

Tek Case Study

Enterprise Terminology Management Solution for a Leading Life Sciences Corporation



With globalization project stakeholders on three continents, this customer seeks unified terminology for greater management control over quality.

The Client

As a leading provider of instrumentation, supplies, software and services to the life sciences and chemical analysis markets, this customer provides tools that help scientists understand complex biological processes, unlock the causes of disease, and speed the discovery of new drugs.

The Challenge

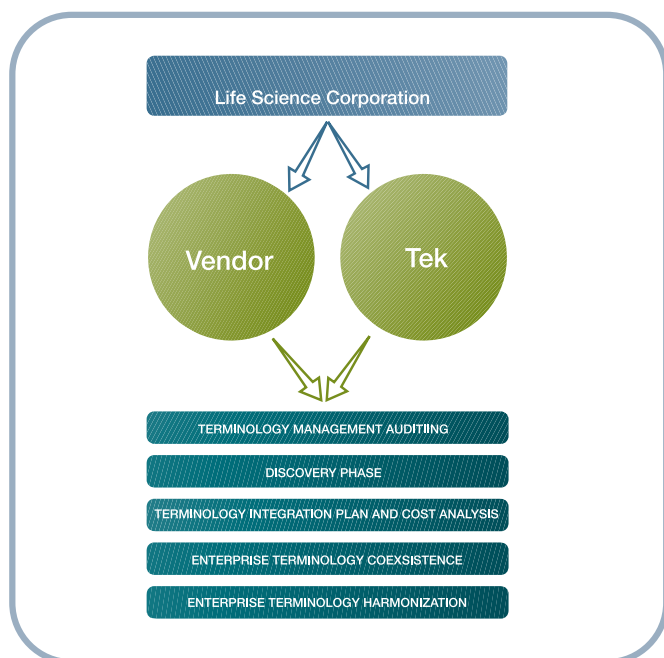
Because of its size and multiple product lines, this life sciences customer has for years maintained a successful two-vendor system to meet its globalization needs. Traditionally, each vendor handled one of the customer's two main products, which meant that slight variances in terminology from each vendor were acceptable. But as the company's products become more linked, this customer desired a more integrated process with common terminology, providing:

- Greater flexibility in assigning work to each vendor while maintaining term continuity
- Reduction in customer validation time
- More consistent text updates for products already on the market
- Systematic reporting and response on term-related complaints from customers, field sales, or marketing.

The Solution

Addressing this customer's needs required close collaboration between its two vendor partners. Life sciences specialists in Tek's Linguistic Engineering Department spearheaded the joint project and provided expert analysis, process and architecture design from a linguistic point of view. Tek Linguistic Engineers used specialized processes and tools, such as the Tek Language Quality Checker, to benchmark and analyze glossary quality and then recommended an architecture to achieve the customer's goals.

The project phases are as follows:



Phase 1. Terminology Management Audit - Tek Linguistic Engineers examine each vendor's workflows and processes, and complete structural and linguistic analyses of the two suppliers' existing terminology databases.

Phases 2 & 3. Discovery and Terminology Integration Plan and Cost Analysis - Tek professionals record and document the results of the audit so that a plan is created as a roadmap for all parties.

About Tek Translation International

Tek is a pioneering provider of globalization services to the world's leading enterprises. Delivering services and solutions through its unique Tek's OneWorld Platform, Tek enables enterprises to drive globalization strategies, processes, and operations, leveraging maximum benefit from their multilingual assets and localization technology investments. Tek is committed to achieving value for the marketplace by the best use of innovation, process, and technology.

To find out how your organization can benefit from this unique new approach to Globalization, visit www.tektrans.com or contact:

Corporate Headquarters:
Tek Translation International
Calle Ochandiano, 18
28023 Madrid, Spain
Tel.: +34 91 414 1111
Fax: +34 91 414 4444
madrid@tektrans.com

Tek Translation Ireland
Tel.: +353 1 443 3105
dublin@tektrans.com

Tek Translation Sweden
Tel.: +46 303 25 36 47
gothenburg@tektrans.com

Phase 4. Terminology Coexistence - Each vendor then conducts a terminology cleanup in preparation for a coexistence phase, during which English terms in the database may have multiple correct translations originating from the two vendors.

Phase 5. Terminology Harmonization: At this final stage, one approved translation for each term is selected. The output is based on a concept orientation approach following Tek's recommendations which includes multiple taxonomies and metadata categories.

The Benefits

Faster time to market

- Production queries and research, proofreading time, and validation delays will be reduced.
- Translation approval cycles and management involvement in quality issues will be shortened.

Standardized terminology brings greater management control and flexibility

- Terminology standardization provides a measure for translation quality and a method of extracting reports to formally address complaints from customers and the field in a more structured way.
- With greater control over quality, the customer has more flexibility to tap the vendor of its choice for globalization projects without creating terminology problems.

One unified quality system to be used by all departments

- Terms generated by marketing and presales organizations can also be incorporated into the database along with metadata categories which identify appropriate usage for harmonization of brand image.
- Training organizations and developers of software, help content and documentation will have access to a single terminology database, enhancing consistency, quality and efficiency companywide.

Better customer satisfaction

- Greater consistency and data integrity across existing and new product lines result in fewer language quality complaints and a better product.



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