

## Case Study #3

### Global Science-based Solutions Company



TRANSCENDING EXCELLENCE

**Background:** Operating in more than 70 countries, with 60,000 employees, our client offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

**Client Objective:** The South American division of one of our Fortune 100 clients found out that they needed 13 of the U.S. headquarters websites translated into Spanish and Portuguese. They also needed the sites mapped out and a turnaround time of 3 weeks.

**Challenge:** To map, translate, edit, format, SPAN (check Sentences, Paragraphs and Numbers) and linguistically proofread 239,000 technical words in 21 calendar days.

#### CHALLENGES:

- × Finding a partner with significant project management experience
- × Accurate Website localization.
- × Complete project quickly.

**Solution:** The client provided the website addresses. Since this project was English into foreign language, another step called linguistic quality assurance had to be included. All English into foreign language translations are translated by native speakers and have to be linguistically checked by a second native speaker.

The dedicated Project Manager mapped out all 13 websites in order for our South American client to be able to put the new sites together and in order for us to be able to name the new Spanish and Portuguese files accordingly. The total mapping process took 14 days.

As the mapping of each site was completed, our extensive teams of technical, native-speaking translators were standing by to proceed with the translations. With translation complete, each site was then sent to the

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**PHOENIX**  
TRANSLATIONS

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editing, SPAN and production staff. After these steps, a second team of native-speaking translators began to edit the foreign language. The site was then sent to production for a final format, QA and a check of the file naming structure. Each site was handled in this “rolling” manner. By the time the last site was mapped at day 14, we had begun delivering completed sites to our client and were able to deliver the last site on time at day 21.

#### OUR SOLUTION:

- ✘ High level of interaction between Subject Matter Experts and Phoenix Translations offices
- ✘ Centralized solution with a single point of contact

**Result:** Because of our advanced planning, our excellent project management team, our extensive network of translators, editors, and production staff plus our ability to “ramp up” for large projects, we were able to meet our client’s deadline with high quality translations.

**About Phoenix Translations:** Phoenix Translations is a leading provider of language translation and localization services. Through the unique combination of its Linguistic Quality Assurance (LQA) and Visual Quality Assurance (VQA), expert linguists and integration capabilities, Phoenix Translations services are designed to help clients quickly and easily secure the very best multilingual Web sites, technical documents in any language, and other global communications. Since 2000, the company has earned a reputation among its clients for reliability, quality and professionalism. Clients include: Kodak, MedImmune, Genentech, Exxon, and Johnson & Johnson as well as many law firms, and other major pharmaceutical and technical companies.