



CASE STUDY

Using Global Content Lifecycle Best Practices to Optimize Translation and Localization

Worldwide demand for translated, locally-relevant content in multiple print and web-based forms is growing at a fast pace. In response, global companies are generating huge volumes of translated content related to products, services and communications at unprecedented rates. Most adhere in some form to the global content lifecycle — the stages required to create, manage, globalize (translate and localize) and publish content. Yet in many cases, content moves through these stages in a mostly manual and disconnected fashion with little or no process centralization.

Such practices impact the quality and consistency as well as delivery of translated content. An even greater potential risk is inaccurate or non-compliant translations. Risks like these are of particular concern to closely regulated entities that need to meet a variety of global regulatory requirements such as life science companies. Still other consequences include delays in the availability of translated content and the cost of inefficient resource use.

Today, companies can avoid the pitfalls of manual, decentralized translation and localization with a best practices approach that embeds proven and aligned processes into the global content lifecycle. These include streamlining the most time-consuming and error-prone aspects of content globalization. Many forward-thinking companies implement these practices by combining advanced globalization management system (GMS) software with the proven linguistic and technology expertise of a qualified language service provider (LSP).

Global Content Delivery Challenges at Life Sciences Companies

Delivering timely, high quality translated content in multiple forms and languages is a challenge for any business that wants to gain a foothold in global markets. Yet that's only half the battle for life science companies with unique process control and audit requirements.

Common Translation and Localization Pitfalls

Many life science companies rely on some form of verification to manage the risks of inaccuracy and non-compliance through subsidiary reviews of translated product content. Conducted during the globalization stage of the global content lifecycle, translation reviews are typically executed by internal employees across multiple regional offices, including a gatekeeper that tracks review activities. Most content is routed manually.

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In environments like these, delays in the availability of translated content are common, review feedback is often ambiguous and inconsistent, and efforts are frequently duplicated. This contributes to inefficient use of time, human resources and money. The most common factors contributing to poor process execution include:

- **Lack of repeatable, centralized, and integrated processes:** When processes are disconnected and inconsistent, translations are subject to delays and errors from the misinterpretation of review feedback; or, from incorporation of unapproved terms and phrases into product literature. The lack of a centralized and integrated process to communicate review feedback regarding style, local relevance, accuracy, compliance standards and brand further erodes content consistency and quality.
- **Technology:** When changes and comments are not managed in a centralized repository, reusing translation assets in different delivery formats and projects becomes problematic. Even when translation assets are stored in a content management system, the standalone software review tools used by many life science companies don't always integrate with it; or, are simply a challenge to learn. As a result, reviewer productivity is not optimized and human effort is duplicated.
- **Reviewer qualifications:** In many cases, translation review tasks at life science companies are assigned to employees who are often native speakers of the target language without professional linguistic education. Reviewers vary from project to project. And while most reviewers are experts within their specific subject matter, their primary roles fall outside the realm of global content creation and delivery. Common reviewer profiles are sales and marketing manager, clinician, engineer and regulatory specialist. The different perspectives these professionals inject into the review process, while valuable in the right capacity, often cause contextual inconsistencies across different translations.

Taking the Global Content Lifecycle from Requirements to Opportunity

The global content lifecycle can be viewed as a continuum of logical, value-adding activities that transform raw data and source content into targeted, relevant information. When designed and managed by an experienced LSP with the right technology vendor, the global content lifecycle creates meaningful, reusable information that can be distributed cost-effectively across multiple media formats, audiences and languages.

Common Translation & Localization Pitfalls

The lack of centralized process, global content management technology and required reviewer qualifications lead to:

- *Inconsistent review feedback*
 - *Inconsistent translations and terminology use*
 - *Limited translation reuse*
 - *Translation availability delays*
 - *Duplication of effort*
 - *Cost overruns*
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By taking the global content lifecycle from a linear set of mutually-exclusive tasks to an opportunity for gaining a competitive advantage, global companies avoid the pitfalls of traditional translation and localization practices and achieve clear benefits:

- Fewer delays in the availability of translated content
- Faster time-to-market
- Greater control of information quality and consistency
- Reduced liability risks
- Higher resource and process efficiencies
- Lower costs

Idiom WorldServer and LUZ: A Solution for Success

Together, Idiom® Technologies and LUZ, Inc. provide an integrated solution that combines globalization management system (GMS) software with linguistic and technology expertise to optimize the global content lifecycle. An ISO 9001:2000-certified LSP exclusively to the life sciences industry, LUZ uses its systems, linguistic and global regulatory expertise to centralize and automate translation review processes with Idiom® WorldServer™, the world's leading GMS.

The Idiom/LUZ solution helps life science companies more easily manage risk. It addresses the shortcomings of traditional translation review processes with an offering that includes:

- **Centralized workflow** that automates collaboration between project managers, translators and reviewers to ensure translation quality and increase efficiency. LUZ works with life sciences companies to define guidelines for style, grammar and compliance; and tracks whether they're met during review. With WorldServer workflow tools, LUZ also creates automatic actions for communicating and enforcing translation guidelines. The WorldServer process automation engine routes content through required review stages to minimize delays and bottlenecks.
- **Easy-to-use, web-based editing solution that allows anywhere, anytime review — regardless of technology skill level.** Accessible via a browser, it requires no software installation and supports all content formats including FRAMEmaker, Microsoft Office applications, software strings, HTML, XML and any text format.
- **Centralized Translation Memory repository** for storing all review changes and guaranteeing that the best approved translations are easily available for reuse. This is complemented by centralized global terminology lifecycle management that streamlines the proposal, approval, sharing and revision of frequently used corporate and product terminology. As a result, brand consistency is achieved; and the risk and cost of using non-compliant terminology is significantly reduced.

Global Content Lifecycle

Opportunities

Approaching the global content lifecycle as an opportunity to gain a competitive advantage leads to clear benefits:

- *Fewer translation delays*
 - *Faster time-to-market*
 - *Better information quality and consistency*
 - *Reduced liability*
 - *Higher resource and process efficiencies*
 - *Lower costs*
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Meeting the Globalization Challenge through Partnership

The worldwide demand for linguistically- and culturally-relevant content across multiple formats promises to remain strong. And as the need for medical devices, pharmaceuticals and health services continues to grow, so will the mandates and regulations that drive the way life science companies do business.

A best practices approach that embeds proven translation and localization processes and expertise into the global content lifecycle enables life science companies to manage the risks of delivering highly regulated products, services and information around the world. Together, Idiom Technologies and LUZ offer the most effective combination of language-centered technology and expertise.

As a result, life science companies large and small can create and deliver multilingual product information faster and more cost-effectively, while meeting escalating requirements for quality, customer service and compliance. Through a long-term partnership focused on creating value with integrated solutions and services, Idiom and LUZ support the ever-increasing complexities of managing a global business.

About LUZ, Inc.

LUZ, Inc. is an ISO 9001:2000 certified, leading translation and localization solutions provider exclusively to the life science industry. Our expertise and knowledge of global and regulated medical environments are key to our success. Domestic and international clients value our services and solutions because of our commitment to delivering flexibility, scalability, and quality to fast paced, competitive markets.

About Idiom Technologies, Inc.

Idiom® Technologies is the leading independent supplier of globalization management systems — software solutions that automate translation and localization processes in concert with any content lifecycle solution or language service provider so our customers and partners are free to choose how — and how quickly — their content reaches markets worldwide.

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