

CASE STUDY: INTELLECTUAL PROPERTY TRANSLATION

Reducing management overhead
with a single source provider



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, our customer was handling the linguistic, technical and legal specifications required for filing applications, reports, research and other supporting documentation across a very broad range of categories, usually to a tight deadline. Patent specifications had to be written and translated (often into several languages) from engineers' notes and filed in 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 a deep knowledge of intellectual property terminology.
- 3** Adhere to the terminology and formatting standards required for local patent applications.

Prior to calling SeproTec, our customer hired freelance translators to carry out the translations and freelance designers to lay out the drawings. However, as the volume of translation and documentation work increased, 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 translation jobs. As the customer's work volume increased the only other alternative would have been to create an internal translation department that wasn't the core business of the company.





THE SOLUTION

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

It was clear that the client would benefit from an end-to-end translation service solution and 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 customer's objectives, **SeproTec**:

- ▶ Assigned specialised teams based on the customer's evolving translation needs.
- ▶ Hired experts in a variety of subject matter related to the customer's business.
- ▶ Negotiated the business relationship with the experts in order to offer attractive pricing for large translation volumes that this customer required.
- ▶ Implemented strict protocols for all revision processes in order to deliver the highest quality and provide translators with the necessary feedback required to maintain terminology consistency across all projects.

THE BENEFITS

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

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

Since 2008 SeproTec has been providing a complete translation solution, enabling the customer to focus on their core business and reducing the time dealing with managing translation projects.



ABOUT SeproTec

SeproTec is a Sepro Group company offering multilingual services, with more than 30 years of experience providing cost-effective and high-quality solutions in the fields of translation and interpreting. Named one of the top 30 businesses in its industry (Common Sense Advisory), SeproTec employs cutting-edge technology to manage translation projects, designed specifically to maximize client satisfaction, and has 400 employees and over 11,500 freelance collaborators who work with management teams to offer a 24 hour service for any multilingual needs..



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