

| Case Study

Streamlined Localization – Greater Accuracy, Automation, and Agility



| Client

Our client is a fast-growing, US-based company developing SaaS solutions to drive the clinical trials process in the Life Sciences sector.



| Critical Challenges

This organization's localization program had grown organically in response to emergent needs. However, it could not accommodate the anticipated explosion in needs due to the company's global success. Localization was centralized in the APAC region in the Japan

office, where the team was hyper-focused on Japanese alone, trying to get as close to perfection as possible. Multiple localizers were in place for the remaining languages, with no single resource looking at the whole process from a strategic point of view. Until this point in the company's history, this was an acceptable solution because Japan was the company's largest market, with China and Korea only being added later. But the leadership team knew that the company was growing and would quickly face a need to translate new content into existing languages and support new languages and markets. So, they began looking for ways to develop a single global and scalable process.

As a global, cloud-based company aiming to deliver agile solutions to its clients, this organization's leaders were also very excited about automation, particularly MT. They need to be able to launch content quickly because it has a limited shelf life. They didn't want to overspend for constantly expiring content and being refreshed. They knew they needed to introduce automation carefully and always meet the high-quality thresholds required of the Life Sciences sector.



| Capabilities Required

Our client identified three key capabilities driving the search for a strategic localization partner:

- **Automating as much as possible to drive costs down** – from their viewpoint, this doesn't mean moving to the cheapest solution. Instead, it means leveraging automation to remove human error and improve quality and being good stewards of the localization budget while keeping an eye on the short lifecycle of their content.
- **Translation asset review** – The company knew they had 5-6 years of translation memories to work with, but the team also questioned the quality of the legacy materials. This affected both the Japanese as well as the Chinese and Korean assets. The company needed a partner to evaluate the quality, filter out the bad, and clean up the rest.

- **Thought and process leadership** – They are in the business of providing data to pharmaceutical and device manufacturers in the life sciences industry. Localization is not its expertise. So, the company knew it needed a partner to offer industry-leading recommendations on processes and tools. They issued the following challenge: “Tell us what we are doing wrong, show us how to save money, get to market faster, and reduce costs.”

Most of all, our client articulated that the newly formed centralized localization team needed an agile partner, easy to work with, and willing to flex and bend as their needs change.



| Solution

After a thorough search of the various options internally and in the marketplace, this company selected Vistatec to come in and reorganize its existing localization resources into a coherent, centralized localization program. The content was divided into three workstreams:

1. **UI strings** – they wanted to get accurate translations and provide a good user experience while still targeting sim-ship with the English core products. They needed quality with some speed.
2. **Documentation** –Because this is the largest content category, they needed to be as efficient as possible to keep costs down. The legacy authoring environment was not user-friendly at all. Nevertheless, Vistatec demonstrated they could work within that legacy environment, keeping them on schedule and removing the need to update it.
3. **Training** – this was the most challenging content category, consuming most of the team’s time. Courses just weren’t happening – they got lost in review or were never finished, even with their Academy’s in-house team of seven people. What was needed was a process whereby files could be handed off to a localization partner. Our partner would return finished courses in the desired languages using the correct terminology.

The following quote from the client is remarkable:

“We searched for and identified a partner in Vistatec that could support our needs in maximizing automation, improving quality, and providing guidance and leadership. And in partnership with Vistatec, we streamlined all the steps we were taking in our localization process.”



| Results

Vistatec improved turnaround times for UI strings, reducing lag, improving quality, and enhancing the ability to set and keep milestone customer commitments. Vistatec reviewed legacy translation memories for the documentation workflow, maximized their recycling value, and implemented a machine translation program for the remaining content. For the training material, the Vistatec team provided a workflow allowing the hand-off of finished English courses and the receipt of customer-ready localized versions.

Our client is in the business of measuring, which also applies to its internal efforts. By centralizing the localization function and working with a strong partner as a sole supplier, they estimate a savings of \$500k-750k of fixed costs, followed by regular savings of up to 25% by implementing streamlined best practices and automation wherever possible. On-time delivery increased to 100% as turnaround times became consistent and predictable. Finally, our client’s program leader was liberated from managing these tasks, thus freeing up over 50% of the time to focus on strategic planning. In summary, our client achieved the goal of retooling the localization program into one that could scale to meet the growing needs of their global business with customers in up to 68 languages.

“With Vistatec, we have a true technology partner, not just a vendor that throws personnel, time and money at our problems. In the space of 12 months, Vistatec has managed to lower our costs while accomplishing a full-scale clean-up of our translation memories, the introduction of Machine Translation engines, achieving consistently reliable delivery schedules and all this while keeping a vigilant eye on Quality Assurance without our needing to nag them.”

- Senior Manager, Enterprise Localization Program