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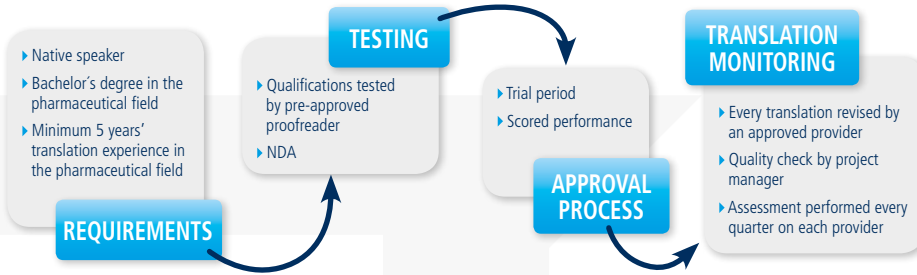
Our client was encountering challenges in this validation phase in that they were going through multiple rounds of revisions with their validators. This created extra steps in the translation review process, as well as an unnecessary burden for the validators, and resulted in costly project delays.

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

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

SEPROTEC TRANSLATOR VALIDATION & MANAGEMENT

SeproTec | Grupo Sepro
MULTILINGUAL SOLUTIONS

REQUIREMENTS
▸ Native speaker
▸ Bachelor's degree in the pharmaceutical field
▸ Minimum 5 years' translation experience in the pharmaceutical field

TESTING
▸ Qualifications tested by pre-approved proofreader
▸ NDA

▸ Trial period
▸ Scored performance

APPROVAL PROCESS

TRANSLATION MONITORING
▸ Every translation revised by an approved provider
▸ Quality check by project manager
▸ Assessment performed every quarter on each provider

ABOUT SeproTec

SeproTec is a Sepro Group company offering multilingual services, with 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 325 employees and over 7,500 freelance collaborators who work with management teams to offer a 24 hour service for any multilingual needs..

SGS   SGS   SGS

Headquarter Offices

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.

TRANSLATION PROJECT WORKFLOW

WORKFLOW

Acceptance of quotations and creation of Purchase Order
Customer

Translation
Expert Translator using CAT tools

Revision
Expert Reviser using CAT tools

DTP and layout
Expert DTP Operator

Final verification checks and sign off
Project Manager

Review and feedback
Customer

Implementation of customer feedback and update of reference material
Translation Team

Receipt and analysis of source files. Preparation & submission of quotations
Project Manager

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.

SEPROTEC IS YOUR GLOBAL LANGUAGE SOLUTIONS PARTNER

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Worldwide offices. To locate your nearest office please visit our website

www.seprotec.com