

What is your challenge?

Different case studies that show how we help our clients overcome their daily challenges doing business on international markets



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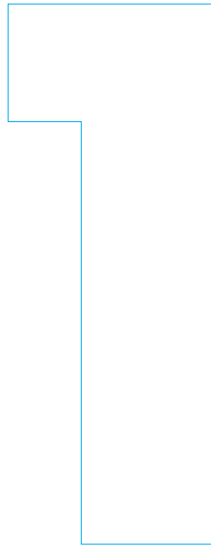
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AUTOMOTIVE

The client

A diverse multinational company, ranked amongst the top ten tire manufacturers in the world. Distinguished for its long industrial tradition combined with its capacity for innovation, its product's quality and its brand's strength, with a global footprint. This client has more than 190 offices worldwide and finished off 2010 with 98% of sales in the tire industry, over 40% of them within Europe.

The challenge

The client was preparing for the Grand Prix Canada F1 races, where they would be reporting on their tires' quality and response and how they affected the race's outcome. In addition to supplying real-time press releases and publications, the client required the releases be translated into a second language under the same time constraints and with the same quality standards. One of the challenges facing the client was the time difference between their offices and the events, so they knew they had to partner with a global translation company that had 24/7 capabilities to meet their needs. Prior to the event, the client sent a template with the information needed to translate and format the press release within two hours. They would send the text at 10:00 p.m. CET, and it had to be translated, proofread, and fully formatted within two hours. The entire process would repeat the next two days.



The solution

SeproTec created a **customized solution** for the client to completely meet the project's requirements. SeproTec's Dedicated Account Management Team **streamlined the project** by providing global teams with expert linguists native speakers of the target languages and using advanced translation technology to expedite the process. By using our advanced platform, the linguists were able to **cut translation time** by finding repetitions, **maintain consistent terminology** throughout and complete the project by the deadlines set.

The benefits

SeproTec was able to provide express services and cost effective solutions due to the fact that we work directly with specialized translators native speakers in the target languages and have 24/7 availability. Furthermore, SeproTec was able to ensure consistent brand messaging throughout the entire weekend-long event for this client by using the latest translation technology and platforms, reducing overhead, time to publication and overall cost.



INTELLECTUAL PROPERTY

The client

An international law firm specialising in intellectual property (IP) for some of the world's largest pharmaceutical, telecommunications and engineering companies.

The challenge

Managing the IP portfolios of large multinational businesses and organizations implies handling the language, technical and legal requirements for filing applications, reports, research and other supporting documentation across a very broad range of categories, usually with a tight deadline. Patent specifications had to be written and translated (often into several languages) from engineers' notes and filed at national intellectual property offices. In many cases, highly technical legal documentation for litigation also had to be translated.

Confronted with the complex challenges of translating such a diverse set of documents, our customer needed to find an equally diverse team of language services experts able to produce high quality and consistent translations. These translators had to:

1. Master the target language of the translation.



2. Offer expertise in specific and varied subject matters (biotechnology, medicine, telecommunications, etc.) as well as extensive knowledge of intellectual property terminology.
3. Adhere to the terminology and formatting standards required for local patent applications.

Prior to calling SeproTec, our client had hired freelance translators to do the translations and freelance designers to take care of drawing layout. However, as the volume of translation and documentation work multiplied, the task of finding available expert translators on short notice and coordinating the translation projects became unmanageable and costly.

Having worked closely on various projects, SeproTec saw how the customer would benefit by providing extra support and so proposed managing and centralising all the translation jobs. As the customer's work volume increased the only other alternative would have been to create an internal translation department when translation wasn't the company's core business.

The solution

SeproTec had been working on several projects with the customer and began to expand its service for them into several internal departments. By working closely with them the client became increasingly comfortable outsourcing project management responsibilities.

It was clear that the client would benefit from an end-to-end translation service solution so SeproTec designed a customised program working as a complete service provider managing a variety of multilingual projects and providing comprehensive translation resources.



To achieve the client's objectives, SeproTec:

- **Assigned specialised teams** based on the client's evolving translation needs.
- **Hired experts in a variety of subject matters** related to the client's business.
- Negotiated the business relationship with the experts to **offer attractive pricing for the large volumes of translation** that this client required.
- **Implemented strict protocols for all proofreading** to deliver the highest quality and provide translators with the feedback required to maintain consistent terminology across all projects.

The benefits

With this new solution in place, SeproTec has provided the client with these important benefits:

- Reduced overhead
- 28% reduction in cost
- Optimized resources
- Streamlined workflow thanks to improved consistency and quality control

Since 2008 SeproTec has been providing a 360° translation solution, letting the client focus on its core business and reducing the time they spend dealing with managing translation projects.



3

FINANCIAL

The client

Our client services their customers in over 35 countries, offering cloud-based software solutions, financial consulting, insurance and investment products.

The challenge

Consolidation of a fragmented workflow, where individual business units managed both translation and interpretation locally. While this had worked well, our client wanted to leverage off of a centralized program.

“The workflows needed to reflect our organization’s modern, streamlined and efficient culture while maintaining the highest possible level of quality for our internal and external clientele”

- Consolidated linguistic assets
- A vendor agnostic tool that allowed the addition of multiple vendors
- Interpretation and translation through a single source



- High quality translations
- Quick turnarounds
- Cost reduction

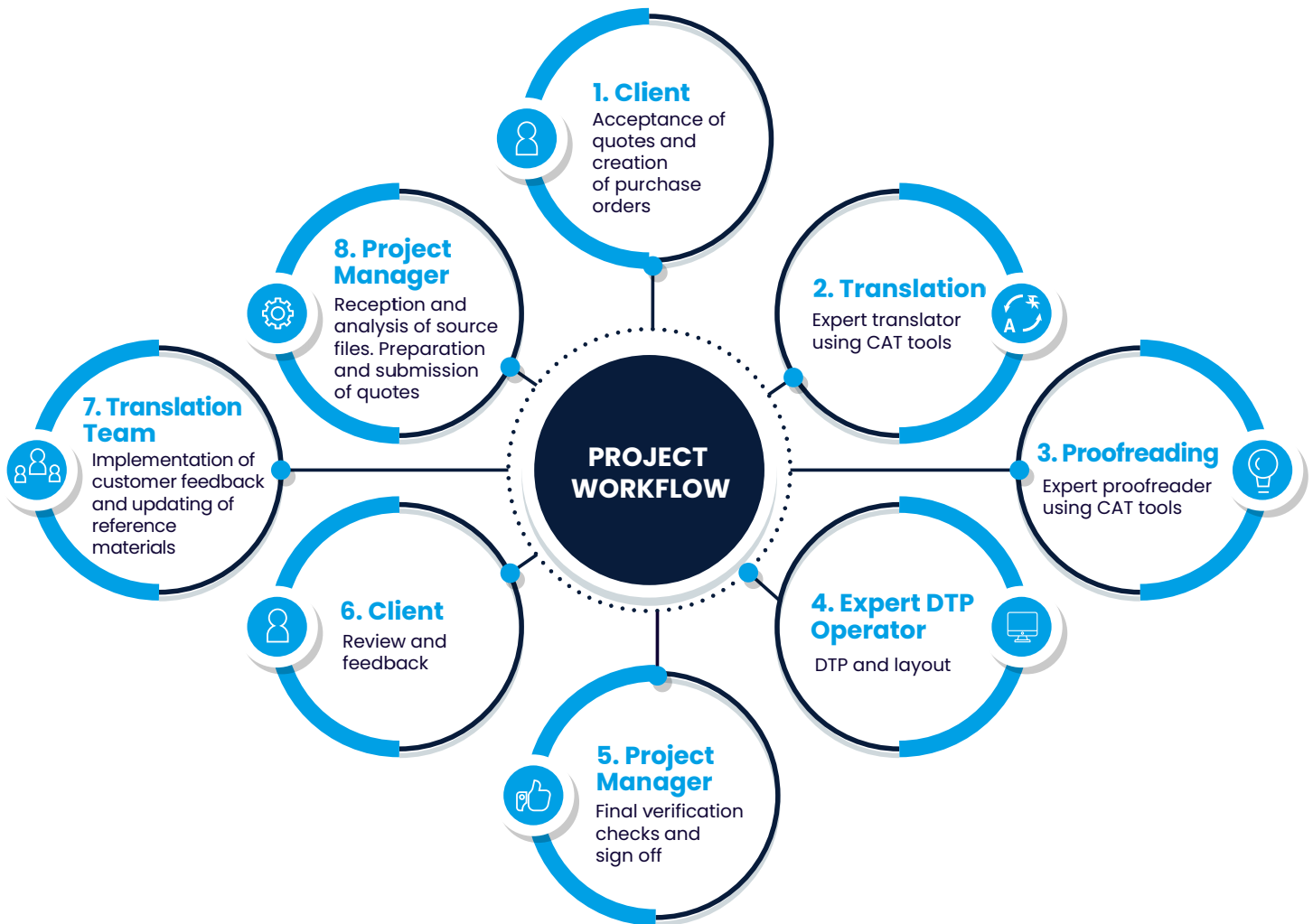
SeproTec designed workflows to accommodate this unique challenge to provide the client with the solution they needed. We consolidated the fragmented translation memories in one central TM, segmented by individual business units.

The solution

- **Implement a vendor agnostic tool** that allowed multiple vendors to work together while maintaining the stability of the translation memories.
- **Build a team of translators** that had unique expertise (SME) specific to the individual business units.
- **Translator/translation scoring** Quality of translation was customized per business unit utilizing the client's in-house resources, assuring that all terminologies were correct and up-to-date with industry standards.
- **Maximize efficiencies.** We hosted weekly meetings with high volume stakeholders, provided quarterly KPIs that highlighted the program's savings (overall and by business unit), adding legal to the workflow to lower the cost of litigation, regulation, intellectual property, and compliance, software localization and validation to ensure ease of use for their customer base.



Project workflow





PHARMA

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, SPCs (summary of product characteristics), packaging and related distribution materials.

The challenge

To facilitate its translation work, our client maintains relationships with content validators in the countries where they do business. These validators review our client's translated materials for final approval. Since localization is not the validator's primary job function, the review process has to be made as easy and efficient as possible for them.

Our client was encountering challenges in this validation phase and ended up going through multiple rounds of revisions with their validators. This added extra steps to the translation review process and meant an unnecessary burden for the validators, resulting 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 in 23 different language combinations.

“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

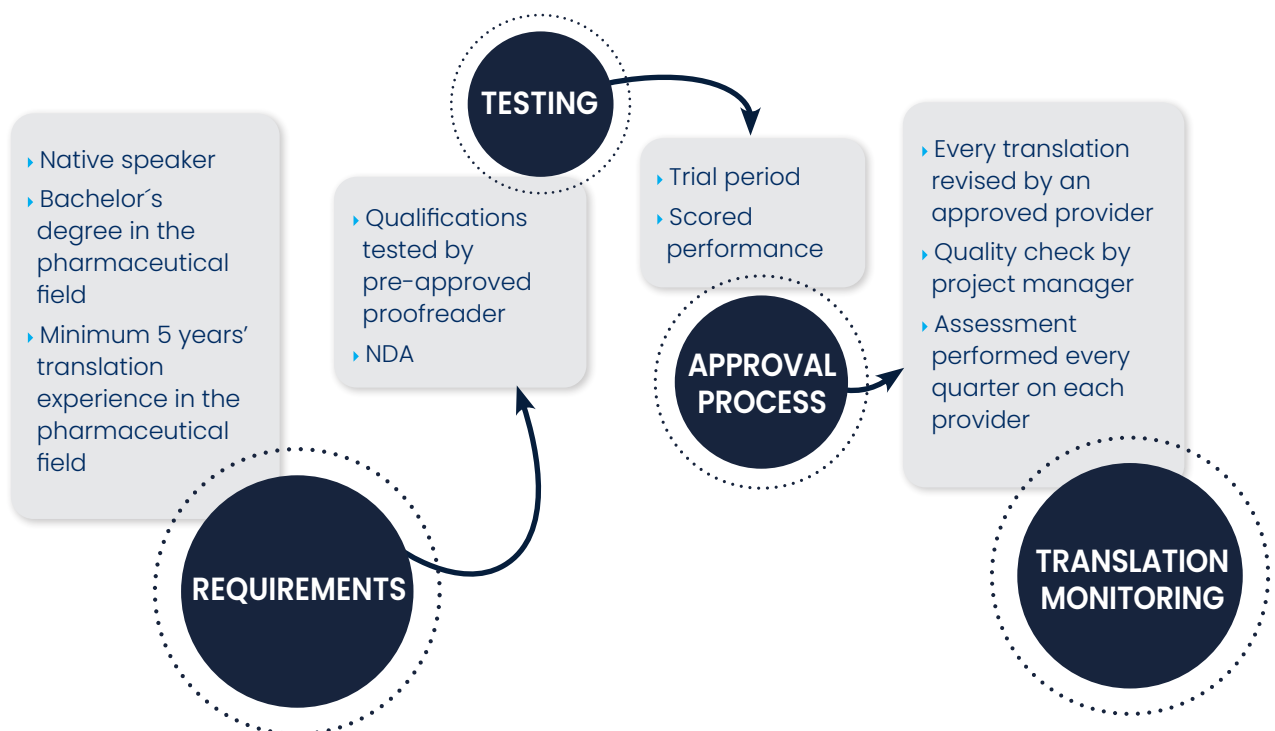
To resolve the challenges the client faced with regard to quality control and workflow, SeproTec designed a process that would eliminate unnecessary rounds of revisions and delays during the validation phase, while adhering to all of the relevant EU regulations for accuracy. The new strategy included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

Seprotec translator validation & management



The benefits

With industry-educated, vetted translators and a new workflow, our client is experiencing higher quality 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.



Our services

We provide a range of full-service tailor-made solutions to a client base that covers more than 13 verticals, including consumer goods, eLearning, energy, infrastructure & architecture, legal & financial, life sciences, marketing & advertising, public institutions, publishing & broadcasting, technology, travel & tourism and video gaming & entertainment.

- **Document translation.** Our team allows us to produce documents that read like originals written in the target language rather than translations.
- **Website localization.** We can work with any format available on the market today and we are always researching new technologies coming down the pipeline to help you localize your website into more than 120 languages.
- **Software localization.** Software localization isn't just translation, it's cultural adaptation to the target market. We provide services for all phases of software localization from internationalization to translation, engineering and testing.
- **eLearning localization.** SeproTec has countless hours of eLearning and multimedia localization under its belt, in over 120 languages, and we provide 24/7 support. Our vast global network of linguists and project managers will ensure a successful project providing huge savings for our customers.
- **Intellectual property translation and services.** SeproTec's multidisciplinary team of translators, proofreaders, linguists, lawyers and engineers has made us the leading company in managing and translating intellectual property texts and the safest bet for patent translation.
- **Certified and sworn translation.** We authenticate and certify the translation, comparing it to the original, in accordance with the legal requirements in each country.



- **Proofreading and editing.** We work with recognized language experts who are specialized in proofreading and editing texts, absolutely essential to ensure a document's quality.
- **Terminology management.** Glossary, terminology database and translation memory creation and maintenance by a team of professionals with expertise in managing terminology databases and adapting them to our clients' different needs.
- **Machine translation and post-editing.** Clients can choose a fully automatic machine translation service or opt to add a light or full post-editing service provided by a team of linguists and managers trained in post-edition.
- **Transcreation.** Carried out by a translator with knowledge and experience in copywriting, it involves adapting the intent, style, tone and context of the piece to the target culture.
- **Transcription.** Video and audio recordings of conversations and comments made during hearings, conferences, seminars, interviews and other events often have to be put in writing, whatever languages they are in. At SeproTec we do transcriptions in over 120 languages.
- **Testing.** SeproTec provides a testing service that combines functional and language testing of software products.
- **Multimedia localization.** Our multimedia experts routinely handle dubbing, subtitling and voiceover projects as well as digital and audiovisual localization.
- **Subtitling.** SeproTec has a team of professionals who translate the text, shorten it to fit subtitling requirements and add the subtitles to the video footage with special subtitling software.



- **Dubbing.** Dubbing removes the original character's voice and replaces it with the dubbed audio. We work with actors and dubbers from a variety of nationalities with a wealth of dubbing experience to meet all our clients' needs.
- **Desktop publishing (DTP).** We have our own in-house desktop publishing department with professional desktop publishers and localization engineers with ample experience.
- **Technical writing.** Our professional writers specialize in technical texts, with a wealth of experience in producing instruction sheets, manuals, specifications and technical documentation.
- **Conference interpreting (simultaneous, consecutive, whispered and liaison).** With a database of over 7,500 interpreters, categorized by language combination, interpreting style, field and technical expertise, we offer a wide range of interpreting services for any kind of multilingual situation.
- **Public services interpreting.** SeproTec offers clients a team of interpreters who work in official languages as well as rare dialects to support with court, security forces and corps, social services, healthcare and cultural mediation interpreting needs.
- **Remote simultaneous interpreting (RSI).** A smart solution for simultaneous language interpreting at conferences, events and meetings around the globe, no matter where the events are taking place. We use the best conference interpreters around the world and advise our clients on the best interpreting service platform solution to suit their needs.
- **Video remote interpreting (VRI).** VRI bridges the gap between OPI and in-person interpreting solutions, reducing the time and cost associated with travel and adding the advantage of visual support to OPI services.



- **Over-the-phone interpreting (OPI).** Instant over-the-phone professional assistance in 80 languages that is simpler, more convenient and more cost-effective than in-person interpreting services.
- **Sign language.** We boast a wealth of experience with different public bodies and in different fields (courts, police stations, nursing homes, social services, schools, congresses, private companies, training courses and more).
- **Equipment rental.** SeproTec has simultaneous translation booths that meet UNE 1093:1984 and UNE 1094:1984 standards, public address systems, infrared equipment for simultaneous interpreting, infoport briefcases and everything else that might be needed to make sure the event runs smoothly.



A multilingual services provider, SeproTec Multilingual Solutions is one of the top 30 companies in the world in its sector. The company offers a wide range of translation, localization and interpreting services for businesses and also provides intellectual property management services through a technology platform developed specifically for the IP sector through its subsidiary SHIP Global IP. The company provides its services internationally and has production centers strategically located to ensure 24/7 service, 365 days a year.

With Nazca Capital as a shareholder since 2021, SeproTec is an internationalized company and has obtained official certifications thanks to its processes and management systems for translation services, quality control and environmental management (UNE-EN ISO 17100, ISO 13485, ISO 9001 and ISO 14001).

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