field and familiar with EU regulations and the relevant national transpositions of those regulations.
- ▶ **Provide translators with templates** based on European Medicines Agency (EMA) guidelines for terminology, structure and title translation to standardize review criteria and establish consistency across all countries.
- ▶ **Test the translators** using sample documentation and presenting it to the validators to ensure quality.
- ▶ **Maximize efficiency** in the overall project workflow through a process that facilitates ongoing client feedback, as well as the optimization of the translator pool and translation memories.

ABOUT SeproTec

SeproTec is a Multilingual Service Provider from the Sepro Group with more than 25 years of experience providing translation and interpreting solutions and ranked among the Top 40 Language Service Companies in the world (Common Sense Advisory, 2014). We use the most advanced translation management technology available today to maximize productivity and quality, and our dedicated customer-specific teams work with over 380 employees and 4500 freelancers 24/7 to guarantee satisfaction.



Headquarter Offices

TRANSLATION PROJECT WORKFLOW



THE BENEFITS

With industry-educated, vetted translators and a new workflow, our client is experiencing a higher quality of product documentation and, subsequently, just one round of revisions in the validation phase for each of the 19 in-country validators. Fewer revisions and faster approvals have saved our client both time and money with reduced project management overhead and an expedited time-to-market.

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